

Education Committee

Agenda / Action Items



Date: 6/15/2023
Time: 10am
Location: LBOR Office

Chairperson: Erin Maigaard
Vice-Chairperson: Vanessa Schmidt
LBOR Staff Liaison: Beth Folks

Committee Members:	Erin Maigaard	Vanessa Schmidt	Alejandra Guzman Carasco
Andrew Drinkard	Denise Bridwell	Diana Deutsch	Jennifer Catlin
John Huntington Jr	Josh Reazin	Karyn Davis	Lisa Henry
Michelle Fales	Nate Imperato	Shelly Myers	

AGENDA ITEMS

No	Topic
1	Review Prior Meeting Minutes
2	Education Calendar for 2023: Action of the Board of Directors June 7 - No Show Fee of \$10 approved by Board of Directors. Feedback on Past Events May 31 - New Member Orientation June 8 - Panasonic Opportunities Update June 13 - LBOR Midyear Luncheon - Mayor Larsen and Leadership Panel Upcoming Events <i>Future CE Classes at the LBOR will not have sponsors and food</i> June 23 - Radon for the Real Estate Industry - 4 hours of CE for just \$12 July 6 - Navigating Equity and Inclusion in a Brave Space Sponsor - Michelle Fales - Guardian Mortgage ??? August - KDOT to present on expansion/design/timeline for the Western leg of the SLT? SEE REMAINING 2023 CALENDAR AND 2022 CALENDAR RECAP
3	New Member Orientation Dates: 30-Aug Liaison - Denise Bridwell 29-Nov Liason - Jennifer Catlin
4	Other ideas to discuss for 2023 Lender Panel for LLPA Legal Hotline Inspector Panel Discussion Financial Planning / Tax Prep Hazards Lead Based Paint Radon for CE Mold Asbestos Self Defense Understanding Cultural Differences Real Estate Trends

Governmental Affairs Update
Do's and Don'ts of Photography
Affiliate Member L&L
Open Source AI - ChatGPT

5 Next Meeting: Thursday, June 15th at 10am.

6 Adjourn:

ACTION ITEMS

Action	Due Date	Responsible Member
1		
2		
3		
4		

Rob Hulse

Subject: FW: Education Committee Minutes 05.18.2023

Subject: Education Committee Minutes 05.18.2023

Feedback on past Events:

- Home Warranty
 - Learned some but didn't think it was necessarily CE worthy
- Clear Cooperation
 - Lot of great chatter from what we understand great attendance
 - Use the rules of the most restrictive when it comes to Pre-MLS
 - Seller directs the activities of the listing agent

Upcoming Events:

- New Member Orientation - May 31st
 - Erin Maigaard will do panel and round table
 - Vanessa Schmidt is tentative
 - Karyn Davis is confirmed
 - Erin will remind Josh
 - Rob will be reaching out to Abigail Hummel
 - Vanessa will find someone to replace her if she can't commit, Josh Coulter? 2-3 years and will let Beth know
- Panasonic Opportunities - June 8th
 - Date was moved up due to the City of Lawrence Capital Improvement Plan (CIP) up for approval for the city commission on June 11th
 - Consider a zoom option in order to get a bigger audience - Rob will ask Rob Richardson on his thoughts on this
 - Beth will reach out to Kristy Kiefer (sp?) to sponsor and if not will reach out to Erin to find a sponsor
- Midyear Membership Luncheon - June 13th
 - Rob is 99.9% certain it is a Macellis
 - Lisa Larsen will be doing an update
 - Panel discussion - Rob will be coming up with pre-planned questions
- Navigating Equity and Inclusion in a Brave Space - DEI
 - will be rescheduled at request of presenter - proposed June 27, 28, 29
- Radon for Real Estate Industry - 4 hours of CE for only \$12 June 23rd
 - Still need a sponsor but we have time.

New Member Orientation Liaisons

- Beth typically reaches out to them to remind.

No show fee has not been voted on due to the board of directors not meeting in May.

