

General Session

- President Leslie Rouda Smith spoke about diversity and strength with safety as focus
- Sustainability, Strength, Safety, Stewardship, Unity, Inclusion
- Founders of Skimm interview: Carly Zakin and Danielle Weisberg: story of how they started and grew
- Too much emphasis on women, women, women. Focus on inclusion but then to exclude the other 50% of the population. I was turned off a little by the entire session. Glad to see women active in the industry and leadership, as they do make up most of the agent population, but would rather focus on the "people."

RISMedia's Power Broker Forum: Demystifying Agent Contracts and Compensation

Fantastic line up of brokers with good insight.

"During calm seas, everyone is a good captain." What is going to happen in this changing market?

Communication is key.

People don't move because of money – they want to feel like they have what they need

30% of people/agents don't negotiate their commission

How are you going to be present?

Bomb-Bomb videos – 10 videos each morning

Do you have my back?

Their business is going to suffer and it will be your fault.

In the absence of value, the conversation is about price. So, this is really a value conversation.

What is valuable to you? What do you need right now?

If no one comes to the training, it is not valuable.

Use of surveys.

People don't make decisions to leave when they are in good spot.

Success Path – 1 or 2 X a week a video.

Video top agents answering a questions.

Embrace the hybrid; 80% were not here in last big change in the market. Look at listings ready to expire.

Cards to top producers significant.

Make connections like your life depends on it, because it does.

70% choose culture over salary

Logic makes you think; emotion makes you act

Get off your heels and get on your toes.

Wealth Builder – invest as a group in RE

Making NAR Data Work for You Session

26% of market – 1st time home buyers: 36 years old, lowest of all time, have money because it is their parents – huge generational wealth transfer

Avg 2nd home buyer is 59 years old – older than ever before

Growth in white home buyers and no other minority

1/3 of buyers need work at home features

First time home buyers – average tenure in home is projected to be 18 years (?!?!?) Lawrence Yun said this, but NAR Profile of HB and HS says differently...don't know if this is new information coming soon?

However, this surpasses repeat home buyers who's tenure is 15 years.

A lot to do with affordability.

27% of repeat buyers purchasing with cash

87% of sellers want a full-service agent

Normalcy is activity now – go back to basics, people are going to be dreaming longer after the transaction

Follow-up programs are essential – 18 years!!!

Relationship business – but still about the numbers.

Look for Down Payment Resources – help out there

Take control of the process and day
Burnout train – you're the conductor.
Cryptocurrency – over 12% of homebuyers used some for of cryptocurrency to purchase property
With so many years between buying – every time is the first time
What's your experience up to this point? Who influences your decisions?
Big resource is Google Trends and Census Data
Make marketing client-centric and empathetic
What are your goals? Then we can develop a strategy.
How do you live? Good question to ask buyers to determine what is truly affordable to them.
Trends.google.com > quarterly consumer trends

General Session: Walked on stage with ROTYs.

General Session: Live Like a Monk / Jay Shetty

AMAZING!!! Favorite of the entire conference.

We currently have a mindset of "separate" -- work, family, faith, health, etc – all separate but they are connected
False belief that personal care makes us more unproductive.

When we invest in ourselves, we can do more.

Center your values

Story of the fast-moving river obstacle. Raft is life saver until you get to the thick forest and then you have to decide whether to struggle and take it with you or let it go.

When things are tough, you push through, but sometimes you end up breaking yourself.

What mindsets, ideas, and habits which help us get here may not work going forward.

Four Key Habits in Life: T.I.M.E.

If you want to know what someone values, watch how they spend their time.

1. Thankfulness/Gratitude – when you're present in gratitude, you can't have a negative thought
60K-80K thoughts a day and 80% are negative and repetitive. We recycle thoughts such as "I'm tired" over and over all day long and we don't do anything about it.
Gratitude must be: Expressed, specific and personalized
Challenge: One personal and one professional – send a specific/personal note to them
2. Inspiration – we need to find this every day
When we pick up the phone first thing in the morning, look at news, notifications, negativity and noise, we are asking our brain to wake up at 120 mph. Starting the day out with inspiration for the first precious 5-10 minutes is important.
Jay listened to Steve Job's Stanford graduation speech every day for 9 months and Matthew McConaughey's award acceptance speech for 30 days
3. Mindfulness – scheduling time/meeting with yourself
Check in with ourselves – how am I doing today?
We feel lost and forgotten
What's the one thing I can do for myself today that is going to make my day?
4. Exercise – power of being active – movement is powerful. Working out creates time – changes level of clarity and thought – helps you solve issues faster

T – Creates connection – need closeness to get through tough times

I – give you a boost – changes how you think

M – get you what you need

E – More alert and focused

Self-doubt is crippling

Do you believe you're outgoing or more reserved?

Are you people focused or task focused?

Four Personality Types: When we are trying to be someone else or comparing ourselves – we lose our power – like a fish climbing a tree or bird trying to swim. We have different ways, different voices, thoughts, etc.

Outgoing People	Reserved People
Outgoing Task	Reserved Task

Steve Jobs and Steve Wazniak conversation – what do you even do? “Musicians play their instruments, I play the orchestra.”

Don’t be everything – be your thing.

Go all in on your strengths, work on emotional weaknesses, skills – focus on strengths

The most difficult job in the world story: hospital cleaner. Are they a cleaner or a healer?

Job Crafting – fulfillment is not about what we do, but how we feel about what we do.

What is the impact you have on those around you? Family? Clients? Affiliates? Each other?

“When we change the way we look at things, the things we look at change.” - Wayne Dwyer

Deeper resilience comes from seeing the real power of your work – yourself.

Calming Nerves – the 4-4 Technique

Breathe out longer than you breathe in

***Thinking Fast and Slow and The Myth* – Trauma book

30-90 days to create habit – but that doesn’t mean we can’t break that habit; give yourself grace, forgiveness is the greatest habit.

In our world today, we don’t have time to reflect – Reflect on 3 things every 30 days.

1. What’s one thing I need to add that I need to change my life?
2. What do I need to let go of?
3. Who do I want to connect with? Spend more quality time with?

Commercial Session – Economic Forum

Rising vacancy in the lesser quality office space

Use office, industrial for multi-family. Pathways to affordability.

Five year return: Industrial – 20.8%, Multifamily 8.8%, Office 5.3%, Retail 1.4% and Hotel -0.6%

Multifamily still seeing record sales = demand

Attended RISMedia Power Broker Dinner

John Featherstone spoke and was honored.

First Rookie of the Year was announced

John Featherstone spoke at length to CoStar CEO about their view on the industry, where it’s going and if CoStar plans to “disrupt” the way agents do business