Training FN
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training@firstnational.com.au

Table of Contents

- Agenda
- Registration
- Sofitel Brisbane Central
- Speaker Profiles
- PowerPoint Presentations

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Agenda

9:00 am

Registration Open (Arrival tea and coffee to be served.) Odeon Lobby | Odeon Room

9:30 am

Speaker 1 - Scott Harman, Founder - The Auction Machine

Revolutionising Real Estate Negotiations; The Pendulum Model and Mastering Offers

Join Scott Harman, founder of "The Auction Machine," for an enlightening session on transforming real estate negotiation strategies. Scott will introduce his groundbreaking "pendulum negotiating model," a proven approach that consistently delivers remarkable results. This model promises to leave delegates astounded and eager to adopt its straightforward principles.

In addition to unveiling the Pendulum Model, Scott will delve into essential techniques for creating motivated buyers and securing written offers before negotiations commence. Attendees will gain invaluable insights into generating multiple offers and mastering the negotiation process to achieve optimal outcomes for their clients.

Whether you're a seasoned real estate professional or new to the industry, Scott's session offers practical strategies and proven methodologies that can elevate your negotiation skills and redefine success in real estate transactions. Don't miss this opportunity to learn from one of the industry's foremost experts and discover how to set new standards of excellence in real estate negotiations.

10:30 am

Speaker 2 - Kara Johnson, Real Estate Coach

Pipeline Management for Sustainability Duration

Over the past 18 months, we have experienced one of the most significant and prolonged shifts in the property market nationwide since the Global Financial Crisis. This shift has made it extra challenging for agents to close deals, highlighting the vulnerability of their businesses without a suitable structure to withstand difficult market conditions. In this new environment, agents and principals increasingly seek ways to create sustainability and reliability in their operations. While the importance of pipeline management for sales agents is universally acknowledged, it is surprising how often agents are unfamiliar with their pipeline numbers or lack an effective management system. Effective pipeline management is crucial to an agent’s ongoing success and longevity. This training session is designed to provide agents and principals of all experience levels with a simple yet highly effective system to categorise and manage potential listings. It can be daunting to look at your database without knowing where your next listing will come from or how to manage it more effectively. This session offers practical advice on improving pipeline management to foster sustainability and reliability in their business.

What will be Covered:

The Relationship Between Structure and Sustainability: Understanding how simple systems and procedures contribute to long-term business stability.
Pipeline and Database Categories: Learning how to categorise and manage different stages of your pipeline effectively.
Pipeline Benchmarks: Set and track pipeline benchmarks of excellence to ensure business health and reliability.
Pipeline Communication: Developing effective communication strategies to nurture potential listings.
CRM Integration: Leveraging technology to streamline and enhance pipeline management.

11:30am - Morning Tea, Odeon Lobby

12:00 pm

Speaker 3 - Jordan Bain, Top 30 Australian Real Estate Influencers (2024)

Branding and Social Media Presence

In this session on "Personal Brand and Lead Flow Strategy," Jordan will delve into the essential techniques for building a compelling personal brand that resonates with your target audience. You'll learn how to craft a unique identity that sets you apart in the competitive real estate market, utilising social media and other digital platforms effectively. Jordan will also cover strategies for creating a consistent lead flow, leveraging automation tools to generate and nurture leads effortlessly. By the end of the session, you'll have a comprehensive understanding of how to enhance your online presence and drive sustained business growth.

Topics will include:

1. How to grow your personal brand

Personal branding for vendor exposure
Personal branding for recruitment

2. How to grow your lead flow

Social media lead generation
Turning your listings into lead magnets

3. How to increase your social media presence

Growth hacks
Content ideas

1:00pm - Lunch, Suzette Restaurant

1:45 pm

Speaker 4 - Tom Panos, Australia's #1 Real Estate Coach and Trainer

Effective Business Units

With such an overwhelming response at Tom Panos's last session at Power Up, Tom has returned. Running an effective real estate business unit requires a strategic blend of market insight, operational efficiency, and exceptional customer service. Key elements include understanding local market trends to make informed decisions, leveraging technology for streamlined processes, and fostering a team culture centred on collaboration and continuous improvement. Effective communication, both internally and with clients, is crucial to building trust and maintaining long-term relationships. Additionally, a focus on financial management and compliance ensures sustainability and growth. By prioritising these aspects, a real estate business unit can achieve operational excellence and deliver outstanding results.

Talking points include:

The different real estate models.
How to develop an effective business unit.
Hiring your first assistant.
Turning your business to a process driving business.
Creating a role description and how to effectively manage a team member.
The blue print to be an attraction agent.

