

fusion  
2021 

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# AGENDA

**Better  
Homes**  
and Gardens.  
REAL ESTATE

March 2-4 • A Virtual Event

## Tuesday, March 2, 2021

### PRECONFERENCE SESSIONS

TIME	BROKERS & MANAGERS	AGENTS
4:00 p.m. - 6:00 p.m.	<b>Trends, Insights and Tools: What Franchisee Marketers Need to Know</b> • Chris Zoeller, Marie VanAssendelft, Colin Hull	<b>Negotiation Strategy</b> • Robert Morris
	<b>Brand Champions Workshop</b> • Michael Gow, Nicole Savva, Brokermint	<b>Top 100 Agent Mastermind (Invitation Only)</b> • Amy Chorew and Nick Krautter
	<b>Talent Attraction Workshop</b> • Jack Miller, T360, Dean Cottrill, T360 Recruiting Panel: Sandy Borman, Mickey Spain	<b>Dominate Your Market with Video</b> • Terry Waggoner, Megan Ferris, Todd Ferris

## Wednesday, March 3, 2021

### GENERAL SESSION

2:00 p.m. - 2:30 p.m.	<b>Virtual Doors Open</b>
2:30 p.m. - 3:05 p.m.	<b>Executive Address Awards &amp; Recognition</b> • Sherry Chris, President & CEO, Better Homes and Gardens® Real Estate

### BREAKOUT SESSIONS

TIME	BROKERS & MANAGERS	AGENTS
3:05 p.m. - 3:50 p.m.	<b>What It Takes to Make New Agents Succeed</b> • Karrie-Ann Sheppard with Angie Chavez, BHGRE® Gary Greene, Christian Barnes, BHGRE® Kansas City Homes, Chris Larson, BHGRE® BloomTree Realty	<b>Staging Strategies for an Evolving Market</b> • Martha Webb and Max Wilker
	<b>Brand Tools for Getting Listings</b> • Doug Stryker with Tom Mallette, BHGRE® Heritage	<b>Brand Tools for Getting Listings</b> • Erin LeBan with Liz Norvelle, BHGRE® BloomTree Realty, Leah Williamson, BHGRE® Metro Brokers, Rosalie Black, BHGRE® Connections
	<b>A “Look Under the Hood” at the Brain of a Successful Broker</b> • DC McGuire	<b>Cracking the Social Code</b> • Jason Pantana

### GENERAL SESSION

4:00 p.m. - 4:15 p.m.	<b>Awards &amp; Recognition</b> • Sherry Chris, President & CEO, Better Homes and Gardens® Real Estate
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### BREAKOUT SESSIONS

TIME	BROKERS & MANAGERS	AGENTS
4:15 p.m. - 5:00 p.m.	<b>Recruiting Rockstars - Success Stories for Recruiting Experienced Agents</b> • Dan Elzer with Ben Fox, BHGRE® Journey, Leslie Dollinger, BHGRE® The Good Life Group, Kathy Karlin, BHGRE® Metro Brokers	<b>A “Look Under the Hood” at the Brain of a Successful Agent</b> • DC McGuire
	<b>Tried and True Time Management for Leaders</b> • Travis Carson, Market Force®	<b>Time Management, Time Blocking and Tracking Your Business</b> • Jake Durando with Kerri O'Hara, BHGRE® 43° North, John Baker, BHGRE® Metro Brokers
	<b>Mastering Coaching Conversations</b> • Amy Chorew with Oliver Adams, BHGRE® Metro Brokers	<b>Getting the Listing</b> • Sandy Borman with Jennifer Wauhob, BHGRE® Gary Greene, Christina Di Filippo, BHGRE® Central, Wendy Griffis, BHGRE® Lifestyles Realty, Lynne Matile, BHGRE® Kansas City Homes

