

Ready Set Spring Steering Committee

Lawrence Board of REALTORS®

11:00 am, Thursday, September 22, 2022

2022-2023 RSS Steering Committee Roster:

| | |
|------------------|--|
| Josh Reazin | BHG Kansas City Homes (Co-Chairperson) |
| Michelle Fales | RCB Bank (Co-Chairperson) |
| Renee Barrett | Crystal Clear Realty |
| Austin Harkrader | Realty Executives HRE |
| Stacie Hulshof | Crystal Clear Realty |
| Abigail Hummel | Stephens Real Estate |
| Erin Maigaard | Realty Executives HRE |
| Jill Stueve | KW Integrity |
| Ashley Zeller | Bank Midwest |

I. Discuss Event Details

- a) Create Plan to Determine Topics with Ifoma Pierre – Committee's original desire was for Practical, Motivational, with a Powerhouse Closer.
- b) Details for Thursday, February 16, 2023, at Abe & Jakes Landing

1. **Sponsorships** – Event Sponsorships are finalized as follows. Now we need to create a plan to gather table sponsors.

- a. Establish goal – 15 Table Sponsors? Based on floorplan/setup with 23 tables, because 8 Major sponsors also get a table.

Title Sponsor @ \$2,000 Truity Credit Union

Session Sponsor @ \$500 Session 1 Sponsor: Ashley Zeller, Midwest Bank Mortgage
Session 2 Sponsor: CEK Insurance
Session 3 Sponsor: Lawyer's Title of KS

Food Sponsors @ \$500 Michelle Fales, RCB Bank Mortgage
Meridian Title

Happy Hour @ \$500 Fairway Mortgage
Ad Astra Home Inspections
Security 1st Title

Josh – I had something in my notes about you doing this????
Primrose Management & J&E Painting – 50/50

Table Sponsors Cont'd @ \$200 ea.

Michelle is checking with:

- Paradise Flooring
- Alpha Roofing
- The Spot
- Prime Lending

Pricing – Tickets for Members and Non-Members



2023 RSS Projected Income & Expense Report

| Income | Amount |
|---|-----------------------|
| Major Sponsorships | \$ 6,000.00 |
| Table Sponsorships (15 @ \$200) | \$ 3,000.00 |
| Tickets (100 @ \$30) | \$ 3,000.00 |
| LBOR Contribution | \$ - |
| Total Income | \$ 12,000.00 |
| Expenses | Amount |
| Ifoma Pierre | \$ (4,200.00) |
| Ifoma Pierre Travel Costs | \$ (1,200.00) |
| Breakfast/Snack/Lunch | \$ (2,500.00) |
| Bar/Beverages | \$ (1,200.00) |
| | 0 |
| Recording of Ifoma Pierre and Historical Homes sessions | \$ (2,000.00) |
| Janella Williams (Marketing) | \$ (250.00) |
| Total Expenses | \$ (11,350.00) |
| Total (Net) Income | \$ 650.00 |

II. Marketing Timeline

- Save the Date Announcement – 1st week of October
- Registration Opens – November

III. Marketing

- Media Relations to Coordinate a Social Media Campaign targeting membership and KS REALTORS®
- Flyers/Handouts – Will be produced by 3 Clever Broads (Janella Williams)

IV. Other Items

V. Adjourn

Ready Set Spring Steering Committee

Lawrence Board of REALTORS®

9:00 am, Thursday, August 18, 2022

2022-2023 RSS Steering Committee Roster:

| | |
|------------------|--|
| Josh Reazin | BHG Kansas City Homes (Co-Chairperson) |
| Michelle Fales | RCB Bank (Co-Chairperson) |
| Renee Barrett | Crystal Clear Realty |
| Austin Harkrader | Realty Executives HRE |
| Stacie Hulshof | Crystal Clear Realty |
| Abigail Hummel | Stephens Real Estate |
| Erin Maigaard | Realty Executives HRE |
| Jill Stueve | KW Integrity |
| Ashley Zeller | Bank Midwest |

Discuss Speakers for RSS

Ifoma Pierre, the Committee's top choice, is not available on Feb 23rd. However, he is available on Feb 16th. As a result, RSS 2023 was moved to February 16th. Staff will ensure that Abe & Jakes Landing is available on this date as well, and then will proceed with contract signing for Ifoma Pierre. Ifoma will present the first and third sessions, with topics to be determined. The middle session will be the Historical Homes session, and each of our panellists will be informed of the new date.