2:45 pm

Speaker 5 - Alex Jordan, Sales Agent

Q&A Hosted by Tom Panos

If you missed Alex Jordan at AREC, here is your chance to learn from one of Brisbane's top agents, Alex Jordan. Join Tom as he hosts this session and covers the following topics:

How to be the major of your market.
Selecting a core area.
Steps to talk to build a brand in your market.
Non negotiables to ensure on going listing leads.
Activities and marketing to build a referral based business.
Characteristics you need to develop to win daily.

3:30pm to 4:30pm - Drinks and Canape's, **Cuvee Bar (TBC)**

DRESS CODE:

Dress: Business casual

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Registration

Registration

Please register your attendance by clicking on the button below:

Register Now

Please contact Carter Baxter for further information at training@firstnational.com.au or call 03 9418 9111.

Accommodation

Sofitel Brisbane Central: to access accommodation please click below:

Book Accommodation

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Sofitel Brisbane Central

Access & Transport

Central Station, Railway station (2 escalators from lobby) access: 100m

Roma Street Station, Railway station access: 2.8km

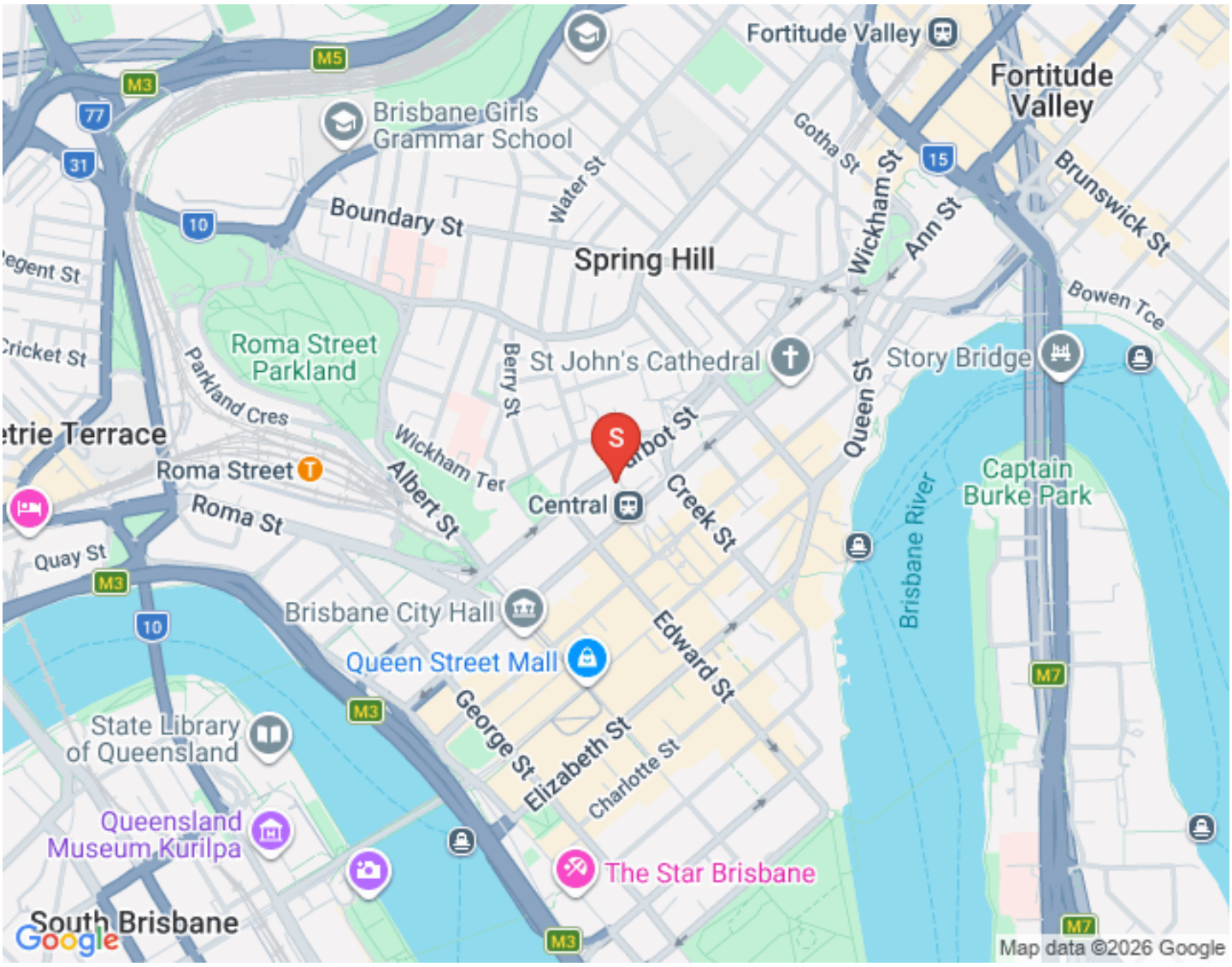
Parking

Brisbane Sofitel - underground $47 for the day at Sofitel subject to availability

