

BREAKOUT SESSIONS

Tuesday, January 13th

TIME	ROOM	SPEAKER	SESSION
SESSION 1 2:45PM	Breakout A	Kole Bartos	Listing Velocity Through Discipline and Habits
	Breakout B	Mario Desantis	Lead Like a CEO, Not a Salesperson: Turn Up Your Team Accountability
	Breakout C	Theresa Grant	The 13 Step Expired Plan: No Calls. No Door Knocks. Gets Listings
	Breakout D	Jason Sirois	Hire the Assistant - Here's the Playbook
	General Session	Scott Steele	Press Record. Start Closing. Putting YOU in YouTube
SESSION 2 3:45PM	Breakout A	Cait Berry	Evergreen Hyper-Local Community Tours: How One Video Becomes a Full Content Ecosystem That Actually Lasts
	Breakout B	Peter Raider	$A^2 + \text{CONSISTENCY} = \$100,000 \text{ GCI}$
	Breakout C	JJ Mazzo & Hunter Marckwardt	Conversion Is a Team Sport: How Realtors & Lenders Win More Deals Together
	Breakout D	Jenny Hensley	From the Ground Up: Becoming the New Construction Expert
	General Session	Matt Farnham	The FREE but Most Effective Way to WOW Your Clients and be Present at Home

BREAKOUT SESSIONS

Wednesday, January 14th

TIME	ROOM	SPEAKER	SESSION
SESSION 1 9:30AM	Breakout A	Melina Rissone	Exceptional Service for the Silver Tsunami
	Breakout B	Billy Bruce	The Branding Pipeline: How to Carry 40-50 Listings by Protecting the Brand You've Built
	Breakout C	Laura Ebert	Stop Trading Your Life for Listings: Build a System That Works
	Breakout D	Berto Barrera	Leveraging Instagram to Close Millions
	General Session	Juan Huizar	How YouTube and AI Can Become Your Number One Lead Pillar
SESSION 2 10:30AM	Breakout A	Luis Peraza	Building a Business That Doesn't Burn You Out: Scalable Systems and SOPs that Work Without You
	Breakout B	Ryan Adams	Becoming the Mayor of Your Farm
	Breakout C	Brian Wilder	Blogging & Reviews Lead to Sales
	Breakout D	Lauren Lumbattis	From Relationships to Revenue: The blueprint that'll generate you \$1,000,000+ in GCI, from people you already know!
	General Session	Marie Boatsman	Video That Gets Appointments
SESSION 3 11:30AM	Breakout A	Rose Tausaga	From Chaos to Consistency: The System That Turns Closings into Referrals
	Breakout B	Charles King	The Content Compound Effect: How Daily Marketing Creates Monthly Deals
	Breakout C	Tim Dent	58% Growth Without Working Harder: The Processes and Delegation That Changed Everything
	Breakout D	Errikka Paiz	From Unknown to the Go-To Agent: The 6-Month System to Become the Neighborhood Expert
	General Session	Katie Gilbert	DO. BETTER. Win Clients for Life