Look back at past sessions to plan future sessions

- Weren't crazy about the photography or financial health
- July
 - Mold and Asbestos - third week of July - 17th to the 21st
 - Denise to reach out to a singular company
- August
 - AI opensource: ChatGPT and other sources - Canva
 - Where can we find someone to teach on this? Rob will reach out to Marki
 - Zoom meeting similar to clear cooperation
- September
 - Affiliate Lunch and Learn - geared towards affiliates! NEWWWW - September 7th
 - They can learn more about what the board does, rules, ect. and how it can help their businesses
 - For example:
 - Sponsoring big events - If you have hosted before then you have first right of refusal.
 - LBOR is sponsoring the affiliate lunch and learn
 - New
 - Self-Defense Seminar - TBD in September
 - Erin to reach out to plan this
- October
 - Lender Panel was well attended and it will be different every year - do it last quarter
 - Let's do October 12th
- November
 - Nothing yet
- December
 - Legal Hotline was very well attended - in December?

LBOR CALENDAR - 2023

DATE	EVENT	RECURRING	ATTENDEES	REVENUE
6/21/2023	LBOR Blood Drive	No	0	\$0.00
6/21/2023	LBOR Master Mind Group Gold	Yes	0	\$0.00
6/22/2023	LBOR Blood Drive	No	0	\$0.00
6/22/2023	Community Relations Committee Meeting	Yes	0	\$0.00
6/23/2023	Radon for the Real Estate Industry	No	1	\$12.00
7/6/2023	Navigating Equity & Inclusion in a Brave Space: Difficult Dialogues	No	7	\$0.00
7/7/2023	Media Relations Committee Meeting	Yes	0	\$0.00
7/12/2023	Board of Directors Meeting	Yes	0	\$0.00
7/12/2023	Lawrence REALTORS® Community Foundation meeting	No	0	\$0.00
7/19/2023	LBOR Master Mind Group Gold	Yes	0	\$0.00
7/20/2023	Ready Set Spring Steering Committee	Yes	0	\$0.00
7/20/2023	Education Committee Meeting	Yes	0	\$0.00
7/27/2023	Community Relations Committee Meeting	Yes	0	\$0.00
8/2/2023	Board of Directors Meeting	Yes	0	\$0.00
8/4/2023	Media Relations Committee Meeting	Yes	0	\$0.00
8/16/2023	LBOR Master Mind Group Gold	Yes	0	\$0.00
8/17/2023	Ready Set Spring Steering Committee	Yes	0	\$0.00
8/17/2023	Education Committee Meeting	Yes	0	\$0.00
8/24/2023	Community Relations Committee Meeting	Yes	0	\$0.00
8/30/2023	New Member Orientation	No	0	\$0.00
9/1/2023	Media Relations Committee Meeting	Yes	0	\$0.00
9/6/2023	Board of Directors Meeting	Yes	0	\$0.00
9/20/2023	LBOR Master Mind Group Gold	Yes	0	\$0.00
9/21/2023	Ready Set Spring Steering Committee	Yes	0	\$0.00
9/21/2023	Education Committee Meeting	Yes	0	\$0.00
9/28/2023	Community Relations Committee Meeting	Yes	0	\$0.00
10/4/2023	Board of Directors Meeting	Yes	0	\$0.00
10/5/2023	Housing Market Forecast Breakfast	No	0	\$0.00
10/6/2023	Media Relations Committee Meeting	Yes	0	\$0.00
10/12/2023	Lender Panel Lunch & Learn	No	0	\$0.00
10/16/2023	Charity Classic Golf FUNdraiser	No	0	\$0.00
10/18/2023	LBOR Master Mind Group Gold	Yes	0	\$0.00
10/19/2023	Ready Set Spring Steering Committee	Yes	0	\$0.00
10/19/2023	Education Committee Meeting	Yes	0	\$0.00
10/26/2023	Community Relations Committee Meeting	Yes	0	\$0.00
11/1/2023	Board of Directors Meeting	Yes	0	\$0.00
11/3/2023	Media Relations Committee Meeting	Yes	0	\$0.00
11/8/2023	Lawrence REALTORS® Community Foundation Luncheon [November 15, 2022 11:45 AM - November 15, 2022 1:00 PM]	No	1	\$0.00
11/15/2023	LBOR Master Mind Group Gold	Yes	0	\$0.00
11/16/2023	Ready Set Spring Steering Committee	Yes	0	\$0.00
11/16/2023	Education Committee Meeting	Yes	0	\$0.00
11/23/2023	Community Relations Committee Meeting	Yes	0	\$0.00
11/29/2023	New Member Orientation	No	0	\$0.00
12/1/2023	Media Relations Committee Meeting	Yes	0	\$0.00
12/6/2023	Board of Directors Meeting	Yes	0	\$0.00
12/20/2023	LBOR Master Mind Group Gold	Yes	0	\$0.00
12/21/2023	Ready Set Spring Steering Committee	Yes	0	\$0.00
12/21/2023	Education Committee Meeting	Yes	0	\$0.00
12/28/2023	Community Relations Committee Meeting	Yes	0	\$0.00

Sessions from the 2022 Calendar.

