

Ready Set Spring Steering Committee

Lawrence Board of REALTORS®
Thursday, March 31, 2022
9:00 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. Recap of 2022 RSS

- a) Review Income/Expense Recap on page 2
- b) Speakers/Sessions (list on page 3)
 - (1) Chandra Hall
 - (2) Chelsea Peitz
 - (3) JMan – Jeremias Maneiro
 - (4) Boom Team
- c) Format / Schedule
- d) Sponsorships
- e) Marketing

II. Thoughts about 2023 RSS

Ready Set Spring Steering Committee

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	
Table Sponsors - \$200 (we had just 4)	800
LBOR Sponsorship of the Event	<u>6,000</u>
Sponsor Total	\$ 9,300
 Ticket Sales – 110 @ \$35	 <u>0</u>
Gross Proceeds	\$ 9,300

Expense

Abe & Jakes (applied \$1,500 deposit to 2023)	\$ 0
Chandra Hall	2,000
Chelsea Peitz	1,000
JMan	1,200
The Boom Team	5,000
Marketing / Promotion (still an estimate - no invoice yet for poster)	80
Travel for the Boom Team	0
Break/Snack Foods	0
Cash Bar / Abe & Jakes	<u>0</u>
Gross Expenses	\$ 9,280
 Net Income	 <u>\$ 20</u>

Total Cost to LBOR to host this for membership is \$5,980.

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*