



# VIRGINIA REALTORS® ANNUAL CONVENTION CENTENNIAL 2021

Governance

General

## MONDAY SEPT 20

12:30pm – 2:00pm	<b>RPAC Fundraising Forum</b> Capital Ballroom 6/7 (Lower Level)
2:00pm – 3:00pm	<b>Diversity, Equity &amp; Inclusion PAG – closed meeting</b> Jefferson/Madison (Lower Level)
3:00pm – 4:00pm	<b>MLS Forum</b> Capital 6/7 (Lower Level)
3:30pm – 4:30pm	<b>Economic Advisory Board</b> Jefferson/Madison (Lower Level)
3:30pm – 4:30pm	<b>Professional Standards/Grievance Committee</b> Capital 8 (Lower Level)
4:00pm – 5:00pm	<b>Leadership Team Meeting – closed meeting</b> Shenandoah (Lower Level)

## TUESDAY SEPT 21

6:00am – 5:00pm	<b>Registration</b> (Upper Level)
8:30am – 10:00am	<b>Professional Development Committee</b> Grand Ballroom GH (Upper Level)
8:30am – 10:00am	<b>Risk Management Committee</b> Capital 6/7 (Lower Level)
8:30am – 10:00am	<b>Public Policy Committee</b> Monroe/Jefferson/Madison (Lower Level)
9:00am – 10:00am	<b>Member Communications Committee</b> Shenandoah (Lower Level)
10:00am – 12:00pm	<b>Board of Directors – Location: Greater Richmond Convention Center</b> (Level 2: Ballroom C--B21c)
10:00am – 1:30pm	<b>Delegate Body Check-in</b> (Lower Level Coat Check)
12:15pm – 1:45pm	<b>President's Luncheon</b> Capital Ballroom 5-8 (Lower Level)
1:00pm – 5:00pm	<b>Women's Council of REALTORS®</b> Grand Ballroom IJ (Upper Level)
2:00pm – 4:00pm	<b>Delegate Body</b> Capital Ballroom 1-4 (Lower Level)
4:15pm – 5:15pm	<b>Association Executives Council</b> Capital Ballroom 5 (Lower Level)
4:15pm – 5:15pm	<b>Local President / Presidents-elect Forum</b> Capital Ballroom 6-8 (Lower Level)
5:30pm – 6:30pm	<b>Opening Reception</b> Grand Ballroom Foyer (Upper Level)
7:00pm – 9:00pm	<b>Past Presidents Dinner</b> Private Event—Off-site

## WEDNESDAY SEPT 22

6:00am – 6:00pm	<b>Registration</b> (Upper Level)
7:00am – 8:30am	<b>Inspirational Prayer Breakfast</b> This ticketed event features stand-up comedian, host, and philanthropist Micah “Bam Bamm” White and UVA Rowing Head Coach, Kevin Sauer
9:00am – 10:15am	<b>OPENING KEYNOTE: Igniting Your GPS – Giving, Purpose, and Service</b> <i>Egypt Sherrod, Real Estate Broker, TV &amp; Radio Host, Lifestyle Humorist</i> Hear from HGTV's Egypt Sherrod on how you can find the strength, develop the knowledge, and summon up the power in you to make everyday count! Let live, not die. Believe in the ability to find and align with your higher purpose. Find courage to color outside of the lines and to live outside of the box. Give more than you take, to live in service of others, and to live with GPS... GIVING, PURPOSE, and SERVICE!!!
10:45am – 11:45am	<b>7.5 Personal Jedi Tricks to Ignite Your Business</b> <i>The Boom Team</i> 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!
10:45am – 11:45am	<b>Advertising, Social Media, and the Agent</b> <i>Melanie McLane</i> Family room? Mother-in-law suite? Can you say those things in an ad? What does the REALTOR® Code of Ethics have to say about advertising? Is a Tweet an advertisement? Advertising, Social Media, and the Agent explores requirements for advertising according to HUD guidelines, which includes Fair Housing, as well as Article 12 in the Code of Ethics. Is a Tweet an ad? What about Facebook? If you don't know, you need to find out!

*Approved for 1 Hour Broker Management or 1 Hour Real Estate Related CE; No PL*

**10:45am – 11:45am**  
Monroe/Jefferson/Madison  
(Lower Level)

## 11 Steps to a Fast-Growing Brokerage

**Dean Cottrill**

This MBA-style overview offers best practices and building blocks for a modern real estate company. Whether you lead a brokerage or a growing team, you face many business challenges that other leaders and managers have already tackled. This session will offer best practices successfully implemented by top brokerages and teams in the industry.

