

IOWA REALTOR®

BENCHMARK

A publication by the Iowa Association of REALTORS®
Summer 2019

Performance Driven

IAR Annual Convention | October 8 - 11

Keynote Speaker "Iowa Nice Guy"

Over 20 hours of CE

Casino Night

Meet the speakers



Leigh Brown

Leigh is a successful REALTOR®, forward-thinking CEO, and #1 best-selling author. Leigh has a gift for motivating people to become a better version of themselves. Her career path allows her the experience to impact business growth both large and small and her inspirational speeches have been heard all over the United States and the globe – from Miami to Dubai! From CEO's of premier companies to REALTORS® just learning their way, Leigh's experiences can impact any journey. Whether it be leadership structure for the new era of business or rock-solid sales techniques to blast through your goal, Leigh wants to help YOU!

Carl Carter, Jr.

Carl Carter, Jr., is a REALTOR® and the Founder of the Beverly Carter Foundation, a 501(c)(3) nonprofit dedicated to improving agent safety. His mom, Realtor® Beverly Carter, lost her life at the hands of two clients in 2014. Since his mother's passing, Carl has dedicated as much time as possible to spreading the message of safety. He also has a Master and Bachelor of Business Administration degrees from the University of AR in Little Rock, AR. Carl is a Certified Franklin Covey Facilitator, a DDI Certified Facilitator, and an Achieve Global Educator.



Trista Curzydlo

With the knowledge you expect from an attorney and the sense of humor you wish your attorney had, Trista Curzydlo brings a fresh perspective. Her career as an attorney both in the courtroom and the Statehouse, provides her with a strong grasp on the “why” behind difficult legal topics while her experience as Legal Counsel for an Association of REALTORS® allows her to provide the “how” for risk management in a manner that everyone can grasp and enjoy.

Jeremias “JMan” Maneiro

Jeremias is a tech-savvy millennial who speaks from the heart. He specializes in helping everyone improve their techxpertise regardless of skill level or generation. Audiences across the nation love the enthusiasm, energy, and humor he brings to every presentation. “Jman” has been engaging audiences since 2002 with his ability to power learning through anecdotes from his life as a real estate practitioner. His perspective is fresh, his delivery is authentic, and his content is fluff-free. JMan is ready to help you overcome your fears and start crushing your goals now.



Education

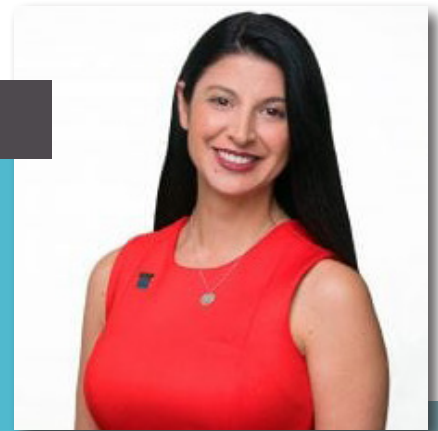


Pam Ermen

Pam Ermen has spent her entire business career in real estate, obtaining her license at 18 years old. Starting at such a young age, she quickly learned the important role industry and product knowledge played in earning credibility with clients and customers. Her intense focus on acquiring that knowledge, combined with award winning sales production, opened doors to full time management by the age of 24. Since then, she has spent more than 25 years coaching individual agents and teams to their highest levels of productivity. She has spent the past 5 years as Division Vice President, Senior Trainer and Broker/Owner of one of the top 20 companies in the country. She has been a Senior Instructor with the REALTOR® Institute for more than 12 years.

Paula Monthofer

Paula brings every subject to life by mixing passion, a quick wit and her experience as an active REALTOR® and business leader in a fun and relatable way. Learners appreciate her highly interactive teaching style. Her enthusiasm for collaboration is infectious and her energy keeps learners captivated and engaged. This graduate of Rutgers University was the 2017 President for the Arizona REALTORS®, the 2014 winner of the Flagstaff Chamber of Commerce's Young Athena Award, and 2017 Arizona REALTOR® of the Year. Paula is the 2019 Region 11 Vice President for the National Association of REALTORS®



Scott Siepker



Scott Siepker is the host of the Emmy-nominated Iowa Outdoors on Iowa Public Television and adjunct professor of acting at Drake University. Scott got his acting start on stage at Iowa State University, where he also received his Bachelor of Science in psychology. Scott has gone on to act in dozens of plays, commercials, and miscellaneous live events. Scott was the star of the Webby Honoree viral video Iowa Nice, which was produced by the film company he is a founding member of, Iowa Filmmakers. With the follow ups: Cyclone and Hawkeye Nice, ESPN took note and Scott played the character of the "Iowa Nice Guy" on College Football Daily.

Tuesday, October 8th

DO YOU LOOK GOOD IN ORANGE?



Trista Curzydlo | 8 - 5 pm

Law Review - 8 hour Mandatory or Elective

An Iowa Law Update unlike anything you've taken before! Delivered in Trista's unique style. You won't want to miss this law review!



Iowa Realty

#1

real estate company in Iowa¹

HomeServices of America

#1

real estate company in the country²

Berkshire Hathaway

#3

most admired company in the world³

¹Based on 2018 MLS data on transaction count, volume count, agent count and office count. ²Based on 2018 Real Trends 500 list by transaction count. ³Based on 2019 Fortune Most Admired Brands list.



