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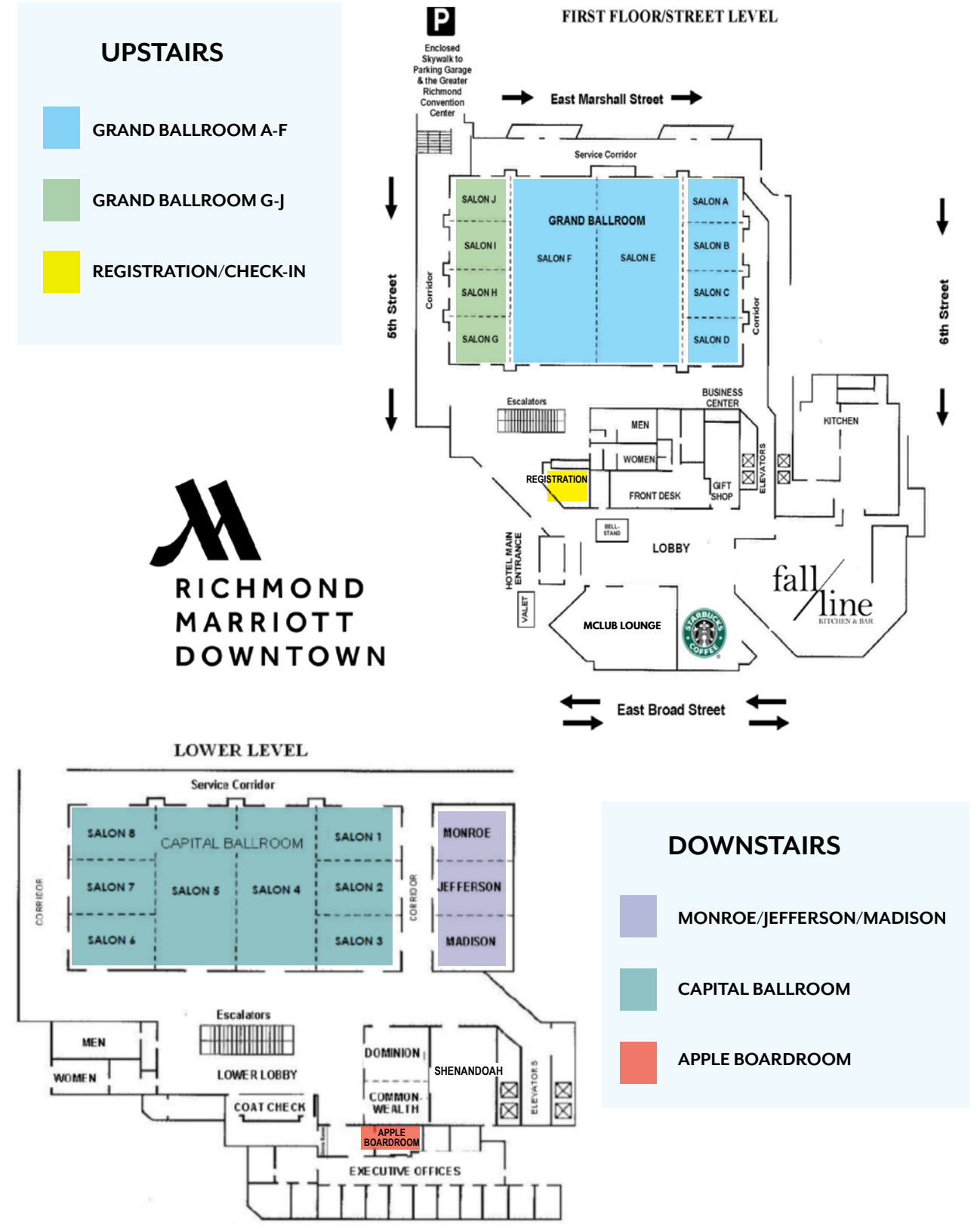
PLATINUM



SILVER



BRONZE



Scan In!

Please remember to scan your name badge prior to entering each class you are attending. (Only classes marked as offering CE on the schedule will be processed for credit.) The scanner will be located on a table outside the classroom. The scanners will be removed once each class starts. If you are attending back-to-back classes, please go back outside and scan your name badge. Staff will be close by to assist, if needed.

Onward
2022
VIRGINIA REALTORS®
ANNUAL CONVENTION
SEPT 20-22 | RICHMOND, VA



User Name: varealtors Password: onward2022

Virginia REALTORS® Harassment Policy
Virginia REALTORS® 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® Policy and Procedures Manual, Section 2.6.

Onward VIRGINIA REALTORS® ANNUAL CONVENTION

■ Governance

■ General

TUESDAY SEPT 20

9:00am – 5:30pm	Registration
8:30am – 9:30am	Professional Development Committee Grand Ballroom G-H
8:30am – 9:30am	Economic Advisory Board Grand Ballroom I-J
8:30am – 9:30am	Member Communications Committee Shenandoah
8:30am – 9:30am	Risk Management Committee Salon D
8:30am – 9:30am	Public Policy Committee Monroe/Jefferson/Madison
10:00am – 12:00pm	Board of Directors Greater Richmond Convention Center Ballroom C
12:15pm – 1:45pm	Farewell Luncheon Capital Ballroom 5-8 (Ticketed Event)
1:00pm – 5:00pm	Women's Council of REALTORS® Grand Ballroom I-J
2:00pm – 4:00pm	Delegate Body Capital Ballroom 1-4
4:15pm – 5:15pm	MLS Forum Capital Ballroom 5-8
4:15pm – 5:15pm	Diversity, Equity & Inclusion PAG Grand Ballroom G-H (Closed Meeting)
4:15pm – 5:15pm	Association Executives Council Shenandoah (Closed Meeting)
4:15pm – 5:15pm	Local President / Presidents-Elect Forum Monroe/Jefferson/Madison (Closed Meeting)
5:30pm – 6:30pm	Opening Reception Grand Ballroom Foyer
7:00pm – 9:00pm	Past Presidents Dinner Private Event—Off-site

