

fusion
2021 

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. ET	Trends, Insights and Tools: What Franchisee Marketers Need to Know • Chris Zoeller, Marie VanAssendelft, Colin Hull	Negotiation Strategy • Robert Morris
	Brand Champions Workshop • Michael Gow, Nicole Savva, Brokermint	Top 100 Agent Mastermind (Invitation Only) • Amy Chorew and Nick Krautter
	Talent Attraction Workshop • Jack Miller, T360, Dean Cottrill, T360 Recruiting Panel: Sandy Borman and Mickey Spain with Scott Beaudry, BHGRE® Universal, Kathy Karlin, BHGRE® Metro Brokers, Albert Faiola, BHGRE® Maturro, Tracy Whitmore	Dominate Your Market with Video • Terry Waggoner, Megan Ferris, Todd Ferris

Wednesday, March 3, 2021

GENERAL SESSION

2:00 p.m. - 2:30 p.m. ET	Virtual Doors Open	
2:30 p.m. - 3:05 p.m. ET	Executive Address • Sherry Chris, President & CEO, Better Homes and Gardens® Real Estate Awards & Recognition • Sherry Chris, President & CEO, Better Homes and Gardens® Real Estate and Rich DeNicola, COO, Better Homes and Gardens® Real Estate	

BREAKOUT SESSIONS

TIME	BROKERS & MANAGERS	AGENTS
3:05 p.m. - 3:50 p.m. ET	What It Takes to Make New Agents Succeed • Karrie-Ann Sheppard with John Darden, BHGRE® Blu Realty, Christian Barnes, BHGRE® Kansas City Homes, Chris Larson, BHGRE® BloomTree Realty	Staging Strategies for an Evolving Market • Martha Webb and Max Wilker
	Driving Agents to Adopt Successful Listing Presentations with Brand Tools • Doug Stryker with Tom Mallette, BHGRE® Heritage, Aaron Drussel, BHGRE® Influence Partners, Greg Fox, BHGRE® Alliance	Brand Tools for Getting Listings • Erin LeBan with Liz Norvelle, BHGRE® BloomTree Realty, Leah Williamson, BHGRE® Metro Brokers, Rosalie Black, BHGRE® Connections, Rosalie Black, BHGRE® Gary Mann
	Increasing Agent Productivity Through Effective Onboarding • Jake Durando with Jeff Martel, BHGRE® 43° North, Susan Jenkins, BHGRE® Native American Group, Brokermint	Cracking the Social Code • Jason Pantana

GENERAL SESSION

4:00 p.m. - 4:15 p.m. ET	Awards & Recognition • Sherry Chris, President & CEO, Better Homes and Gardens® Real Estate and Rich DeNicola, COO, Better Homes and Gardens® Real Estate	
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BREAKOUT SESSIONS

