

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:

- 10:00 am  
**Chandra Hall** - *It's Good to be Good;  
It's Great to be Different.*™
- 11:00 am  
**Chandra Hall** - *Market Reality Check.*™

## Day Two February 16: 9-11:15am

- 9:00 am  
**Chelsea Peitz** - *Developing a High-Value.  
High-Engagement Content Strategy to  
Build Your Brand and Create Mindshare.*
- 10:30 am  
**Jeremias "JMan" Maniero** -  
*Sir Bot-A-Lot, Messenger Bot Marketing:  
The Lead Conversion Machine.*

## Day Three February 17:

### In Person at Abe & Jakes

- Session 1: 1:15 pm  
**The Boom Team** - *7.5 Personal Jedi  
Tricks to Ignite Your Business.*
- Session 1: 2:45 pm  
**The Boom Team** - *Take Your  
Business to the Next Level  
with Video.*
- 4:00 pm  
**Complimentary Happy Hour  
for all attendees.**



### 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 Online at [LawrenceRealtor.com/rss](https://LawrenceRealtor.com/rss)

\$35 for REALTOR® Attendees & Affiliate Members. Regularly valued at \$99.

Register by February 1st to be eligible to win select prizes.





# Ready Set Spring Steering Committee

Lawrence Board of REALTORS®

Thursday, January 27, 2022

10:00 am

## ***2021-2022 RSS Steering Committee Roster:***

Ashley Zeller; Bank Midwest

Erin Maigaard; Realty Executives HRE (Chairperson)

Janet Breithaupt; McGrew

Josh Reazin; BHG Kansas City Homes

Michelle Fales; RCB Bank

Ben Bloch; McGrew

## **I. Sponsors:**

### **a) Event Sponsors:**

i) Title Sponsor – Truity Credit Union

ii) Snack Sponsor – Primrose Property Management

iii) Happy Hours Sponsors – Fairway Independent Mortgage / LaRue Inspection Services

### **b) Session Sponsors:**

i) Day 1 – Midwest Mortgage

ii) Day 2 – RCB Bank

iii) Day 3 – Truity Credit Union

### **c) Table Sponsors:**

i) Each event and/or Session Sponsor gets a table

ii) Tables for Continental Title, ????

## **II. Format / Schedule:**

### **a) Sponsor and Event Slides with Music during 30 minutes prior to start time**

### **b) Welcome by RSS Steering Committee**

i) Committee Members – Live

(1) Day One –???

(2) Day Two –???

(3) Day Three –???

### **c) Introduction of Speakers done by Sponsors**

i) See Speaker Intro Handouts

### **d) Speaker**

### **e) Thank you / wrap up / and Give Away Basket announcement: by donator and/or committee member**

### **III. Marketing**

- a) E-Mail Marketing/Social Media
  - i) Would you like me to send out a standalone email only about RSS on 1.22.2021? What do you want to be highlighted?
- b) "Swag Bags"
  - i) Date to Assemble
  - ii) Date to Distribute

### **IV. Budget/Registrations**

- a) Review Budget
- b) 1.26.2022 = 10
- c) Current registration deadlines
  - i) Early Bird eligible for prizes until 02.01.2022
  - ii) Regular Registration open until day of event

### **V. Event Scripts**

- a) See 2021 Scripts

# Ready Set Spring Steering Committee

## RSS 2022 Session Recap

Tuesday - 2/15/2022

**Chandra Hall - 90 min. Virtual Presentation at 10 am.**

### **It's Good to be Good; It's Great to be Different™**

KEYNOTE It's not enough to be good in the competitive world of real estate; you must be great! Chandra will show you how to accelerate your career and increase your closings. Real estate success is growing on an exponential curve and each of us must decide which side of the road we will be on. Revolutionize your business by learning and using your own point of difference to take you from good to great. *45 mins*

### **Market Reality Check™**

Learn proven systems to educate your buyers and sellers about the market while giving them the negotiating edge. *45 mins. Or another session if Chandra recommends one that ties in well with the first session, i.e., What's Your DNA?*