**11:45am – 1:15pm**  
Capital Ballroom (Lower Level)

## Networking Luncheon

**1:30pm – 2:30pm**  
Grand Ballroom A-F  
(Upper Level)

## 10 Ways to Get Listings Right Now!

**Jared James**

With inventory being near all-time lows, it's never been more true that whoever owns the listings... owns the market. In this extremely hands-on and practical session, Jared James will cover 10 different unique and innovative strategies that you can implement from day one to create more listing opportunities for your business. Come ready to take lots of notes and leave with a game plan to dominate the listing inventory in your local market!

**1:30pm – 2:30pm**  
Grand Ballroom G-J  
(Upper Level)

## Get Sticky™

**Juanita McDowell**

Anyone can set goals and write them down, but the trick is getting them to “stick” – working on them until they become a reality. In this session, you will learn the “Get Sticky” formula that Juanita has now taught to thousands across the world that focusses on six simple steps that, when executed properly, will provide a blueprint for accomplishing any goals in business and life.

**1:30pm – 2:30pm**  
Monroe/Jefferson/Madison  
(Lower Level)

## Broker Updates, Trends, and Resources

**Virginia REALTORS® Legal Team Member**

This course will provide an update on legislation and standard forms, recent legal hotline trends and broker resources available from Virginia REALTORS®.

*Approved 1 Hour Broker Management or 1 Hour Real Estate Related CE; No PL.*

**2:00pm – 3:00pm**  
Shenandoah (Lower Level)

## Virginia REALTORS® Past Presidents Forum

**2:45pm – 3:45pm**  
Grand Ballroom A-F  
(Upper Level)

## I Got This™

**Terry Watson**

Your clients are looking for more than just a good service experience... they're searching for true expertise that will help them through the entire process of buying or selling a home. It's not enough to just be good at your job – you have to present yourself as a TRUE expert in order to win the business of today's consumer. In this presentation, Terry will show you not only how to develop your expertise, but to showcase it in a way that generates trust from the marketplace.

**2:45pm – 3:45pm**  
Grand Ballroom G-J  
(Upper Level)

## What's It Worth?

**Melanie McLane**

This fast-paced session is packed with information to help REALTORS® understand the various facets of property pricing and evaluation while comparing and contrasting a BPO/CMA and an appraisal. You'll get useful tips for accurately pricing a property based on analyzing supply and demand in a marketplace, focusing on the type of property and neighborhood, establishing neighborhood parameters in terms of price range and price per square foot, analyzing sales data with respect to units of comparison, and more.

*Approved 1 Hour Broker Management or 1 Hour Real Estate Related*

**2:45pm – 3:45pm**  
Monroe/Jefferson/Madison  
(Lower Level)

## Critical Contract Issues

**Virginia REALTORS® Legal Team Member**

This course will answer the most frequently asked topics on contract issues, such as short sale ratification, default, termination, release, and more.

*Approved 1 Hour Real Estate Contracts CE; No PL*

**3:15pm – 4:15pm**  
Shenandoah (Lower Level)

## NAR Directors

**4:00pm – 5:00pm**  
Grand Ballroom A-F  
(Upper Level)

## Zap the Gap: Generational Differences Reexamined

**Meagan Johnson**

Every generation of home buyer is different. Their history, financial needs, and resources vary greatly from one buyer to the next. In this highly charged presentation, Meagan outlines the positive signs and opportunities that exist in the real estate industry to meet the evolving needs of each generation and how their “signpost” drives motivation, influences loyalty, impacts customer service, and affects communication. Meagan knows how necessary it is to relate to each generation's very different needs so you can productively respond and build multigenerational effective and profitable relationships.

**4:00pm – 5:00pm**  
Grand Ballroom G-J  
(Upper Level)

## Social Media Blueprint

**The Boom Team**

In our digitally-connected world, agents MUST use social media to connect with their audience to demonstrate their local status, market expertise, and winning personality. In this session, you'll get inspired to use social media platforms in new, exciting, and highly effective ways. With real-life examples and tons of nuts and bolts ideas to implement immediately, you'll walk out with a social media blueprint to build and grow YOUR business now and in the digital age to come.

## WEDNESDAY SEPT 22

**4:00pm – 5:00pm**  
Monroe/Jefferson/Madison  
(Lower Level)

### Agency: Whose Client is it Anyway?

**Virginia REALTORS® Legal Team Member**

This course breaks down the agency relationship under Virginia law. It includes information on brokerage agreements, dual and designated agency, and disclosure requirements.

