

THE BUSINESS OF REAL ESTATE

A new growth and business summit designed exclusively for real estate principals and leaders

1-3 SEPTEMBER 2014 • NOOSA, QUEENSLAND

www.thebusinessofrealestate.com.au



THE LEADERSHIP EVENT PROGRAM THAT HAS EVERYBODY TALKING

PRE-EVENT		SUNDAY 31 AUGUST 2014	
6.30pm-7.30pm	Welcome Drinks		
DAY ONE		MONDAY 1 SEPTEMBER 2014	
LEADERSHIP			
TIME	SESSION	PRESENTER	
8.15am-8.30am	The Business of Real Estate: Why are We Here and What are We Going To Achieve?	Michael Sheargold , Director, RER Network	
8.30am-9.15am	The Challenges of Growth	John McGrath , CEO, McGrath Estate Agents	
9.15am-10.00am	Leadership Lessons from NZ's Most Successful Real Estate Company	Wendy Alexander , CEO, Barfoot and Thompson	
10.00am-10.30am	Morning Tea		
10.30am-11.30am	Coaching Your Team to Consistent High Performance	Kevin Sheedy AM , AFL Legend	
11.30am-12.15pm	PANEL SESSION: Playing to Your Strengths What Type of Principal Should You Be?	John Cunningham , Managing Director, Cunninghams Property Matt Lancashire , Principal, Ray White New Farm Richard Young , CEO, Caporn Young	
12.15pm-1.00pm	Lunch		
YOUR SALES TEAM			
1.00pm-1.45pm	PANEL SESSION: Generating Leads into Your Office	Craig Marshall , Principal, Century21 Cordeau Marshall Paul Curtain , Managing Director, Place Estate Agents Karen Vogl , Director/Auctioneer, hockingstuart Ringwood Barney McGrath , Real Estate Marketing Consultant	
1.45pm-2.30pm	Growth Through Recruitment	Megan Jaffe , Principal, Ray White Remuera	
2.30pm-3.15pm	Planning and Accountability for the Sales Team	Peter Kakos , Director, Marshall White Brighton	
3.15pm-3.45pm	Afternoon Tea		
THE NUMBERS AND BUSINESS STRUCTURE			
3.45pm-4.15pm	Measuring The Health of Your Business	Doug Driscoll , CEO, Starr Partners	
4.15pm-4.45pm	Look East! Opportunities in Chinese Market	Scott Holmes , Business Development, REA Group	
4.45pm-5.30pm	How to Really Succeed at the Business of Real Estate	Barry Plant , CEO, Barry Plant Group	
7.15pm-10.15pm	Drinks and Dinner	Proudly brought to you by realestate.com.au <small>Australia's No.1 property site*</small>	

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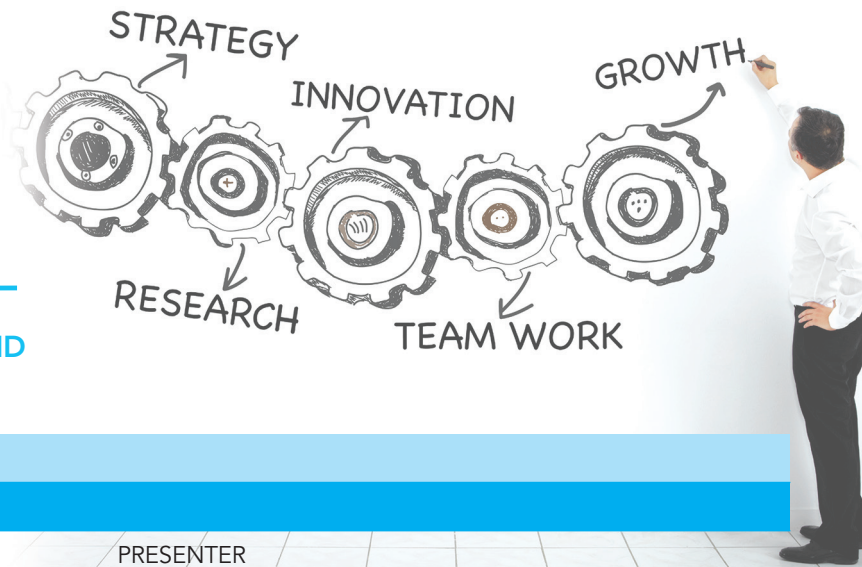