Wednesday - 2/16/2022

**Chelsea Peitz - 75 min. Virtual Presentation at 9 am.**

### **Developing a High-Value. High-Engagement Content Strategy to Build Your Brand and Create Mindshare**

Based on her book - *What to Post: How to Create Engaging Social Media Content that Builds Your Brand and Gets Results*

**Jeremias "JMan" Maniero - 90 min. Presentation at 10:30 am.**

### **Sir Bot-A-Lot, Messenger Bot Marketing: The Lead Conversion Machine**

JMan demonstrates how to create content and run digital ads so that all of your marketing spokes lead back to your messenger hub. You'll get the messenger bot skills and strategies to not only generate leads but how to nurture and eventually convert them! Come and find out how why a messaging-based sales funnel has a 35x higher conversion rate than the typical sales funnel.

- Design a strategy to generate online leads using automated messenger bots
- Review the proper conversation flows that lead to higher conversation rates
- Develop content that matters most to consumers so they are compelled to contact.

*1-2 hours; Workshop Available*

*Another Session Option is What App?*

Thursday - 2/17/2022

**The Boom Team (all 3) - In person with 2 full sessions (1 hour each) – First at 1:15 pm**

### **7.5 Personal Jedi Tricks to Ignite Your Business**

What 7.5 things do you need to be doing to absolutely blow up your business? These Jedi life management tricks and tips will change your world and let you juggle all the balls while still enjoying life. Let's break down the personal habits you can do to take it to the NEXT LEVEL, so you have it all! *1 hour*

**The Boom Team (all 3) - In person with 2 full sessions (1 hour each) – Next at 2:45 pm**

### **Take Your Business to the Next Level with Video**

Video marketing is king and if you want to grow your business, you need to OWN IT!! In this interactive and hands-on session, learn what composition, content, and technology you should be using to take your business to the NEXT LEVEL! *1-2 hours*

## Ticket Sales

Member Pricing is \$35 (extended to all KS REALTORS®)

Regularly valued at \$99

Register by 2/1/2022 to be eligible to win select prizes

## RSS 2022 Income/Expense

### Income

|  |                 |
|--|-----------------|
| RSS Title Sponsor – Truity Credit Union                    | \$ 1,500        |
| RSS Session Sponsors                                       |                 |
| Day 1 – Chandra Hall – Midwest Mortgage                    | 500             |
| Day 2 – Chelsea Peitz & JMan – RCB Bank                    | 500             |
| Day 3 – Boom Team – Truity Credit Union                    |                 |
| Day 3 – Happy Hour – LaRue Inspection Service              | 500             |
| Day 3 – Happy Hour – Fairway Independent Mortgage          | 500             |
| Day 3 – Break/Snack Sponsor – Primrose Property Management | 500             |
| Table Sponsors - \$200 (we had 18 in 2020 – Goal is 15)    | 3,000           |
| LBOR Sponsorship of the Event                              | <u>6,000</u>    |
| <b>Sponsor Total</b>                                       | <b>\$13,000</b> |

|                           |                 |
|---------------------------|-----------------|
| Ticket Sales – 110 @ \$35 | <u>3,850</u>    |
| <b>Gross Proceeds</b>     | <b>\$16,850</b> |

### Expense

|                          |                      |
|--------------------------|----------------------|
| Abe & Jakes              | \$ 1,950             |
| Chandra Hall             | 2,000                |
| Chelsea Peitz            | 1,000                |
| JMan                     | 1,200                |
| The Boom Team            | 5,000                |
| Marketing / Promotion    | 1,000                |
| Travel for the Boom Team | 1,950                |
| Break/Snack Foods        | 750                  |
| Cash Bar / Abe & Jakes   | <u>1,250</u>         |
| <b>Gross Expenses</b>    | <b>\$16,100</b>      |
| <b>Net Income</b>        | <b><u>\$ 750</u></b> |

## Chandra Hall's Introduction

### **Short Intro:**

Our speaker today lives in Colorado Springs, CO where she is a practicing REALTOR® and new home builder.