GENERAL SESSION		
5:00 p.m. - 5:15 p.m.	<b>Day 1 Closing</b> • Sherry Chris, President & CEO, Better Homes and Gardens® Real Estate	
NETWORKING SESSIONS (OPTIONAL)		
TIME	BROKERS & MANAGERS	AGENTS
5:15 p.m. - 6:00 p.m.	<b>Brain Facts &amp; Tools</b> • DC McGuire	<b>Getting the Listing</b> • Sandy Borman
	<b>Coaching</b> • Amy Chorew	<b>Staging</b> • Martha Webb
	<b>Recruiting</b> • Dan Elzer	<b>Social Media</b> • Amy Cotney
Thursday, March 4, 2021		
SPECIAL SESSION FOR BROKERS/OWNERS		
2:15 p.m. - 2:30 p.m.	<b>Fireside Chat with Sherry Chris, President &amp; CEO, Better Homes and Gardens® Real Estate and Ryan Schneider, CEO &amp; President Realogy Holdings Corp (Brokers/Owners Only)</b>	
GENERAL SESSION		
2:30 p.m. - 2:45 p.m.	<b>Virtual Doors Open</b>	
2:45 p.m. - 3:15 p.m.	<b>Voice of the Consumer: What Your Clients Are Thinking and How to Exceed Their Expectations</b> • Jennifer Marchetti, CMO, Better Homes and Gardens® Real Estate	
BREAKOUT SESSIONS		
TIME	BROKERS & MANAGERS	AGENTS
3:15 p.m. - 4:00 p.m.	<b>Lead Generation in 2021</b> • Frank Malpica with Jason Oberman, BHGRE® Paracle, Craig McClelland BHGRE® Metro Brokers	<b>Pathways to Building a Top Producing Team</b> • Sandy Borman with John Mayer, BHGRE® Journey, James Michener, BHGRE® BloomTree Realty, Dawn Grimshaw, BHGRE® The Good Life Group
	<b>Situational Leadership – Simply Stated</b> • Dan Elzer	<b>The 3C Highway – Going from Customer to Client to Closed</b> • Sean Carpenter
	<b>Getting the Listing</b> • John Sylvester with Danielle Bade, BHGRE® Realty Partners, Holly Lovett, BHGRE® Main Street Properties, Barry Jenkins, BHGRE® Native American Group	<b>Creative Ways to Market Yourself</b> • Jake Durando with Joseph Magsaysay, BHGRE® Preferred Properties, Holly Pascarella, BHGRE® Atchley Properties, RebelAnn Mueller, BHGRE® 43° North
4:00 p.m. - 4:45 p.m.	<b>Increasing Agent Productivity Through Effective Onboarding</b> • Jake Durando with Jeff Martel, BHGRE® 43° North, Brokermint	<b>The Entrepreneur Mindset</b> • Jack Killion, Jay Luebke
	<b>Successful Ways to Build Ancillary Revenue Streams</b> • Frank Malpica	<b>Handling Objections</b> • Sandy Borman with Kathy Justice, BHGRE® Main Street Properties, Jamie Day, BHGRE® Big Hill
		<b>Social Media: Using Instagram and TikTok to Drive Business</b> • Amy Cotney, Amy Chorew
	<b>Lead Generation Opportunities for Brokers</b> • Jack Miller and Travis Saxton, T360	<b>Marketing Luxury Properties in a New Reality</b> • Tami Simms, Institute for Luxury Home Marketing

GENERAL SESSION		
5:00 p.m. - 6:00 p.m.	<b>Keynote Session</b>	
NETWORKING SESSIONS (OPTIONAL)		
TIME	BROKERS & MANAGERS	AGENTS
6:00 p.m. - 7:00 p.m.	<b>Situational Leadership</b> • Dan Elzer	<b>Building Teams</b> • Sandy Borman
	<b>Agent Productivity</b> • Jake Durando	<b>Luxury</b> • Institute for Luxury Home Marketing
	<b>Lead Generation</b> • Frank Malpica and Brokermint	<b>Entrepreneur Mindset</b> • Jay Luebke, Jack Killion
<b>FUSION CONCLUDES</b>		

# Better Homes and Gardens.

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