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DAY TWO TUESDAY 2 SEPTEMBER 2014

INNOVATION AND GROWTH CASE STUDIES

TIME	SESSION	PRESENTER
8.00am-8.45am	Taking Agents from Good To Great	Matt Lancashire , Principal, Ray White New Farm Haesley Cush , Rental Principal, Ray White New Farm
8.45am-9.30am	Using Video to Innovate	Gary Peer , Director, Gary Peer & Associates Phillip Kingston , Director, Gary Peer & Associates
9.30am-10.45am	BUSINESS NOW AND IN THE FUTURE (5 X 15 MINUTE SESSIONS)	
	Rise of the New EcoSystem	Greg Dickason , Product and Information Systems, RP Data
	Augmented Reality in Real Estate	Doug Driscoll , CEO, Starr Partners
	Create Better Touchpoints Using Your CRM	Travis Williams , Director, Box + Dice
	Capturing the Consumer Trend in Liveability	Cecille Weldon , The Liveability Real Estate Framework™
	The Connected Consumer -What They Know Before You Walk In	Steven Carroll , Head of Sales - Residential North-, REA Group
10.45am-11.15am	Morning Tea	

PROPERTY MANAGEMENT

11.15am-12.00pm	Innovations in Property Management	Jason Rose , Chief Digital Officer, Rental Express
12.00pm-12.45pm	BUILDING AND MANAGING YOUR GREATEST ASSET (3 X 15 MINUTE SESSIONS)	
	Systems and Managing High Volume	Sophie Lyon , General Manager – Property Management Division, Philip Webb
	Growth Through Acquisition	Frank Ham , Principal, LJ Hooker Toowong
	New Strategies for Rapid Growth	Peter Hooymans , Director, Melbourne Real Estate
12.45pm-1.30pm	Lunch	

YOUR BRAND

1.30pm-2.15pm	Evolve Your Brand for Market Domination	Matt(hew) Bourn , Director, mconnellbourn
2.15pm-3.00pm	Your Brand and Your Agents' Personal Brand	Paul Curtain , Managing Director, Place Estate Agents
3.00pm-3.45pm	Social Media – An Invaluable Way to Elevate Your Brand	Craig Marshall , Principal, Century21 Cordeau Marshall
3.45pm-4.15pm	Afternoon Tea	
4.15pm-4.45pm	Best Ideas Implementation	Michael Sheargold , Director, RER Network

VISIT OUR WEBSITE FOR MORE SESSION INFORMATION: thebusinessofrealestate.com.au

The Business of Real Estate is brought to you by The Real Estate Project, ABN 35160630580, PO Box 7202 South Sydney Business Hub, Alexandria NSW 2015 and Real Estate Results Network, ABN 88 114 013 660, 12/45 Bundall Road, Surfers Paradise, QLD, 4217

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BONUS OPTIONAL DAY THREE SESSIONS – WEDNESDAY 3 SEPTEMBER 2014

THINK. TECHNOLOGY. TRENDS

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MORNING SESSIONS (RECOMMENDED FOR EVERYONE)

8.30am–9.15am	Resistance is Futile: The Big Data Trends That Will Transform Your Business	Graham Mirabito , CEO, RP Data
9.15am–10.00am	How 'Liked' is Your Business? Social Media Strategies For Real Estate	Kim McKay , Director, Klick Communications
10.00am–10.30am	Morning Tea	
10.30am–11.30am	The 7 Ways Million Dollar Agents Create Bulletproof Businesses	Tom Panos , Real Estate Coach & Auctioneer
11.30am–12.00pm	State Of the Market Review	Tim Lawless , Head of Research, RP Data Solutions
12.00pm–1.00pm	Lunch	

AFTERNOON SESSIONS (RECOMMENDED FOR INDEPENDENTS ONLY)

1.00pm–1.45pm	PANEL SESSION: The Secret to Independent Success	Hosted by Kylie Davis , Head of Real Estate Solutions, RP Data Dan Neylan , Principal, Dowling Neylan Tom Offermann , Principal, Tom Offermann Real Estate
1.45pm–2.15pm	Technologies to Compete With the 'Big Boys'	Greg Dickason , RP Data Solutions
2.15pm–3.00pm	Get Out There and Do It!	Tom Panos , Real Estate Coach & Auctioneer

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* All program details are correct at the time of publication but may be subject to change without notice

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