She has been in the business over 20 years and had lived in 19 houses by the age of 16.

Chandra is a certified CRS instructor and holds the Distinguished Real Estate Instructor designation.

Please join me in welcoming, Chandra Hall.

### **Longer Intro:**

Starting college at age 16, Chandra completed a Bachelor of Science Degree in International Business. In 1993 she founded and operated Innovative Funding, a corporate and non-profit resource partner collaborating with leaders of corporations and non-profit organizations. In 1997, she joined forces with J.P. Weigand & Sons, Inc., in Wichita, Kansas specializing in residential real estate. After completing a Masters Degree in Business Administration in 2000, she became an adjunct instructor for her alma mater followed by a real estate instructor and in 2008, Chandra was awarded the prestigious Distinguished Real Estate Instructor (DREI) designation. She is a past president of the Colorado National Speakers Association.

In addition to being a CRS instructor, Chandra also teaches GRI and ABR courses for real estate groups across the nation. She is the managing broker/owner of Colorado Mesa Realty, LLC, is successful in several aspects of real estate--from residential resale to land development and building new homes and has been recognized as the designer and creative consultant on three award winning Parade Homes in Colorado Springs.

Please join me in welcoming, Chandra Hall.





### **Long Introduction**

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. "JMan" has been engaging audiences since 2002 with his ability to power learning through anecdotes from his life as a real estate practitioner. His perspective is fresh, his delivery is authentic, and his content is fluff free. JMan is ready to help you overcome your fears and start crushing your goals now.

His speaking career really began in 1987 when he was the ring announcer for his elementary school circus.

It is my pleasure to introduce Jeremias "JMan" Maneiro. (Jair-ah-MI-us "Jay-man" Man-e-AIR-o)

### **Short Introduction**

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.

His speaking career really began in 1987 when he was the ring announcer for his elementary school circus.

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### **INTRODUCTION FOR THE BOOM TEAM**

Best known around the country for their creativity, innovation, fun-loving culture and consistently getting kicked out of local business establishments, Todd, Megan, and Terry believe in breaking out of the box in order to build incredible businesses—and helping other agents do the same!

They are the owner-operators of Ferris Property Group, a large and dynamic real estate team in the greater Indianapolis area. They co-host the Boom Real Estate Podcast where they focus on helping agents build an amazing business while building an amazing life. They have 7 kids and 3 pets between them and they might ask you to babysit. Terry, Todd and Megan speak, train and dance across the country and they are very excited to be here today.

Please help me welcome The BOOM Team!



## Ready, Set, Spring Script – Day 1

Day One: Josh & Janet w/ Session Sponsor: LaRue Inspections

- Welcome: Josh, Janet & Truity Credit Union
- Katie Stutler & Beth Ham Recording
- Speaker Introduction: Brett LaRue
- Giveaway announcement: Josh or Person donating the basket.
- Closing: Josh & Janet

### 8:30AM – SLIDES AND PLAY UP MUSIC 30 MINUTES AHEAD OF THE EVENT

9AM

**JOSH:**

Hello Everyone, I am Josh Reazin, this year's Chairperson of the Ready Set Spring Education Summit Steering Committee. I am joined today by Janet Breithaupt, and on behalf of the Steering Committee we welcome you to the 2021 Ready Set Spring Education Summit! Ready Set Spring is now in its 5<sup>th</sup> year, and this event is the vision of many of our volunteers and leaders over these past several years. I want to personally thank our Ready Set Spring Steering Committee members who have worked so hard to bring this event to all of you!

Alejandra Guzman-Carrasco; McGrew Real Estate

Becky Orth; Stephens Real Estate

Erin Maigaard; Realty Executives, Hedges Real Estate

Geoff Strole; Truity Credit Union

Janet Breithaupt; McGrew Real Estate

Sarah Stegman; KW Integrity

And the LBOR Staff Liaison Leah Kohlman

When you see these wonderful people, I hope you will join me in thanking them for their hard work.