Date	Professional Development	Presenter(s)
17-Feb	Ready Set Spring Education Summit	Chelsea Pietz, Jeremias "Jman" Maniero, The Boom Team
19-May	Lunch & Learn-Community Land Trusts 101	Tenants to Homeowners
16-Jun	Lunch & Learn-Home Inspection Panel Discussion	Stan Sanger, Mike Dandrond, William Barnhardt, Alex Parker
22-Jun	Real Estate Photography	Derek Mecca Photography
7-Jul	Radon for the Real Estate Professional	Brian Hanson
20-Jul	Environmental Hazards in Real Estate	Larry Hopkins
25-Aug	Lunch & Learn-Local Lender Panel Discussion	Diana Deutsch, Michelle Fales, Ashley Zeller, Scott Braden
14-Oct	Housing Market Forecast Breakfast	Dr. Stan Longhofer
2-Nov	Lunch & Learn-Financial health	Kaylin Dillon
17-Nov	Lunch & Learn-Taxes & the Real Estate Profession	Ben Miller, CPA
30-Nov	Paragon Training-Customize to Optimize Your Experience	LBOR Staff
13-Dec	Lunch & Learn-Legal Hotline	Vern Jarboe, Danielle Davey
14-Dec	Paragon Training-Collaboration Center vs. Auto Email Notifications	LBOR Staff
21-Dec	Free Self-Defense Seminar for LBOR	Prime Martial Arts

Rob Hulse

From: Marki Lemons Ryhal <info@markilemons.com>
Sent: Monday, May 22, 2023 8:00 AM
To: Rob Hulse
Cc: Beth Folks
Subject: Re: Speaker Bio
Attachments: 2023 Program Offerings.pdf; Media Kit_Marki Lemons Ryhal (1).pdf

Rob,

We appreciate your consideration. Teaching REALTORS® how to listen, engage, and earn up to a 2682% ROI using social media and technology is a privilege. Our half-day rate of up to three hours for face-to-face presentations, including keynote speeches, is an investment of \$5,850 and \$8,850 for full-day events of up to six hours.

Do your members want social media education? Do your members want recordings that they can replay repeatedly to pause or stop? Do your members want you to stream education live to your Facebook Business Page or Group? The answer is Yes, and you can provide your members with all of this and more.

We provide LIVE virtual events!

Live events can be virtual or in person. This offer is ONLY for Virtual Events.

A VIRTUAL event can be live or pre-recorded, including live Q&A/chat/interaction.

The investment is \$1,500.00 per 60-minute virtual presentation with unlimited attendees. We are available on Wednesday, August 23, 2023.

With over 100 classes approved for continuing education by state licensing bodies and taught in 46 states, I'm known for my candid, engaging, and relevant approach to teaching real estate professionals. Our new classes on AI and ChatGPT are designed to help real estate professionals stay ahead of the curve and improve their business practices while increasing their ROTI.

The seven new classes include:

- The Successful Faceless Video: Reverse Engineer Your Video with ChatGPT©
- Efficiency Boost: 13 Ways to Use AI and ChatGPT in Real Estate©
- Six Figures in Twelve Months Real Estate Planning On Steroids with AI©
- Leveraging AI to Improve Your Customer Experience in Real Estate: Opportunities and Challenges for REALTORS©
- The Future of Real Estate: How AI is Transforming the Real Estate Industry©
- Maximize Your Marketing with AI: Personalized & Automated Campaigns for Broker Owners©
- Building an Ethical AI-Driven Real Estate Industry©, this course meets the National Association of REALTORS® Code of Ethics Training requirement for the Triennial 7th training cycle, from January 1, 2022, to December 31, 2024.