Cornerstone parking , 310 Anns Street - $40 per day booking online / $75 per day if pay on the day – 6:30am to 6:00pm (can leave after 6pm)

Secure Parking - 179 Turbot Street Car Park - 6:00am to 6pm

Wickham Terrace Car Park - Wickham Terrace & Turbot Street - 24 hours


Fortitude Valley
Fortitude Valley
Brisbane Girls Grammar School
Boundary St
Water St
Spring Hill
Gotha St
Wickham St
Ann St
Brunswick St
Bowen Tce
Roma Street Parkland
Parkland Cres
Berry St
St John's Cathedral
Story Bridge
Queen St
Wickham Ter
Albert St
Roma Street
Roma St
Central
Creek St
Captain Burke Park
Brisbane River
Quay St
Brisbane City Hall
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George St
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Charlotte St
State Library of Queensland
Queensland Museum Kurilpa
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Speaker Profiles

Tom Panos



Australia's #1 Real Estate Coach

Tom Panos needs no real introduction. He is widely recognised as an influencer and the 'go-to coach' in the real estate industry.

Many of the highest-performing agents ranked in the REB Top 100, and?Million Dollar Agents?across Australasia?have been through this training programs including the Real Estate Gym? (www.realestategym.com.au). ?

Tom Panos has been immersed in real estate for over 30 years. Starting from when he?opened his own real estate office at the age of 22. He is still one of the most sought-after auctioneers in Sydney's Inner West.

The agent's Tom has coached have been able get massive results in a short amount of time because Tom has first-hand experience as a real estate business owner and sales agent.

In addition, he uses evidence-based techniques from his Master's degree in Management (Coaching Psychology) to train agents.

Kara Johnson



Real Estate Coach

Kara, the head coach and founder of MoFLOW Coaching, embarked on her real estate journey amidst the aftermath of the Global Financial Crisis. Despite entering one of Sydney's most prized areas during one of the most challenging markets, Kara's passion for the industry only flourished.

In Kara's eye, what is there not to fall in love with when it comes to real estate? It brings daily challenges that push you beyond your comfort zones, demands resilience in the face of rejection, and requires quick thinking and strategic planning.

MoFLOW Coaching is Kara's vision brought to life. A platform seamlessly integrating the science of human behaviour with the real estate industry. Kara's mission is to provide frameworks, methods, and programs that alleviate the pressure felt by many agents and principals and help them create more autonomy, fun and wealth by becoming more personally and business aware.

Jordan Bain



Top 30 Australian Real Estate Influencers (2024)

Helping real estate agents in Australia and New Zealand crush social media, accelerate their personal brand and generate more leads all on autopilot!

Scott Harman



Founder - The Auction Machine

Scott Harman is a revered figure in the Gold Coast real estate market with over 36 years of experience, marked by numerous accolades and achievements. As a licensed real estate agent and accomplished auctioneer, Scott has conducted thousands of successful real estate and charity auctions, consistently delivering outstanding results. His expertise now focussing on coaching and mentoring, where he has trained and guided numerous top-selling agents on the Gold Coast and around the country, setting new standards of excellence in the industry. Scott's dedication to nurturing talent and empowering professionals has been instrumental in launching and advancing careers in real estate.

Throughout his career, Scott has earned hundreds of awards for sales and auction excellence, underscoring his reputation as a leader and innovator

Today, under his own banner, "The Auction Machine," Scott provides specialized real estate training, coaching, consulting, and auctioneer services. His commitment to advancing the industry through cutting-edge strategies and proven methodologies continues to empower real estate professionals and agencies to achieve unparalleled success.

Alex Jordan



Sales Agent - McGrath Estate Agents Paddington

Named BrisbaneHomePrices.com's 'Agent of the Year' for four consecutive years, Alex Jordan excels at maximizing property value. Leading a team of specialists, Alex leverages his comprehensive understanding of the selling process. With over 21 years in the real estate market, he has developed expertise in construction, zoning, and design, all contributing to a property's appeal. Presentation is central to Alex's strategy, with agile negotiation and strong buyer relationships enhancing strategic property styling and cutting-edge marketing technology.

Alex's dedication to powerful branding allows him to achieve exceptional results for homeowners in Brisbane's Inner West, his commitment to the community is reflected in his support of St Peters Lutheran College. As a resident of the Western suburbs with his young family, Alex understands the unique lifestyle and investment value of this area.

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PowerPoint Presentations

Click here to view PowerPoint Presentations