**JANET**

We also want to take a moment to thank our sponsors who make this event possible. Thanks to our sponsors, we can offer this event to members of the LBOR as a free member benefit! The ideas and vision of Ready Set Spring only become possible with their support.

Please help me to thank Truity Credit Union, our event Title Sponsor again this year. Their ongoing commitment to this event has been instrumental and their support makes it possible to turn this "idea" or "vision" into a reality for all of us.

*(At this time, please ask Geoff Strole if he would like to say a few words)*

**GEOFF STROLE – Truity Credit Union**

### JANET:

Thank you, Geoff. We all appreciate you and your team. We also want to acknowledge our daily session sponsors Fairway Independent Mortgage, LaRue Inspection Service, and Security 1<sup>st</sup> Title. You can also find the list of our virtual table sponsors online at [LawrenceRealtor.com/RSS](http://LawrenceRealtor.com/RSS).

### JOSH:

So, let's get the 2021 Ready Set Spring Education Summit started. Over these next 3 mornings we have a group of presenters who are here to teach you and to inform you.... they may inspire you.... they may challenge you... and they might even motivate you! Most importantly they are here to be thought provoking and to get your wheels turning as we SPRING into 2021.

On behalf of the 2021 Ready Set Spring Steering Committee, we hope each of you will find a positive takeaway from each session.

We are kicking off Day 1 with the infamous Leigh Brown and her session called "Keep Calm and Have a Plan." Sit tight for a moment while we set the stage with this short video about Business Planning.

### VIDEO – KATIE STUTLER and BETH HAM

Today's session sponsor is Brett LaRue of LaRue Inspection Services. Brett, can you help us with today's introduction?

### BRETT LARUE:

"Well friends", as Leigh Brown says, you're in for a treat today! This wife, Mama, chicken-raising wannabe with three cats to give away, is a sassy Southern woman who tells it like it is, who advocates for you Realtors®, who is intricately involved in many aspects of her community — think Christmas Parade led by an elf-dressed Leigh ... is IN IT for the long haul!

There's a lot driving Leigh Brown from downtown to Zoom rooms! She is on a mission: To help others. Her passion is to motivate everyone around her to strive for more, while enjoying life.

Leigh is respected for her ability to explain complex concepts in no-nonsense ways that everyone can understand. She knows the techniques. She has the experience. She's got the PASSION! And she's here to share it right now with YOU! Ladies and gentlemen, please welcome...LEIGH BROWN!

### LEIGH BROWN

### JOSH:

*(Thank Leigh in your own words, with a nice comment and reaction about her session)*

All right, we are off to a great start! And now we get to give some stuff away! Every registered attendee has been entered into this drawing for \_\_\_\_\_ (describe gift basket) donated by **Janet Breithaupt with McGrew Real Estate** (name of person/company who donated the basket). And our winner is **Serci Dossett with Fairway Mortgage** (first name pronounced Sir-Sea). We've got another winner to announce. Once again, all registered attendees have been entered into



this drawing for \_\_\_\_\_ (describe gift basket) donated by **J&E Painting** (name of person/company who donated the basket). And our winner is **Erin Morgan with McGrew Real Estate**.

Ready Set Spring will continue tomorrow morning at 9am. Just like today, you will all receive your email in the morning with the link to join tomorrow's session. We will begin the morning with Shay Hata and her 10 Creative Lead Generation Ideas.

#### **JANET:**

Then we will be joined by Marki Lemons-Ryal, host of the Podcast "Social Selling Made Simple." Marki will conduct an in-depth interview of Shay Hata, and then Marki will launch into her session, "You are Essential Now" in which she will share how to generate leads with video content from the comfort of your home, at no cost, and she will share the video tools and apps that will set you apart from your competition!

On Friday we will learn from Dr. Jessica Lautz of the National Association of REALTORS, and again from Leigh Brown!

#### **JOSH:**

And last, we want to again thank today's session sponsor LaRue Inspection Service, and our Ready Set Spring Event Sponsor Truity Credit Union.

