

# RETSO

7 YEAR

VIP

7 MONTH

7 DAY

Will Consumers Pay For Real Estate Services In The Future?

How are you iterating your business model today to prepare for paradigm shifts on the horizon?

Tony Floyd  
Chief Marketing Officer, Berkshire Hathaway HomeServices Georgia Properties

Growing Your Real Estate Business Team

Where are you headed with your career?

Bill Lublin  
CEO, Century 21 Advantage Gold

People as Priority No. 1: How to Run a Better Brokerage with People-First Systems

Are you intentionally prioritizing people and the service you provide them?

Austin Allison  
CEO, dotloop

Delivering a Quality Experience

What role is the customer experience playing in the development of your brand and business model?

Jeff Turner  
President, RealSatisfied

Live Consumer Buyer Panel

When designing the buying experience, are you listening to your customers or doing what you think is best?

Maura Neill  
REALTOR, RE/MAX Around Atlanta

An In-Depth Look at 2013 Home Buyers and Sellers

Are you designing your client experience to respond to actual consumer feedback?

Heather Elias  
Director of Social Business Practice, National Association of REALTORS

Business Benefits of Being Politically Involved in Real Estate

Are you politically involved at any level in the real estate industry?

Rob Hahn  
Managing Partner, 7DS Associates

7 Technologies Worth Mastering (Because They Aren't Going Away)

How are you leveraging technology to create and capitalize on opportunities?

Chris Smith  
Co-founder, Curaytor.com

The Slower Web: Data-Driven Insights As A Strategy For Growth

Do you have the patience, perspective, and digital maturity to slow down and optimize timeliness, rhythm and moderation?

Matthew Shadbolt  
Director of Real Estate Products, The New York Times

Shhhh...Listen

Are you hearing what your audience is saying?

Van Baird  
Owner/Chief Thank You Economist, Relational Equity

RETSO in Focus

Are you asking the right questions?

Matt Hames  
Founder, Acru

Live Consumer Seller Panel

When designing the selling experience, are you listening to your customers or doing what you think is best?

Leigh Brown  
Broker/Owner, RE/MAX Executive Realty

The Things We Think & Do Not Say

How are you intentionally positioning your brand in the eyes of your target audience?

Matt Hames  
Founder, Acru

Industry Wrap-Up Discussion

How are you communicating in terms of what your audience is seeking to gain?

Matthew Shadbolt  
Director of Real Estate Products, The New York Times

Combat "Bad Lead" Fatigue and CONVERT MORE SALES

Do you have a strategy for intentional diligence when following up with long-term leads?

Celeste Grupman  
VP of Technology, Happy Grasshopper

Be Smart, Not Shiny: Using Powerful Writing To Build Teams That Win

Are you overcomplicating the way you write and missing a chance to lead better?

Melissa Case  
Content Creator & Digital Troubadour, Happy Grasshopper

The Real Estate Website Is Dead. What's Next in our Mobile World?

Have you examined your business model for effectiveness in a mobile world?

Mike Simonsen  
CEO & Co-Founder, Altos Research

A New Age of Collaboration

What are you doing to create value for your partners?

Garron Selliken  
Founder & Owner, M Realty

Robots, Wearables and 3D Printing. What do They Have to do with Real Estate?

Do you have a critical eye on emerging innovations?

Jamie Goldman  
VP, Platforms & E-Business, ERA Real Estate

Recruiting for World Domination

Do you maintain a pipeline of potential recruits, or do you scramble when you need to fill a position?

Bill Lublin  
CEO, Century 21 Advantage Gold

Becoming Completely Paperless with DocuSign

When will your organization capture the benefits of being paperless?

Jonathan Peterson  
Enterprise Account Executive, DocuSign

10 Must Have Apps

What apps can you delete from your life and replace with useful ones?

Juanita McDowell  
President, InMotion

How to Create Content That Converts

What strategy are you executing for creating content that leads to conversion?

Ricardo Bueno  
Founder, Content Smarts

Customer Service the Nordstrom Way

Would you like to be your own client?

Maura Neill  
REALTOR, RE/MAX Around Atlanta

Customer Relationship Management

Is your CRM system having a meaningful impact on the number of referrals you receive?

Tony Cappaert  
Co-Founder & COO, Contactually

Best of the #WaterCooler

Are you willing to honestly evaluate the realities of your business and take action to make it better?

Jimmy Mackin  
Co-Founder, Curaytor.com

The Secret Language of Internet Leads

How can you close the gap between what you intend to communicate vs. the impact your communication has?

Andrew Dorn  
National Speaker, realtor.com