



## February Connect NOW - 2/18

Collaborative Notes

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with your #inmanconnect friends.*

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If you have any photos and/or videos, please send to [community@inman.com](mailto:community@inman.com).

**Session:** LIVE! Inman Connect Now Morning Show

**Speaker(s):** Laura Monroe

**Time:** 10:00 - 10:30 AM ET / 7:00 - 7:30 AM PT

**Notes:**

Replays will be available after all the sessions today

Questions for speakers will be held later in the afternoon - live. 5-7 speakers will be on from today's session

Be ready for the networking session for the start of a monthly book club.  
Bring and share your books!

If you contribute in any way, make sure you add your contact details [here](#)

**Session:** CoffeeTalk: Wake Up Your Brand!

**Speaker(s):** Stacey Soleil and Brian Nachlas

**Time:** 10:30 - 10:55 AM ET / 7:30 - 7:55 AM PT

**Notes:**

Create the alignment - will have magnitude effect

Communication and share your thoughts on consistent basis

Knowing the audience and delivering your message - being authentic.

Understanding your consumer

Infuse your passion and authenticity to your brand

2nd session -

Expert series - show that you are the expert

Unscripted things- what to do for fun during winter

Bring sentiment - how does it make the audience feel ie: laughter. Create a feeling for the consumer.

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**Session:** What's Next for Real Estate

**Speaker(s):** Brad Inman, Heather Ostrom and Steve Ostrom

**Time:** 11:00 - 11:10 AM ET / 8:00 - 8:10 AM PT

**Notes:**

If you contribute in any way, make sure you add your contact details [here](#)

**Session:** Inside Zillow's Latest Move

**Speaker(s):** Clelia Peters, Errol Samuelson and Michael Lane

**Time:** 11:15 - 11:35 AM ET / 8:15 - 8:35 AM PT

Notes: iBuyer removes the friction with the transaction and much of the uncertainty. But, we can never remove all the friction whereas we have buyer's remorse, seller's remorse, and lending issues that can still hang-up or lose a transaction.

We have many buyers that show POFs and Lender's that pre-approve the buyer, but yet we cannot get past certain things within the seller remorse whereas the seller cannot let go of home and move forward with the sell of a house. They don't remove the personal clinch hold they have on home...we can try as best possible but that is just one that sometimes becomes a wall we cannot get past.

We have digisign, multiple platforms, and so much that removes the human capacity of the transaction and sometimes that also removes the ability to see the emotion stirring within a seller that is not just yet ready to let go and how do we get past the scenario...sometimes the answer is we don't, but we sure can learn from it and that comes with learning key words in conversation rather in person or by email/text. We need to learn to listen to the buts and the not yet's and find out if the but can be turned around and the not yet found...sometimes we have to say not me.

- Zillow: "How do we help our partners do more deals?"

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**Session:** AI, or You and I?

**Speaker(s):** Kendall Bonner, Rainy Hake Austin and David Walker

**Time:** 11:40 AM - 12:00 PM ET / 8:40 - 9:00 AM PT

**Notes:**

Technology doesn't replace but it enhances.

Rather than having agents look to their "sphere of influence" and find out who is going to sell, flip it and find out who is going to sell, and get agents to find ways to get within their "sphere of influence".

Consistency is key. Interaction is great but you need to stay connected.

Leverage technology to help you manage and empower so in return you can offer more value to your clients.

Technology is a piece of the puzzle but not the whole puzzle.

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**Session:** What the IPO Trend Means for the Real Estate Industry

**Speaker(s):** Clelia Peters, Anthony Paolone and Patrick Kearns

**Time:** 12:05 - 12:25 PM ET / 9:05 - 9:25 AM PT

**Notes:**

If you contribute in any way, make sure you add your contact details [here](#)

**Session:** How to Effectively Engage Your Remote Team

**Speaker(s):** Ida Fields and Gino Caropreso

**Time:** 12:30 - 1:00 PM ET / 9:30 - 10:00 AM PT

**Notes:**

Book clubs

Calendly

Woven

Text shortcuts to either Calendly or Zoom so text messaging becomes quick and fast when sending to clients.

TextExpander

ABC= EFG

Having quick and dirty short cuts to access you.. when I type # CAL - it types calendly.com/askforsam and when I type # zoom it types for me Sam Powell | Zoom | tinyurl.com/zoomwithsam | Password: askforsam | Meeting ID: 3123717813 - so in seconds I can txt to someone to schedule on my calendar and how to go live with me a private room in a few clicks... the tech is amazing...