Gift Baskets???

We will see you all tomorrow!

**RUN SLIDES WITH CLOSING CREDITS & SPONSORS**

## Ready, Set, Spring Script – Day 2

Day Two: Alejandra & Erin w/ Session Sponsor: Lisa Henry/Security 1<sup>st</sup>

- Welcome: Alejandra & Erin & Truity Credit Union
- Speaker Introductions: Lisa Henry
- Giveaway announcement: Erin
- Closing: Alejandra & Erin

### 8:30AM – SLIDES AND PLAY UP MUSIC 30 MINUTES AHEAD OF THE EVENT

#### 9AM

#### ERIN:

Hello everyone and welcome to Day 2 of this year's Ready Set Spring Education Summit.

I am Erin Maigaard and I'm here with Alejandra Guzman. We both serve on the Ready Set Spring Steering Committee, and we're excited to be your co-hosts for Day 2. We hope you all enjoyed Leigh Brown yesterday. She'll be back tomorrow morning to wrap up our summit with her session Turn Down the Noise and Pump up the Volume!

Today we have a double feature for you! In just a bit we're going to hear from Shay Hata, and then Marki Lemons-Ryal. But first we want to acknowledge our Ready Set Spring sponsors.

#### ALEJANDRA

Thanks to our sponsors, we're able to offer this event to members of the Lawrence Board of REALTORS® as a free member benefit! We hope you'll take a moment to say thank you to each of our incredibly supportive Affiliate Members.

First, we'd like to thank Truity Credit Union, our event Title Sponsor.

*(At this time, please ask Geoff Strole if he would like to say a few words)*

#### GEOFF STROLE – Truity Credit Union

Thank you, Geoff. Not only does Geoff offer his time and talent as a member of the Ready Set Spring Steering Committee, he and his team at Truity invest financially in our success through sponsorships like this.

We also want to acknowledge our daily session sponsors Fairway Independent Mortgage, LaRue Inspection Service, and Security 1<sup>st</sup> Title. You can also find the list of our virtual table sponsors online at [LawrenceRealtor.com/RSS](https://LawrenceRealtor.com/RSS).

#### ERIN:

Ok...so, let's get Day 2 of the 2021 Ready Set Spring Education Summit underway. As we mentioned we have a double feature today. We will hear first from Shay Hata and then a little later we will invite Marki Lemons-Ryal to join us.

Today's session sponsor is Security 1<sup>st</sup> Title, Lisa Henry is here to help with Shay's introduction.



#### LISA HENRY:

Shay Hata is an Ivy League grad, mom and residential Realtor in Chicago, IL with Berkshire Hathaway. She moved to Chicago in 2012 and jumped into real estate in a brand-new city where she didn't know anyone and was new to real estate. Within 3 years she was averaging \$30M a year in real estate and now has a small team consisting of 3 other agents and 4 assistants. In 2020 Shay's husband, Nobu Hata, became the CEO of the Denver Metro Association of Realtors so Shay now splits her time between Denver and Chicago. Shay is passionate about animal rescue as well as making sure every child has access to a quality education, therefore, she donates a portion of each commission to local animal rescue groups and local schools.

#### SHAY HATA

#### ALEJANDRA:

*(Thank Shay in your own words, with a nice comment and reaction about her session)*

We now have a unique opportunity to bring both of today's presenters together for a special one-on-one interview. To help us bring Marki forward, we'd like to again ask Lisa Henry to help us with Marki's introduction.

#### LISA HENRY:

Six-time REALTOR® Conference and Expo featured attendee, one of 100 speakers selected out of over 500 speakers to speak at the REALTOR® Conference & Expo seven 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 International Best-Selling Author of The Modern Real Estate Professionals Guide to Success. In 2019 Marki was nominated as an RISMedia's Real Estate Newsmaker and inducted into the REBAC Hall of Fame. Marki Lemons-Ryhal is dedicated to all thing's 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 real estate related licenses, certifications, and designation.