*Approved for 1 Hour of Real Estate Agency CE; No PL*

**6:30pm – 8:30pm**  
Capital Ballroom & Foyer  
(Lower Level)

### Awards & Installation Reception & Banquet

**8:30pm – 11:00pm**  
Grand Ballroom A-F & Foyer  
(Upper Level)

### 100-Year Celebration (all-attendee event)

## THURSDAY SEPT 23

**8:00am – 12:00pm**  
(Upper Level)

### Registration

**8:30am – 9:30am**  
Grand Ballroom A-F  
(Upper Level)

### Simple Facebook Marketing Strategies for Busy Business Owners – **Antoine Dupont**

Facebook Marketing Strategist & Expert Antoine Dupont gives you a detailed blueprint for incorporating Facebook Ads and creative content creation to help you drive more traffic, attract new leads, and ultimately fuel your online promotions. Antoine will show you the type of content that works best on Facebook, and when to incorporate Facebook Ads. You'll walk away with a step-by-step plan (cheat sheet included!) that generates more leads and closes more sales.

**8:30am – 9:30am**  
Grand Ballroom G-J  
(Upper Level)

### You Can Have It All: How to Make Money AND Happiness in Real Estate – **Katie Clancy**

As a real estate professional there is no limit to what you can earn. So why is a real estate agent's median gross income 20% below the U.S. average, and why do we burn out so much? It's because we only employ part of the equation for complete success. In this session, learn the specific mindsets and habits used by Katie to take herself from depression and destitution to award-winning achievement and true happiness.

**8:30am – 9:30am**  
Monroe/Jefferson/Madison  
(Lower Level)

### Legislative Update

**Chip Dicks, Virginia REALTORS® Legislative Counsel**

*To be submitted for 1 Hour Legal Updates CE; No PL*

**9:45am – 10:45am**  
Grand Ballroom A-F  
(Upper Level)

### Common Denominators For Success™ – **Kenny Anderson**

Today's leaders want to know the formula for success that lasts. Most leaders search their whole life to succeed and then realize that what they thought was success was not what they anticipated. Kenny has traveled the World interviewing leaders in business, sports, entertainment, and government defining the Common Denominators For Success™. Every leader has core attributes that in common in attaining success and accomplishing goals. Come discover the 7 Universal Formulas that all Leaders must know to succeed in an ever changing business world. There are fundamental principles of success that are consistent in every country and continent in the world. These timeless principles of leadership do not change with trends or culture. Whether you are looking to increase your effectiveness as a business leader, increase sales in your organization, or trying to create a better work/life balance, come discover Kenny Anderson's Common Denominators For Success™ for lasting results.

**9:45am – 10:45am**  
Grand Ballroom G-J  
(Upper Level)

### The Orange Basket Method – How to Grow Your Business with Video Marketing (Fast)

**Antoine Dupont**

Are you frustrated with your lack of lead generation success? Do you wonder why your marketing efforts aren't producing more results? Are you unsure how to even begin marketing your company with videos? If so, you're not alone. Video and Digital Marketing Strategist Antoine Dupont will explain to you the same tools, techniques, research strategies, and psychological approaches he's shared with businesses and brands around the world to create remarkable videos that get exceptional results.

**9:45am – 10:45am**  
Monroe/Jefferson/Madison  
(Lower Level)

### Housing and the Economy in Virginia: Challenges and Opportunities in a Post-COVID Market

**Dr. Lisa Sturtevant, Virginia REALTORS® Chief Economist**

This course will provide accurate and current information about national, state, and local economic and housing market trends. Real estate professionals will be able to use this information to gauge the state of their local markets, to communicate with potential buyers and sellers about expectations for the housing market, and to serve as a resource in their community on the state of the local economic and housing market.

*Approved 1 Hour Real Estate Related CE; No PL*

**11:00am – 12:00pm**  
Grand Ballroom A-F  
(Upper Level)

### CLOSING KEYNOTE: A Morning with Henry Winkler.

**Featuring Henry Winkler, Actor, Producer, Director**

Audiences always leave Henry Winkler's presentations inspired and entertained. Through humorous anecdotes and inspirational life lessons about overcoming adversity to his storied career in television and entertainment, groups of all ages can learn from Henry's speeches. His passion for supporting others is the result of a lifetime struggle with undiagnosed dyslexia. Henry has worked tirelessly to bring awareness and support to children who learn differently by advocating for changes in the education system and informing parents and teachers about learning challenges.

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### Virginia REALTORS<sup>®</sup> Harassment Policy

Virginia REALTORS<sup>®</sup> fully supports the rights and opportunities of all its members and employees to work in an environment free from discrimination and without subjugation to harassment. Any member of the Association may be reprimanded, placed on probation, suspended or expelled for harassment of an Association employee, independent contractor, volunteer Officer, or Director of the Association after an investigation in accordance with the procedures of the Association. As used in this Section, harassment means any conduct with the purpose or effect of unreasonably interfering with an individual's performance by creating a hostile, intimidating or offensive environment. More information on the Harassment Policy can be found in the Virginia REALTORS<sup>®</sup> Policy and Procedures Manual, Section 2.6.