Also, here is my recent content on AI/ChatGPT:

REALTOR Magazine, [Start Experimenting with AI Now](#)

Illinois REALTORS, [Understanding AI and ChatGPT for Your Business](#)

INMAN, "[It's a tool, not a solution: What top pros are saying about ChatGPT](#)

Webinar with USA Mortgage, [Leveraging AI ChatGPT To Improve Your Customer Experience In Real Estate Opportunities and Challenge](#)

Advertising Specialty Institute, [Leverage FREE AI Tools to Help to Boost Your Business](#)

The top reasons to hire Marki are:

1. Expertise
2. Relevancy
3. Easy to work with
4. Interactive
5. Real Estate Experience
6. Authenticity
7. Transparency

We can add more value to your program with the following.

1. Virtual Book Signing with a Complimentary book raffle.
2. EXCLUSIVE Vendor, sponsor, affiliate member, strategic partner training (15 minutes-30 minutes) to increase engagement with attendees online during the virtual event.
3. Social Influencer program to increase your online engagement with your social networks to include an Instagram Live recording 48-72 hours prior to the virtual event.
4. Organization and affiliate/sponsor branded PowerPoint Slide(s) and Custom Zoom Virtual background.

Listen to our TOP RANKED Podcast; [Social Selling Made Simple](#).

Review our International Best Selling Book, [The Modern Real Estate Professionals Guide to Success](#).

Check out our Private Facebook Group Social Learning Units in [Real Estate Live](#).

Attached, you will find our 2023 program offerings and Media Kit.

Would you like to schedule a call to discuss your program? If so use to following link:

<https://calendly.com/markilemons/real-estate-event-planning-discussion> .

Marki Lemons Ryhal is proficient in virtual presentations. Zoom.us, WebEx, Adobe Connect, Facebook Live, Instagram Live, Youtube Live, and Periscope.

Marki accesses Logitech Camera and Yeti Microphone within 60 seconds of logging into the preferred platform.

Marki has a professional recording studio with a backup gaming computer for up to 4k streaming capabilities.

Marki's studio has professional 18-inch desk mounted lighting. A dedicated camera centers the speaker to be featured and well lit.

Marki,

I just wanted to say a great big THANK YOU for such an informative session you provided for our members on Friday. You truly provided strategies, tips and tools to help them navigate through this Covid challenge, remain relevant in their sphere of business and how to get ready for the recovery. I'm grateful for and the value you brought to our members. - Mary Ann Monteleone | C2EX, AHWD, VP, Professional Development, Long Island Board of REALTORS®, Inc.

Presentation Link: <https://www.lirealtor.com/covid-19-precautionary-measures>

Marki's audible is easy to understand. The speaker has two dedicated microphones (Sennheiser and Yeti).

Marki ensures her home phone is unplugged; the doorbell is accessed via the Ring app, and her mobile phone is muted.

Marki connects her computers to the internet through a wired connection.

Marki has excellent use of visual aids and screen sharing. She creates a PowerPoint and demonstrates online tools in real-time.

Marki

You were FABULOUS on Friday. So many comments from attendees about you, your energy, passion and all the how to information you gave. - Barb Freestone, SVP Professional & Business Development, Arizona Association of REALTORS

Marki's uses audience Q&A and chat during the presentation often.

Marki utilizes polls and questions during the presentation.

Marki implements breakout rooms usage.

Backup internet access. Xfinity with Gigabyte package and Verizon Hotspot.

Marki,

Thanks again for doing this! You did a fabulous job as always.- Olivia Peterson, Senior Education Director, Women's Council of REALTORS®

Marki Lemons Ryhal, MBA, ABR, AHWD, C2EX, CDEI, CIPS, CRB, C-RETS, CRS, & SRS
Keynote Speaker, 6X International Best Selling Author, Serves on the Board of Directors of CAR, NAR, & REBI,
and Podcaster, ReMarkiTable

📞 773-454-0274 🌐 markilemons.com/ ✉ info@MarkiLemons.com

🏠 THE 6-FIGURE REALTOR® WORKSHOP Coaching, Mentoring, and Training



On Thu, May 18, 2023 at 2:48 PM Rob Hulse <Rob@lawrencerealtor.com> wrote:

Hi Marki –

I hope you're doing well. We are interested in doing a session on AI & Real Estate. I just sat through your session at NAR's Legislative Meetings, and I think it would be valuable to do a Zoom session with our members on this topic.

AI and ChatGPT Programs

The Successful Faceless Video: Reverse Engineer Your Video with ChatGPT©

Are you a real estate professional looking to create engaging and compelling videos that showcase your properties and services? Look no further! With ChatGPT, cutting-edge AI technology, you can reverse engineer your video content to create captivating and informative videos that set you apart from the competition.