#### MARKI LEMONS-RYAL & SHAY HATA

#### ERIN:

*(Share your appreciation and reaction to both Shay and Marki in your own words)*

Okay everyone.... let's take a moment before we move ahead with the next session to take a breath, and stretch your legs.

*A very short break or activity would be great. Would Erin and Alejandra like to come up with a fun and interactive activity? Something that wouldn't take more than 2 minutes?*

## ALEJANDRA:

All right....let's get everyone back in your seat, or back on your couch, or back in bed (lol) so we can resume our program. I'm very excited about this next session with Marki. Her style is very interactive, and I know we're all going to learn real and practical ways to use video tools and apps in our marketing!

*(if you prefer, use a different example of why you're excited to hear from Marki)*

Please help me welcome back, Marki Lemons-Ryal.

## MARKI LEMONS RYAL

### ERIN:

*(Share your appreciation and reaction to both Shay and Marki in your own words)*

As we close up day 2, we again get to give some gift baskets away! Every registered attendee has been entered into this drawing for "I Love Lawrence" gift basket donated by **Michelle Fales with RCB Bank**. And our winner is **Jane Bateman**. We've got another one to give away, let's see who gets our "A **REALTORS Day Off**" gift basket donated by **Erin Maigaard with Realty Executives, Hedges Real Estate and Ashley Zeller with Bank Midwest** goes to **Lana Leach**.

Ready Set Spring will continue tomorrow morning at 9am. Just like today, you will all receive your email in the morning with the link to join tomorrow's session.

Day 3 will start with Dr. Jessica Lautz from the NAR. Dr. Lautz will provide an economic and demographic overview of the changing housing landscape, and she will dive into how this past year has both buyers and sellers changing what they want in a home...how they use their home...how they search for a new home...as well as the relationship they have with their agent.

## ALEJANDRA:

And then we will bring back Leigh Brown for our closing session, "Turn Down the Noise, Turn Up the Volume." This session will get you fired up to revamp your messaging to reach buyers and sellers in today's market and find a process for finding that focus that brought you success in the first place. If you're ready to get stronger and level up – then our closing session is for you!

### ERIN:

And last, we want to again thank today's session sponsor LaRue Inspection Service, and our Ready Set Spring Event Sponsor Truity Credit Union. We will see you all tomorrow!

## RUN SLIDES WITH CLOSING CREDITS & SPONSORS



### **Ready, Set, Spring Script – Day 3**

Day Three: Becky & Sarah w/ Session Sponsor: Fairway Mortgage (waiting on confirmation).

- Welcome: Becky & Sarah & Truity Credit Union
- Testimonial Video
- Speaker Introductions: Fairway Mortgage; Serci Dossett
- Giveaway announcement: to be determined
- Closing: Becky & Sarah & Truity Credit Union
- One of us to thank the Steering Committee

#### **8:30AM – SLIDES AND PLAY UP MUSIC 30 MINUTES AHEAD OF THE EVENT**

**9AM**

#### **BECKY:**

Good Morning Everyone! I am Becky Orth, and I'm here with Sarah Stegman. We both serve on the Ready Set Spring Steering Committee, and we're excited to be your co-hosts for Day 3 of the Ready Set Spring Education Summit. We hope you have enjoyed the last 2 mornings! This morning is going to be packed with information and motivation! In a little bit we'll be hearing from Dr. Jessica Lautz from the National Association of REALTORS®, and then for session 2 Leigh Brown will pump us all up before we close the lid on the 2021 Ready Set Spring.

#### **SARAH:**

Before we launch into Day 3, we want to again thank our Ready Set Spring sponsors.

Our Ready Set Spring Education Summit Title Sponsor is Truity Credit Union.

*(At this time, please ask Geoff Strole if he would like to say a few words)*

#### **GEOFF STROLE – Truity Credit Union**

Thank you, Geoff. We appreciate you and the team at Truity Credit Union.

We also want to acknowledge our daily session sponsors Fairway Independent Mortgage, LaRue Inspection Service, and Security 1<sup>st</sup> Title. You can also find the list of our virtual table sponsors online at [LawrenceRealtor.com/RSS](http://LawrenceRealtor.com/RSS).