If you contribute in any way, make sure you add your contact details [here](#)



**Session:** Engaging with Old Leads to Create New Business: An Inman Workshop

**Speaker(s):** Joe Rand, Terrence Murphy & Christian Ross

**Time:** 1:05 - 1:40 PM ET / 10:05 - 10:40 AM PT

**Notes:**

**PODCAST!**

Include video in email blasts to improve open rates.

If you contribute in any way, make sure you add your contact details [here](#)

**Session:** Building Your Brand: How to Maximize Your Online Footprint

**Speaker(s):** Renee Funk, Sue “Pinky” Benson and Liz Vaynerchuk-Novello

**Time:** 1:45 - 2:10 PM ET / 10:45 - 11:10 AM PT

**Notes:**

Your online presence shares your story.

Your vibe brings your tribe.

Don't be a secret agent. Put yourself out there. Own who you are and be authentic.

Liz talked about Documenting. Show what you are doing throughout your day, that's your story and don't worry about being perfect because that isn't real life.

Document “The How”, “Who You Are” and “What You Love”.

Fear - don't be afraid. Don't focus on the negative. Be You.

Go look at your social media posts. What would people see or gather from your posts? This is part of your brand, this is part of you. What can you share that is of value.

Be consistent. Branding yourself takes time, it's an ongoing process..

If you contribute in any way, make sure you add your contact details [here](#)

**Session:** Tips for Negotiating: An Inman Workshop

**Speaker(s):** Amie Quirarte and Craig Wilburn

**Time:** 2:15 - 2:45 PM ET / 11:15 - 11:45 AM PT

**Notes:**

**Listen to Listen, not to respond**

Meet people where they are, be at their level, be relatable.

Things that can help:

- 1) Have confidence.
- 2) Read books, listen to podcasts and learn from successful people.
- 3) Role play.

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**Session:** Key Foundations for a Successfully Structured Team

**Speaker(s):** Veronica Figueroa, Laurie Reader and Christina Welch

**Time:** 2:50 - 3:15 PM ET / 11:50 AM - 12:15 PM PT

**Notes:**

**Ask their “Why”.**

**Use Standards.**

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**Session:** Disrupting The Death of Agent Differentiation

**Speaker(s):** Tonya Eberhart and Michael Carr

**Time:** 3:30 - 4:00 PM ET / 12:30 - 1:00 PM PT

**Notes:**

- What sets you apart
- Who do you serve
- How do you serve them
- What qualifies you to serve them
- How does it make their life better

“A great brand isn’t about being known for your profession. It’s about being known for being DIFFERENT in your profession.” **(BrandFace)**

“You don’t just need people to know you exist. You need the right people to know WHY you exist.” **(BrandFace)**

There are many elements to your brand.

Promote your personal brand, protect your brokerage brand.

Yes, you should identify your niche. If you don’t know your niche then how are you going to focus your marketing efforts?

If you contribute in any way, make sure you add your contact details [here](#)

**Session:** Ask Me Anything: Connect Now Speakers Edition

**Speaker(s):** Laura Monroe with panel

**Time:** 4:00 - 4:20 PM ET / 1:00 - 1:20 PM PT

**Notes:**

If you contribute in any way, make sure you add your contact details [here](#)

**Session:** Inman Community Open Forum: Best Book Recommendations for Agents

**Speaker:** Laura Monroe

**Time:** 3:30 - 4:00 PM ET / 12:30 - 1:00 PM PT

**Notes:**

<https://www.amazon.com/7L-Levels-Communication-Relationships-Referrals/dp/1942952473>

<https://www.amazon.com/Transformational-Consumer-Customers-Healthier-Wealthier/dp/1626568839>

**jack@offerai.com 425-283-8222**

Books Mentioned:

- 1) The Art of CMA
- 2) Atomic Habits
- 3) Millionaire Real Estate Agent
- 4) Designing Brand Identity: An Essential Guide for the Whole Branding Team
- 5) Blue Ocean Strategy
- 6) The CMO Manifesto
- 7) Go Giver

If you contribute in any way, make sure you add your contact details [here](#)

## Notetakers

Let us know if you helped to take notes, so we can add you as an editor.

**Bonus**, when you add your name and email, we add you directly to the document and your anonymous animal icon will change.

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