Efficiency Boost: 13 Ways to Use AI and ChatGPT in Real Estate©

Are you a real estate professional looking to save time and increase efficiency? In this program, you will learn 13 tools for using artificial intelligence (AI) and ChatGPT to streamline your workflow and get more done in less time, increasing your ROI and ROTI.

Six Figures in Twelve Months Real Estate Planning on Steroids with AI©

Are you ready to take your real estate business to the next level? With the Six Figures in Twelve Months Real Estate Planning on Steroids with AI© program, you'll receive a comprehensive guide to planning and tracking your real estate success over the next 365 days.

Leveraging AI to Improve Your Customer Experience in Real Estate: Opportunities and Challenges for REALTORS©

As real estate professionals, our primary goal is to provide the best possible experience for our clients and help them achieve their real estate goals. With the advances in artificial intelligence, we now have more tools and resources to help us exceed our customer's expectations.

Maximize Your Marketing with AI: Personalized & Automated Campaigns for Broker Owners©

Leverage the power of AI to personalize and automate your brokerage and agents' marketing campaigns. You will understand how AI can help your brokerage target the right audience with the right message at the right time, leading to increased engagement and conversions.

Building an Ethical AI-Driven Real Estate Industry©, this course meets the National Association of REALTORS® Code of Ethics Training requirement for the Triennial 7th training cycle, from January 1, 2022, to December 31, 2024.

Artificial Intelligence (AI) can potentially revolutionize the real estate industry, but it raises significant concerns regarding privacy, data security, and fair housing.

Real estate professionals must understand the ethical considerations of AI and how it affects the real estate industry.

Canva Programs

Canva's AI Tools: The Secret to Stunning Visuals in Minutes

Canva differentiates itself from other design tools by leveraging artificial intelligence (AI) to streamline the design process. Canva's AI tools are designed to help you create stunning visuals in just a few minutes and repurpose those creations even if you have no design experience.

THE 6-FIGURE REALTOR® REELS WORKSHOP

You'll discover the three actionable steps to start making your REAL ESTATE Reels earn money and generate leads.

Learn my Marki Method™ Pentagon Posting Strategy

Uncover FREE and low-cost Instagram marketing tools and strategies that will help you generate quality leads time and time again.

Get the exact steps to getting 10X more views than you have followers on Instagram.

Power Your Real Estate Lead Generation with Canva; Develop Canva Websites, Landing Pages, and Lead Magnets

Canva leveraged lead magnets to build a \$60 billion company. Build your unstoppable real estate brand by leveraging Canva and Canva's strategies.

FREE REAL ESTATE TEMPLATE: REAL ESTATE ENGAGEMENT POST TEMPLATE

Power Your Real Estate Lead Generation with Canva; Dominate Real Estate Listings in Your Community and Online

Canva's easy-to-use photo editor helps you to stand out by shining a light on your listing photos and community.

FREE REAL ESTATE TEMPLATE: SELLERS GUIDE

Power Your Real Estate Lead Generation with Canva; Standout as a Buyer's Agent with Canva FREE Video Editor and Maker

Canva can help you quickly create, edit, and publish videos.

FREE REAL ESTATE TEMPLATE: BUYERS GUIDE TEMPLATE

Power Your Real Estate Lead Generation with Canva; Canva Tips, Tricks, and Hacks to Standout as a Foreclosure Expert

One must implement a marketing strategy to succeed in foreclosures, short sales, and REO properties. A marketing strategy should be long-term and strategic, aiming to attract sellers and buyers seeking your specialized services.

Social Media and Technology Programs

It's Not You; It's New!

Are you frustrated by technology and social media? You are not alone! As a 52-year-old social media Speaker, I often want to throw my phone, tablet, and computer out the window (along with the dishwasher and my husband). But how does one remain sane when there is an update to their device or an app every day? You will stop beating yourself up once you realize, It's Not You; it's New!

You Are Essential Now! Eliminate the Fear of Video

Housing is ESSENTIAL! Therefore, real estate professionals are always essential. However, on Friday, March 13, 2020, the world changed, and we, as real estate professionals, had to change with the world. So, what tools and apps do you need to conduct your business in any real estate environment?

Generate LEADS from the comfort of your home at no cost.

Select video equipment for virtual tours on the go, in your home office.

Recall the one piece of equipment that will change your content.

