

Monday, Sept. 23 2:00 PM - 2:45 PM

Percheron A

Developing and Communicating Your Brokerage Unique Value Proposition | Broker/Owner & Managers Session

Being able to articulate the value you provide to agents is the cornerstone of all aspects of running a successful brokerage. It underpins your recruiting messages, your retention level, your operating imperatives and your pricing strategy. In this session you will learn from Dominic St. Pierre the different aspects of crafting a compelling UVP aligned with your target audience and then you will participate in a practical exercise with Carolyn Verner to clarify for yourself what your current value proposition is for each segment of your agent population.



**Carolyn Verner, Director,
Brokerage Management Services
Royal LePage Canada**



**Dominic St. Pierre, Senior Vice President,
Business Development
Royal LePage Canada**

Percheron B

How to Create Your 12-Month Social Media Plan

If you want to succeed in the fast-paced world of real estate, you need a plan. Join Katie Lance as she shares her proven system for creating a 12-month social media plan that will help you stay organized, focused, and on track. With Katie's guidance, you'll learn how to set achievable goals, create a content calendar, and track your progress so you can make the most of your social media channels.

Discover budget-friendly social media marketing techniques for real estate success. Katie Lance reveals creative ideas to boost your business without breaking the bank.

Katie Lance, CEO/Founder of Katie Lance Consulting



My passion for social media marketing and its potential to engage and connect with clients led me to specialize in one thing – social media for the real estate industry! When I'm not rocking the stage, running a virtual training on Zoom or creating fun content, you'll find me enjoying life in the beautiful San Francisco Bay Area with my amazing husband and our two incredible boys.

Percheron C

Growing your Business & Building your Reputation

Today, being a successful Realtor is not necessarily about having years of real estate experience and following traditional sales & marketing tactics, all leading to singular transactions, but rather an understanding that your future business comes from how you make people feel today and how to ensure the relationships you build now cultivate the business you will be proud of tomorrow. Whether you want to be a sole agent, a partnership or a team, whether you want to be the expert in investing, residential, or condo living, creating your relational business model with a strong reputation in the community will ensure long term success for even the newest Realtors in the business.

Rachel Hammer, Rachael Hammer Real Estate Team



Originally from Montreal, Quebec, Rachel moved to Ottawa in 2000 to pursue a double major in Criminology and Psychology at the University of Ottawa. Prior to working in real estate, Rachel started her career working in social services for non-profit organizations and the province of Ontario. In 2005, she was accredited as a Sales Representative by the Ontario Real Estate Association and is now Broker of Record for Royal LePage Team Realty Hammer & Associates, Brokerage.

During her 18-year career in real estate, Rachel has built a reputation as someone who will go above and beyond for her clients and her all female team. Together, they believe everyone should have a Realtor you can trust with the largest purchase of your life.



Percheron D

Speed Networking

Join Anne-Elise for a fun and fast-paced way to connect with fellow Royal LePage agents from across the country at one of our NSC 2024 Speed Networking Sessions. It's the perfect pit stop for Royal LePagers looking to make new friends, have engaging conversation and expand their professional circle. Don't miss it!



**Hosted by Anne-Elise Cugliari Allegritti
Director, Communications | Royal LePage Canada**

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Percheron F - Cancelled

Matthew sends his regrets.

~~An Oxymoron for Realtors~~

Due to unforeseen circumstances is unable to attend.

~~How To Understand If Your Business is Profitable~~

I learned the hard way. I thought my business was profitable until I learned it wasn't. This 45 minute session will change the way you look at your practice forever. Join me in learning my painful mistakes that have led to a clear understanding of knowing the difference between success, profit and fulfillment.



Matthew Regan, The Regan Team

Matthew Regan has been in the industry since the age of 19. He has made every mistake known to man. His father always taught him to treat real estate like a business. It wasn't until after 12 years of pain and aggravation that he finally woke up and took that advice seriously. Now, with over \$3 billion in sales volume his real estate business is truly a business. A father, husband and Christian his life perspective is clearer than ever and deeply hopes to help people on their own journey to business and life perspective.

Percheron H

RLP InvestorsEdge™ – The first 90 days: Your Roadmap to becoming a consultant.