WEDNESDAY SEPT 21

8:00am – 5:30pm	Registration Desk Open (Upper Coat Check)
9:00am – 10:15am Grand Ballroom A-F	OPENING KEYNOTE: Unlocking Potential: Leaders Exist Everywhere <i>Carly Fiorina, Businesswoman, Author, and former CEO</i> Throughout her career, Carly Fiorina has developed leaders and problem solvers in nearly every sector, from for-profits and non-profits, to faith-based communities and academia. Listen as she shares her proven leadership philosophy, which is based on a set of human behaviors and characteristics that everyone can develop and deploy, as well as a set of practical, accessible tools that enable effective problem-solving.
10:15am – 10:45am Grand Ballroom Foyer	Photo Opportunity with Carly Fiorina
10:45am – 11:45am Grand Ballroom G-J	What's It Worth? <i>Melanie McLane</i> 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. <i>Approved 1 Hour Real Estate Related CE; No PL.</i>
10:45am – 11:45am Monroe/Jefferson/Madison	11 Steps to a Fast-Growing Brokerage <i>Dean Cottrill</i> 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.
11:00am – 12:00pm Grand Ballroom A-F	7.5 Personal Jedi Tricks to Ignite Your Business <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!
11:45am – 1:15pm Capital Ballroom	Networking Luncheon
12:00pm – 1:00pm Shenandoah	VLA Meeting (Closed Meeting)

1:30pm – 2:30pm
Grand Ballroom A-F

1:30pm – 2:30pm
Grand Ballroom G-J

1:30pm – 2:30pm
Monroe/Jefferson/Madison

1:30pm – 2:30pm
Shenandoah

2:45pm – 3:45pm
Grand Ballroom A-F

2:45pm – 3:45pm
Grand Ballroom G-J

2:45pm – 3:45pm
Monroe/Jefferson/Madison

3:15pm – 4:15pm
Shenandoah

4:00pm – 5:00pm
Grand Ballroom A-F

4:00pm – 5:00pm
Grand Ballroom G-J

4:00pm – 5:00pm
Monroe/Jefferson/Madison

6:15pm – 8:30pm
Capital Ballroom & Foyer

8:30pm – 10:30pm
Grand Ballroom A-F & Foyer

10 Ways to Get Listings Right Now!

Jared James

With inventory being near all-time lows, one thing that rings true no matter where you are in the world of real estate is that the agent that 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!

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 focuses on six simple steps that, when executed properly, will provide a blueprint for accomplishing any goals in business and life.

Broker Updates, Trends, and Resources

Virginia REALTORS® General Counsel, Laura Farley

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.

NAR Directors (Closed Meeting)

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.

Advertising, Social Media, and the Agent

Melanie McLane

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

Critical Contract Issues

Barrie Bowers

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.

Virginia REALTORS® Past Presidents Forum (Closed Meeting)

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 multi-generational effective and profitable relationships.

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.

Agency: Whose Client is it Anyway?

Barrie Bowers

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

Awards & Installation Reception & Banquet (Ticketed Event)

Back Together Bash (All-attendee Event)

THURSDAY SEPT 22

8:00am – 1:00pm

Registration Desk Open

8:30am – 9:30am

Grand Ballroom A-F

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

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

President to President: Insight, Inclusivity, and Impact

Panelists: Reggie Copeland, President, NVAR; Kaëra Mims, President, VPAR; Norris Hardy, President, SVAR

Moderator: Leslie Frazier, Virginia REALTORS® SVP of Community and Industry Relations

In the past few years, we have had much-needed discussions and actions around diversity, equity, and inclusion (DEI). But in nearing the end of this pandemic, and returning back to “normal,” how do we keep this at the forefront of our minds? While REALTORS® are still learning about historical inequities and beginning to create solutions to right past wrongs, how do we continue this work? Our panel of local presidents looks into strategies to increase DEI. Come be part of the conversation!

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 are 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 A-F

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

Housing and the Economy in Virginia

Virginia REALTORS® Chief Economist, Ryan Price

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

CLOSING KEYNOTE: Fireside Chat

Tiki Barber

Tiki Barber is a former NFL Running Back who spent 10 seasons with the New York Giants from 1997-2006. A three-time Pro Bowler, Tiki amassed over 10,000 rushing yards and scored 67 combined touchdowns in his career. Barber is the leading rusher in New York Giants history and is a member of the NYG Ring of Honor. Tiki is currently the Co-host of CBS Sports Radio's national afternoon show, Tiki & Tierney, which is also simulcast on CBS Sports Network, and aired on SiriusXM channel 206. He is also the Co-founder of Julius, Inc., a software solution for influencer search and procurement; and Thuzio, Inc., an event and content company that produces Live Sports Storytelling for members and guests throughout the country, along with offering Talent Procurement services. Tiki also serves on the board for the Fresh Air Fund and Achilles International. In his spare time, Tiki enjoys a nice glass of wine and spending time with his wife and children.

12:00pm – 12:30pm

Grand Foyer

Photo Opportunity with Tiki Barber