Summarize tools and apps that will set you apart from your competition

Quickly and for Free Repurpose Videos to Get Found and Hired

The Department of Justice Required Closed Movie Captioning and Audio Description for People with Disabilities. Content created as video can be repurposed into over 200 forms of content that cater to each learning style, whether visual, audio, or kinesthetic. This course will teach you how to repurpose one three-minute video into 20 different forms of content for less than \$1.00.

Social Selling Made Simple, HABITS to Change Your Life

The Social Selling Agent Increases Leads and Productivity Are you ready to have a social shift in your life? If you are an entrepreneur or independent contractor or strive to make it to the next level in your current occupation, it is essential to connect online and offline. So don't forget to make those necessary connections daily for 66 consecutive days.

What is the Social Selling Journal?

The Social Selling Journal is all about being social every day, both online and offline, to stay number one in your customer's minds.

How does the Social Selling Journal work?

The Social Selling Journal is 66 days of social accountability. It takes exactly 66 days for a new behavior to become a habit. Step-by-step, the Social Selling Journal will guide you toward creating and sustaining new social practices. One simple action could make you 42 percent more likely to achieve your goal: Write it down.

Instantly Increase Your Real Estate Sales with Instagram (IGTV, Stories, Reels, and Highlights)

With over one billion monthly active users, Instagram is rolling out updates and new tools weekly. IGTV is a new app designed for watching long-form, full-screen vertical videos from your favorite Instagram creators. Instagram Stories have added another exciting avenue to reach potential attendees. Instagram works exceptionally well when paired with Facebook, as pictures shared on Facebook from Instagram receive 23% more engagement than images published directly on Facebook.

More Than Just Likes: A Blueprint for Online Success

Where should you focus your online efforts with so many platforms and so little time? Get a blueprint for maximizing your ROI and tips on targeting your ideal clients. Facebook Live Engagement exceeds all other types of posts on Facebook by huge margins. Stories are the fastest-growing form of content in the history of the internet. Today more people use messaging apps daily than they do social media.

Ethics and Fair Housing Programs

The Ethical and Lawful Use of Media©

How Old and New Rules Impact Licensees Engagement

As licensed real estate professionals, we are responsible for adhering to license law, Code of Ethics, Multiple Listing Policy, FTC, Digital Millennium Copyright Act, and Computer Fraud and Abuse Act. All of these acts, laws, rules, and regulations impact a licensed real estate professional use of media. In addition, social media and technology are fast-paced and forever changing the world. In this course, we will review the REALTORS® Code of Ethics and how to ensure you comply while using all forms of media.

We will decide how to remain informed on media issues and what systems to implement to ensure you will not damage your reputation. This course focuses on staying faithful to the REALTORS® Code of Ethics while using social media and technology.

Bridge the Gap Now with Intentional Inclusion 2.0

"Together Everyone Achieves More," fifty years have passed since Lyndon Johnson signed the Fair Housing bill. History is the foundation that we will build upon, and everyone should have an opportunity to be heard. It has been resolved that the National Association of REALTORS will work with the National Association of Real Estate Brokers, National Association of Hispanic Real Estate Professionals, Asian Real Estate Association of America, National Association of Gay & Lesbian Real Estate Professionals, and Women's Council of REALTORS® to ensure equal housing opportunity for all, today and in the future. We will review the past while developing creative ways to ensure an equal future.