Our exclusive, new investor program, RLP InvestorsEdge, has now launched. This first-of-its-kind program is designed to equip you with the tools and insights you need to work with real estate investors. It will help you build a more diverse, resilient and profitable business that is more resistant to the seasonal ebbs and flows of non-investment home sales.

In this session, Playbook, who powers the Masterclass, will outline a comprehensive 90-day roadmap that transforms you from Realtor® into a consultant. Attendees will learn how to effectively integrate the RLP InvestorsEdge training into their daily routines, alongside essential goal-setting techniques. This session is a must-attend for those looking to leverage this training to excel in the real estate investment industry.



Simeon Papailias, Founder of the Playbook Group of Companies
Bobby Puim, Chief Operating Officer of the Playbook Group of Companies

Percheron I

Starting a Real Estate Team – From Vision to Reality

Are you ready to transform your real estate career by building a dynamic team? Dive into our breakout session designed to equip you with the knowledge and tools to launch and lead a real estate team.

Here's what we'll cover:

- **Are You Ready to Have a Team?** Start with a self-assessment to evaluate your readiness and identify key markers you are ready to start a team.
- **Your Team Playbook & Unique Selling Proposition (USP):** Learn why you need to develop your team's mission and how to craft a compelling USP to differentiate in a competitive market.
- **Know Your Numbers:** Understand metrics and performance indicators to determine your readiness to start a team.
- **Team Structure:** Learn how to structure and scale your team as your business grows. Explore compensation models that motivate team members while aligning with your business goals.



Geneviève Lavoie, Directrice principale, Québec

In real estate since 1998, Geneviève has acquired vast and diversified experience. Over the years she has dabbled in administration, worked as a real estate agent, and been a team director/operation manager for one of the largest, most productive teams in the country. She was in charge of recruiting, training and managing all team members, marketing, and all systems used by the team. She also developed new tools and strategies to better serve customers. In 2016, she joined Royal LePage as Manager, Network Development for Québec and recently was promoted to Director, Québec Region.

Monday, Sept. 23

3:00 PM - 3:45 PM

Percheron A

Squeeze the Juice out of your Team & Client Events

Discover the latest, trending ideas real estate agents across Canada and the USA are using when it comes to team and client appreciation events. In this session, we will explore a variety of different styles of events for every budget and go in depth on how they are working best for agent brand awareness and team culture building. Learn tips and tricks to maximize your brand exposure pre-event, live and post event. Be prepared to come away with fresh new event ideas and golden nuggets to help you squeeze the juice out of every event you host!



Scott Hurrion, CEO & Founder, OTBx Air

As the CEO of OTBx Air, Scott is involved with all facets of running Canada's Leading Real Estate Photography & Videography company. He is responsible for visionary planning, sales, market expansion, process development and strategic partnerships. Under Scott's leadership, OTBx (Outside The Bx Inc.) has grown to become Canada's leader in real estate photography, videography and marketing and has expanded operations throughout Canada and the USA. Since Scott founded OTBx in 2017, the company has grown internationally and now provides photo and video services to more Royal LePage agents and teams than any other company in Canada.

Percheron B

How to Leverage Short-Form and Long-Form Video to Accelerate Your Business:

Video is the future of social media, and it's a powerful tool for real estate agents looking to connect with clients and showcase their properties. Whether you are focused on TikTok, YouTube, Instagram and/or Facebook video - in this class, Katie Lance will teach you how to create both short-form and long-form videos that will help you accelerate your business and stand out in a crowded market. From scripting to editing, Katie will show you everything you need to know to make video work for your real estate business.

Katie Lance, CEO/Founder of Katie Lance Consulting



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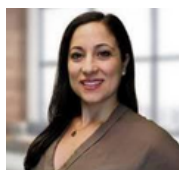
Percheron D

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Hosted by Anne-Elise Cugliari Allegritti
Director, Communications | Royal LePage Canada



Percheron C

GET SH*T DONE

In this conversational seminar, Shawn Zigelstein will discuss how he is able to run a successful Chairman's Club Team while taking regular vacations and golfing over 100 rounds per year! Learn the tips and tricks that he has used to remain highly organized, responsive and deliver exceptional client service; qualities that have helped him become one of the top agents in his market - with over 90% of his business from repeat and referral!

Shawn Zigelstein, Royal LePage Your Community Realty

I believe that every transaction in both real estate and every day life should be a pleasant one, with as little stress as possible. I help my clients stay on top of every situation by being professional, dependable, and prepared for all negotiations.