Event Sponsors were discussed and during a shortly after the meeting, these were finalized as follows:

Title Sponsor @ \$1,500 Truity Credit Union

Session Sponsor @ \$500 ea. Session 1 Sponsor: Ashley Zeller, Midwest Bank Mortgage
Session 2 Sponsor: CEK Insurance
Session 3 Sponsor: Lawyer's Title of KS

Food Sponsors @ \$500 ea. Michelle Fales, RCB Bank Mortgage
Meridian Title

Happy Hour @ \$500 ea. Fairway Mortgage
Ad Astra Home Inspections
Security 1st Title

Josh – I had something in my notes about you doing this???
Primrose Management & J&E Painting – 50/50

Table Sponsors @ \$200 ea.

Michelle is checking with:

- Paradise Flooring
- Alpha Roofing
- The Spot
- Prime Lending

Meeting adjourned.

LAWRENCE BOARD of REALTORS®

READY SET

Spring
EDUCATION SUMMIT

February 15-17, 2022

Grow your knowledge, Grow your network,
and Blossom in your real estate career!

Day One

February 15: 10am-12pm

- 10 am - 11:15 am
Chandra Hall - *It's Good to be Good;
It's Great to be Different.™*
- 11:15 am - 12 pm
Chandra Hall - *Market Reality Check.™*

Day Two

February 16: 9 am-12 pm

- 9 am - 10:15 am
Chelsea Peitz - *Developing a High-Value,
High-Engagement Content Strategy to
Build Your Brand and Create Mindshare.*
- 10:30 am - 12 pm
Jeremias "JMan" Maniero -
*Sir Bot-A-Lot, Messenger Bot Marketing:
The Lead Conversion Machine.*

Day Three

February 17: 1pm - 4pm

- Session 1: 1:15 pm - 2:15 pm
The Boom Team - *7.5 Personal Jedi
Tricks to Ignite Your Business.*
- Session 2: 2:30 pm - 3:30 pm
The Boom Team - *Take Your
Business to the Next Level with
Video.*

Now a FREE
Member Benefit!



Chandra Hall:

A 3rd generation Realtor®/
Broker from Colorado
Springs. She earned her MBA
in 2000, and is a Certified CRS
Instructor and a Certified Master
Ninja Instructor. Chandra has presented in every
state in the nation, by providing top insights and
guidance to companies and individuals who are
committed to peak performance.



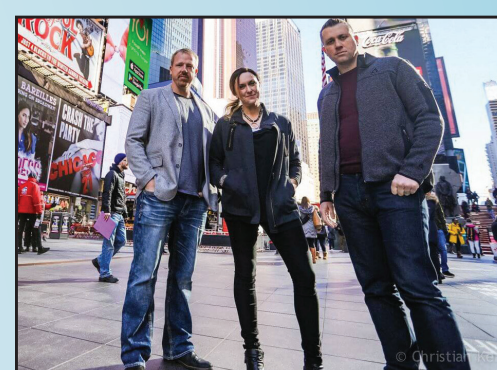
Chelsea Peitz:

Internationally recognized
speaker and best selling author
whose superpower is breaking
down complex concepts into
actionable, easy-to-execute
social media strategies. Chelsea can turn
complex concepts into actionable, easy-to-
execute social media strategies, her style is to
share actionable insights and tactical how-to's
rather than high-level fluff.



Jeremias "JMan" Maniero:

Jeremias is a tech-savvy
millennial who speaks from
the heart and specializes in
helping everyone improve
their techxpertise, regardless of skill level
or generation. Audiences across the nation
love the enthusiasm, energy, and humor he
brings to every presentation.



The Boom Team:

This dynamic real
estate team from
Indianapolis is best
known around the
country for their
creativity, innovation, next-level marketing,
culture building, and social media presence.
Todd & Megan Ferris, and Terry Waggoner
believe in breaking out of the box in order
to build incredible businesses—and helping
others to do the same.

Register at Members.LawrenceRealtor.com/events

Now FREE for REALTORS® & Affiliate Members. Regularly valued at \$99.

Register by February 4th to be eligible to win select prizes.