MEDIA KIT



Marki Lemons Ryhal

MBA, ABR, AHWD, C2EX, CDEI, CIPS, CRB, C-RETS, CRS, RENE, & SRS

KEYNOTE SPEAKER
BEST-SELLING AUTHOR & PODCAST HOST

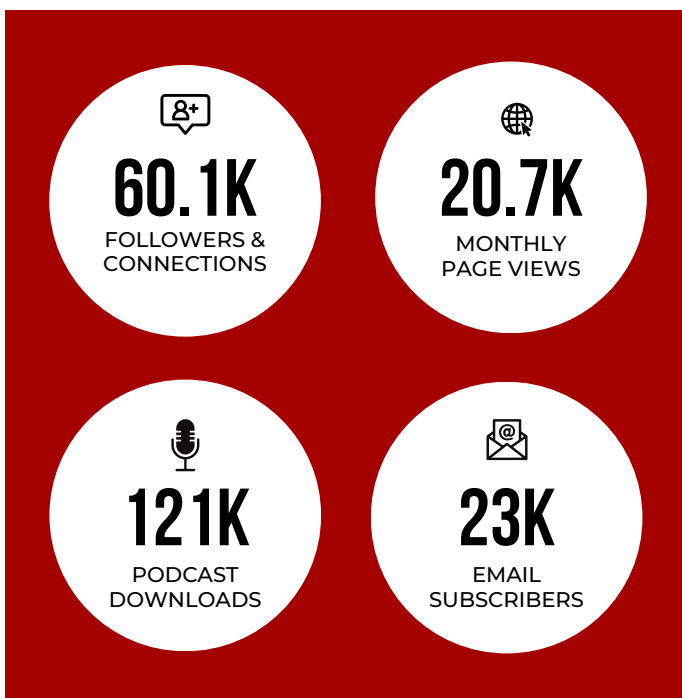
WWW.MARKILEMONS.COM

HI, I'M YOUR GIRL, *Marki Lemons Ryhal!*

REAL ESTATE KEYNOTE SPEAKER

One of 100 speakers selected out of over 1,300 speakers to speak at the REALTOR® Conference & Expo nine times (face-to-face and virtually) with high program evaluations and an INMAN Closing Keynote Speaker. Marki Lemons Ryhal is a licensed Managing Broker, REALTOR®, avid volunteer, Major Donor, and 6X International Best-Selling Author. Marki Lemons-Ryhal is dedicated to all things real estate. With 30+ years of marketing experience, Marki has taught over 500,000 people (face-to-face and virtually) how to earn up to a 2682% return on their marketing dollars.

Marki holds a Bachelor of Science in Management from Chicago State University, a Master's in Business Administration from Saint Xavier University, and sixty-four real estate-related licenses, certifications, and designations.





The National Association of REALTORS® (NAR) has announced Marki Lemons Ryhal as the new host of the NAR Podcast, Drive with NAR. The popular monthly podcast features REALTORS® sharing their sales strategies, professional tips, and personal experience.

“As we evolve the Drive with NAR podcast channel, we are thrilled to have Marki join our Realtor®-to-Realtor® series,” said Jennifer Hajigeorgiou, NAR’s director of content strategy. “She will bring her vibrant personality and unique perspective to discuss the tools and techniques that have helped others excel in their jobs. It’s a must-listen for anyone looking to stay informed and head of the curve.”

Lemons Ryhal is a REALTOR® with Exit Strategy Realty in Chicago and a nationally renowned keynote speaker and educator. She has taught more than 500,000 students over the past 15 years and has written more than 100 real estate classes for continuing education credit. She recently spoke at the closing session of Illinois REALTORS® Winter Business Meetings.

“I am beyond excited to be the new host of Drive With NAR, Lemons Ryhal said. “I can’t wait to have conversations with REALTORS® from all across the county to get a pulse on the real estate market and share these valuable insights with our listeners.”

Speaking Topics

- ✓ **EFFICIENCY BOOST: 13 WAYS TO USE AI AND CHATGPT IN REAL ESTATE©**
- ✓ **SIX FIGURES IN TWELVE MONTHS: REAL ESTATE PLANNING ON STEROIDS WITH AI©**
- ✓ **LEVERAGING AI TO IMPROVE YOUR CUSTOMER EXPERIENCE IN REAL ESTATE©**
- ✓ **THE SUCCESSFUL FACELESS VIDEO: REVERSE ENGINEER YOUR VIDEO WITH CHATGPT©**



Client Testimonials



I've posted three reels :) my one from last night is up to 3k. Not too tier, but it's a start!!

Really** enjoyed your presentation. Also, hope you enjoyed Spokane. It's overlooked. I was born and raised there. ❤️ Have a great week!



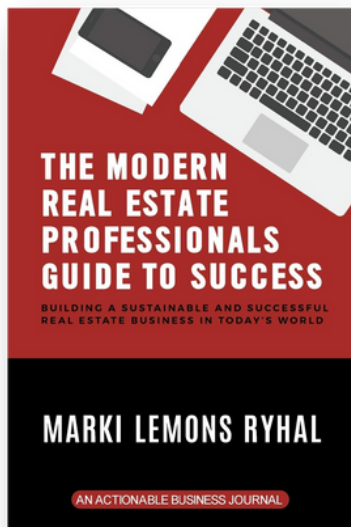
Marki. Absolutely outstanding presentation!!! I learned more from you today that any other social media presentation i've viewed.