TIME	BROKERS & MANAGERS	AGENTS
4:15 p.m. - 5:00 p.m. ET	Recruiting Rockstars - Success Stories for Recruiting Experienced Agents • Dan Elzer with Ben Fox, BHGRE® Journey, Leslie Dollinger, BHGRE® The Good Life Group, Kathy Karlin, BHGRE® Metro Brokers	A "Look Under the Hood" at the Brain of a Successful Agent • DC McGuire
	Tried and True Time Management for Leaders • Travis Carson, Market Force®	Time Management, Time Blocking and Tracking Your Business • Jake Durando with Kerri O'Hara, BHGRE® 43° North, John Baker, BHGRE® Metro Brokers
	Mastering Coaching Conversations • Amy Chorew with Oliver Adams, BHGRE® Metro Brokers	Getting the Listing • 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. ET	Day 1 Closing • 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. ET	Brain Facts & Tools • DC McGuire	Getting the Listing • Sandy Borman
	Coaching • Amy Chorew	Staging • Martha Webb with Max Wilker
	Recruiting • Dan Elzer	Social Media • Amy Cotney
Thursday, March 4, 2021		
SPECIAL SESSION FOR BROKERS/OWNERS		
2:15 p.m. - 2:30 p.m. ET	Fireside Chat • Sherry Chris, President & CEO, Better Homes and Gardens® Real Estate and Ryan Schneider, CEO & President Realogy Holdings Corp (Brokers/Owners Only)	
GENERAL SESSION		
2:30 p.m. - 2:45 p.m. ET	Virtual Doors Open	
2:45 p.m. - 3:15 p.m. ET	Voice of the Consumer: What Your Clients Are Thinking and How to Exceed Their Expectations • Jennifer Marchetti, CMO, Better Homes and Gardens® Real Estate with Don Clemons, BHGRE® Realty Partners, Jonas Barrish, BHGRE® Kansas City Homes and Dana Hall-Bradley, BHGRE® Fine Living	
BREAKOUT SESSIONS		
TIME	BROKERS & MANAGERS	AGENTS
3:15 p.m. - 4:00 p.m. ET	Lead Generation in 2021 • Frank Malpica with Jason Oberman, BHGRE® Paracle, Craig McClelland BHGRE® Metro Brokers	Pathways to Building a Top Producing Team • Sandy Borman with John Mayer, BHGRE® Journey, James Michener, BHGRE® BloomTree Realty, Dawn Grimshaw, BHGRE® The Good Life Group
	Situational Leadership – Simply Stated • Dan Elzer	The 3C Highway – Going from Customer to Client to Closed • Sean Carpenter
	Getting the Listing • John Sylvester with Danielle Bade, BHGRE® Realty Partners, Holly Lovett, BHGRE® Main Street Properties, Barry Jenkins, BHGRE® Native American Group	Creative Ways to Market Yourself • Jake Durando with Joseph Magsaysay, BHGRE® Preferred Properties, Holly Pascarella, BHGRE® Atchley Properties, Rebel Ann Mueller, BHGRE® 43° North
4:15 p.m. - 5:00 p.m. ET	A “Look Under the Hood” at the Brain of a Successful Broker • DC McGuire	The Entrepreneur Mindset • Jack Killion, Jay Luebke
	Successful Ways to Build Ancillary Revenue Streams • Frank Malpica with Chris Masiello, BHGRE® The Masiello Group, Gene Whiddon, BHGRE® Florida 1st, Mark Woodroof, BHGRE® Gary Greene	Handling Objections • Sandy Borman with Kathy Justice, BHGRE® Main Street Properties, Jamie Day, BHGRE® Big Hill
		Social Media: Using Instagram and TikTok to Drive Business • Amy Cotney, Amy Chorew
	Lead Generation Opportunities for Brokers • Jack Miller and Travis Saxton, T360	Marketing Luxury Properties in a New Reality • Tami Simms, Institute for Luxury Home Marketing

GENERAL SESSION		
5:00 p.m. - 5:15 p.m. ET	Interview with Sue Yannaccone: 100 Days In and 2021 Outlook • Sherry Chris, President & CEO, Better Homes and Gardens® Real Estate and Sue Yannaccone, President & CEO, Realogy Franchise Group	
5:15 p.m. - 6:15 p.m. ET	Keynote Session • Molly Fletcher	
6:15 p.m. - 6:20 p.m. ET	Day 2 Closing • Sherry Chris, President & CEO, Better Homes and Gardens® Real Estate	
NETWORKING SESSIONS (OPTIONAL)		
TIME	BROKERS & MANAGERS	AGENTS
6:20 p.m. - 7:00 p.m. ET	Situational Leadership • Dan Elzer	Building Teams • Sandy Borman
	Agent Productivity • Jake Durando	Luxury • Institute for Luxury Home Marketing
	Networking: Technology Advancements • Frank Malpica with Brokermint	Entrepreneur Mindset • Jay Luebke, Jack Killion
FUSION CONCLUDES		

FUSION 2021 EXECUTIVE SPONSOR:



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