#### **BECKY:**

Here we go.... let's get Day 3 of the 2021 Ready Set Spring Education Summit started. As we mentioned, today we bring you...INFORMATION and MOTIVATION. Dr Lautz is up first and she has a wealth of information to share!

#### **VIDEO – LINDSAY LANDIS for DR LAUTZ**

Today's session sponsor is Fairway Independent Mortgage, and Serci Dossett is here to help us with today's introduction?

## Serci Dossett

Dr. Jessica Lautz is Vice President of Demographics and Behavioral Insights at the National Association of REALTORS®. The core of her research focuses on analyzing trends for both NAR members and housing consumers. Through management of surveys, focus groups and data analysis, she presents new and innovative ways to showcase results. Jessica discusses research findings in major media outlets and international presentations.

Jessica received her Doctorate of Real Estate from Nottingham Trent University in the U.K. She also has a Master's in Public Policy from American University and undergraduate degrees in Political Science and Law and Justice from Central Washington University.

## DR. JESSICA LAUTZ

### SARAH:

*(Share your appreciation and reaction to Dr. Lautz in your own words)*

I think Dr. Lautz delivered on the Information part of the day...she is such a tremendous resource! Dr. Lautz will be making her slides from today's presentation available to us, and we will share those with you following the event.

This is a good time to stretch those legs and rest your mind for a moment because next up is Leigh Brown.

*A very short break or activity would be great. Would Becky and Sarah like to come up with a fun and interactive activity? Something that wouldn't take more than 2 minutes.*

### SARAH:

All right.... it's time now to return to your seat and fasten your seat belt if you have one.

## VIDEO – ERIN MAIGAARD and JANET BREITHAUPT for LEIGH BROWN

Please help me welcome back, Serci Dossett our final introduction.

### SERCI:

Many of us know Leigh Brown as an accomplished real estate pro, an international speaker and best-selling author. We also know Leigh as an industry leader, an influencer, and an advocate. You may even know that Leigh holds about a dozen different REALTOR® designations and certifications, and that her extensive involvement with the National Association of REALTORS® led her right on to the Executive Committee at NAR in 2020, and to her current role as 2021 NAR Vice-President of Advocacy. In addition to Leigh's accomplished real estate career, she is a dedicated volunteer in her



community as a Board member of Habitat for Humanity, the Harrisburg YMCA, and the North Carolina Housing Finance Agency.

But what you may not know about Leigh is that she's a runner.... She plays the piano and sings.... She enjoys cooking, gardening and needlepoint, and she has 3 cats who are all available for adoption!

And, what really makes Leigh tick is her passion for motivating those around her to know more, want more, do more, and get more! And she does this with an approach like no other. Her sassy southern style is part "hilarious" and part "tell it like it is." Leigh has the ability to articulate complex concepts in ways that everyone can relate. She has the experience.... She has the know how.... She has the passion...and now she has the stage! Please help me welcome Leigh Brown!

## LEIGH BROWN

### BECKY:

*(Share your appreciation and reaction to both Shay and Marki in your own words)*

WOW! These last three days have been fantastic, but before we finish up, we again get to give some gift baskets away! Every registered attendee has been entered into this drawing for this coffee infused gift basket donated by CEK Insurance and the winner is **Vanessa Schmidt**. We have one last gift basket to give away (please describe the gift basket) donated by **Becky Orth with Stephens Real Estate**. And our winner is **Jennifer Bewley**.

Last, before we call it a day, please help me welcome back our Ready Set Spring Steering Committee Chairperson Josh Reazin:

### JOSH:

Thank you all for attending! We hope you've enjoyed the 2021 Ready Set Spring Education Summit.

And again, please help me thank our Ready Set Spring Event Sponsor Truist Credit Union, as well as our daily session sponsors Fairway Independent Mortgage, LaRue Inspection Service, and Security 1<sup>st</sup> Title.

### ROB

Closing remarks.

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