Specializing in the North End of Toronto and York Region areas, our small but mighty Team has been recognized as a favorite real estate team with local publications in the area over the last number of years, and have been a member of the Royal LePage Chairman's Club for the last 12 consecutive years. We are highly involved in local charity events, sponsorships, and are proud commission donors for the Royal LePage Shelter Foundation, being recognized as a Top 1% donor in 2022 and 2023. In 2023, I was lucky enough to have received the A.E LePage Realtor of the Year Award for Ontario, and have completed three hikes for the Royal LePage Shelter Foundation.

When not working, you can find me on the golf course, cooking or traveling, and spending time with my family and mini Bernedoodle Oreo.

Visit the Concourse

During our afternoon breakout sessions, the concourse outside the Champions Ballroom will be open for networking and connecting with other agents. Make sure you stop by the concourse to visit with our exhibitors, make your silent auction bids, and connect with our Gold Sponsor representatives from TD.

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Percheron F

From Stampede City to Success: Unleashing Your Potential in Commercial Real Estate with Royal LePage

Join us in the heart of Calgary—The Stampede City—as we delve into the dynamic world of commercial real estate. This session, designed for all agents curious about expanding their career horizons, offers a comprehensive overview of the commercial sector, highlighting the unique opportunities and advantages it holds. Join Damon Conrad as he guides you through adding commercial real estate to your specialty. Learn about the robust support, network, and resources Royal LePage offers, discover the financial benefits, and understand the market forces shaping commercial real estate across Canada. Whether you're looking to diversify your portfolio or seeking a new challenge, this session will outline how to join Canada's largest and fastest growing Commercial real estate brand. Don't miss out on this opportunity to elevate your career to new heights with Royal LePage Commercial.



Damon Conrad, National Director, Royal LePage Commercial

Damon Conrad, National Director of Commercial Real Estate, is an award-winning real estate business leader with a portfolio spanning 20 years of success in strategic planning, portfolio management, and business growth efforts. Prior to rejoining Royal LePage Commercial, Damon held various positions within the commercial real estate industry, working for clients including Bell Canada, Eglinton Crosstown, Goodlife, Second Cup Coffee, and Candu Energy. Damon holds several industry accolades including the 2015 "Deal of the Year" and the 2015 NAIOP Real Estate Excellence Award for Greater Toronto Area Office Lease of the Year.

Percheron H

Real-World Success with rlpSPHERE: Testimonials and Upcoming Innovations Unveiled with Dan McKeehan

Join Dan McKeehan and the rlpSPHERE product team for an insightful look at the real-world successes of rlpSPHERE's impact on Realtors® businesses and their clients. This session will highlight key achievements in client engagement, operational efficiency, and marketing outreach. Additionally, Dan will unveil the exciting upcoming innovations for rlpSPHERE.



Dan McKeehan
VP, Customer Success (Enterprise)
Inside Real Estate
and Royal LePage's rlpSPHERE Product Team

Percheron I

Blueprints to Breakthroughs: Scale Your Business with Sustainable Systems

Join us for a transformative session where Kathleen Black will share a compelling case study of a successful journey from solopreneurship to a thriving boutique real estate team. This breakout session will focus on the strategies, mindset shifts, and system implementations that have propelled real estate professionals to double their business growth.

This session is designed for real estate professionals looking to scale their businesses while maintaining the quality of their service and personal well-being. Don't miss this opportunity to learn from one of the industry's leading experts on how to build a business that not only grows but thrives sustainably.

Kathleen Black, Kathleen Black International



Kathleen is a globally recognized high-performance mindset & performance expert, bestselling author, and renowned transformational speaker. Her unique, holistic approach to empowered leadership and genius mindset training has guided iconic brands and high-net-worth professionals to add billions of additional dollars in sales volume annually. As one of the world's leading holistic performance coaches, Kathleen's passion is helping companies and teams unlock secret success strategies, unleash their personal power and reclaim the calm in business and life.

Kathleen's remarkable achievements have earned her numerous accolades, including being recognized as one of the Top 100 Industry Trail Blazers by The BUZZ, twice as one of the "Top Elite Women Driving the Future of Real Estate" by REP Magazine and as the "Top 20 Emerging Leaders" by T3 Sixty's Swanepoel Report.