The no excuse zone using filters in your videos when you may not be looking your best. Absolutely loved that suggestion!! Thank you.

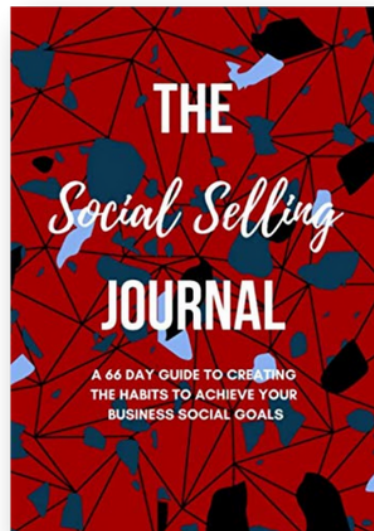


#LeadingRE

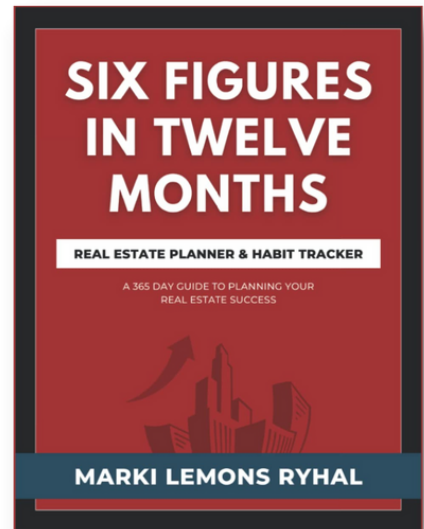
INTERNATIONAL Best-selling Books



Author



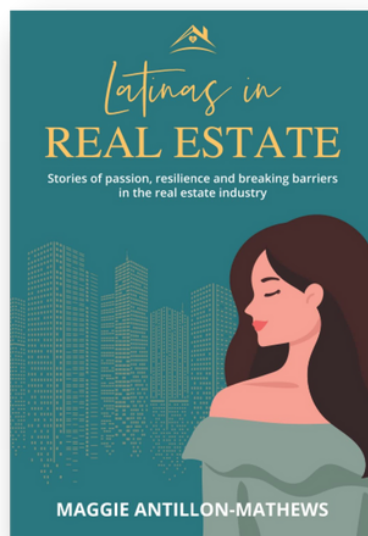
Author & Publisher



Author & Publisher



Contributor



Preface



Illustrator & Publisher

The Podcast

Listen on
Apple Podcasts



Social Selling Made Simple with Marki is the place for REALTORS® to learn how to use social media and tech, so you can sell more homes and help more people.

Each week you'll hear real conversations with industry leaders, successful agents, coaches, and social media experts, who break down their best strategies to attract clients online.



STATISTICS

121K TOTAL PODCAST
DOWNLOADS

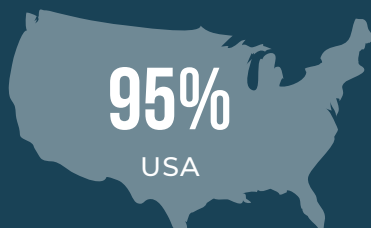
3K AVERAGE MONTHLY
DOWNLOADS

4.9 PODCAST RATING

MY AUDIENCE

73%
WOMEN

25%
45-54
YRS OLD




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Leadership & VOLUNTEERISM



BOARD OF DIRECTORS



BOARD OF DIRECTORS



CHAIRMAN



EDUCATION PARTNERSHIP



BOARD OF DIRECTORS
PROFESSIONAL DEVELOPMENT

AS SEEN IN:



WHO I WORK WITH

- ▶ National, State, and Local Real Estate Associations
- ▶ Real Estate Franchises
- ▶ Banks
- ▶ Title Companies
- ▶ Lenders

WHAT YOU CAN EXPECT

Marki Lemons-Ryhal is a highly sought-after professional keynote speaker, traveling throughout the country delivering on-site keynotes, workshops, and continuing education on Social Media, Technology, and Ethics for real estate professionals.

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Marki

GET IN TOUCH

It is a privilege to teach REALTORS® how to listen, engage, and earn up to a 2682% ROI using social media and technology.

The top reasons to hire Marki are:

- ✔ Expertise
- ✔ Relevancy
- ✔ Easy to work with
- ✔ Interactive
- ✔ Real Estate Experience
- ✔ Authenticity
- ✔ Transparency