KEYNOTE - Iowa Nice

Scott Siepker

Scott Siepker, best know for his Iowa Nice video series, is a versatile actor on stage and on screen. Scott founded the film company Iowa Filmmakers. His quick wit and dynamic storytelling is sure to leave the audience laughing, crying or both at the same time. His success in running a company, juggling a variety of projects, and acting and producing films and live shows will teach us lessons and inspire us to make things happen.

Aim 4 Success

JMAN- 1 Hour of CE

The session will provide a systematic approach to enhancing participants' communications and transaction oversight. Ethical, legal and data protection considerations will be covered as they relate to electronic communications, video representation, mobile devices and transmittal of client information.

I've Got My Eye On You: Surveillance & Real Estate

Trista Curzydlo- 1 Hour of CE

Whether the device is there for the seller's peace of mind, or to provide the seller with an advantage at the negotiation table, agents need to have a plan in place to handle the "nanny cam conundrum." This course addresses the question: What are the rules that apply to drone usage and what should agents know about them?

V.I.P for Real Estate (Video Immersion Program)

JMAN - 1 Hour of CE

Participants will learn how to communicate more effectively with customers and clients using video across all different media. They will be able to identify, select and evaluate what will work best for their communications with consumers.

Life's Not Fair but Digital Advertising Must Be

Trista Curzydlo- 1 Hour of CE

Social media websites and digital advertising mediums make target marketing a particular demographic easier than ever before. Find out when target marketing becomes "stating a preference" under the Fair Housing Act and what risk reduction techniques you need to enact.

Bookface 101

JMAN - 1 Hour of CE

Students will evaluate the many faces of the book and identify the best ways to effectively represent their clients in the real estate transaction while still maintaining their fiduciary duty. Facebook best practices will be discussed in order to comply with the Code Of Ethics and avoid misrepresentation while providing exceptional service to clients across all social media platforms.

Who Let the Dogs Out? Reasonable Accommodations & the Fair Housing Act

Trista Curzydlo - 1 Hour of CE

An "emotional support peacock"? Learn what are reasonable accommodations under the Fair Housing Act and what guidance HUD offers real estate agents and property managers who are addressing these issues.

Wednesday, October 9th cont.

MilleniWho Sellers!

JMAN - 1 hour of CE

In this session, participants will explore how generational life experiences influence social interactions and decision-making trends. Most importantly, participants will look at recent statistics on millennial selling trends and discover what they are looking for in an agent. They'll use this information to explore how to adapt their business' to attract more millennial clients and to provide timely, personalized service to these new clients in an effort to not only meet but exceed their expectations.

Intellectual Property: Not Just for Nerds Anymore

Trista Curzydlo - 1 hour of CE

Regardless of your tech savvy, discover what violations are becoming increasingly common and develop risk reduction techniques to protect yourself and your interests.

MilleniWho Buyers!

JMAN - 1 Hour of CE

Participants will explore how generational life experiences influence social interactions and decision-making trends. Most importantly, participants will look at recent statistics on millennial buying and discover what millennials are looking for in an agent. They'll use this information to explore how to adapt their business to attract more millennial clients and to provide timely, personalized service to these new clients in an effort to not only meet but exceed their expectations. And, they'll learn how to assure secure, legal, equal, and ethical service as they represent this generation of buyers.

It's 2 am. Do You Know What Your Data is Doing?

Trista Curzydlo- 1 Hour of CE

According to a 2018 survey, more than a third of US companies suffered a data breach in the previous 12 months and over 70% of those companies have no idea how the breach happened. How do you protect the confidential information your clients trust you with? Whether it's an external threat or an internal problem, this class identifies the issue and helps you find a solution.



REALTOR[®]
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Live Auction

4:30pm Wednesday

Silent Auction

11 - 5pm Wednesday | 8 - 3pm Thursday

CASINO NIGHT

Wednesday, October 9th | 6 pm

Try your luck at our Vegas-themed Fun Night!



**ASHLEY & BEVERLY:
LEGACIES TO KEEP YOU SAFE**



SAFETY BREAKFAST

1 hour CE | 8 - 9 am
Thursday, October 10

*Carl Carter, Jr.
Jen Stanbrough*

Thursday, October 10th

10 Minute Marketing Plan

Paula Monthofer - 1 Hour of CE

If it's ten minutes, why does it take at least an hour? Marketing. At the end of our inter-active discussions on the wide buffet of marketing tactics (and channels from which to employ them), learners will be presented with a one page marketing plan to complete.

Team Dynamics: Building Successful Teams Part 1

Pam Erman 1 Hour of CE

The Real Estate Team business model IS the most practical vehicle for growing your business to the next level in today's market.

Top Networking Hacks

Paula Monthofer - 1 Hour of CE

We know this to be true: In life, it is not what you know, it is who you know. Learning these hacks through this workshop can make future networking so easy, you will start to look for more opportunities to use your new skills.

Team Dynamics: Building Successful Teams Part 2

Pam Erman - 1 Hour of CE

Growing a team without the proper knowledge, guidance or experience can turn it into one of the greatest distractions you'll ever experience and an emotional drain on you personally and financially. Even if you currently have a team, join us to learn all about the 5 stages of growing a successful team TODAY!

Business By Design: Take Back Control Part 1

Paula Monthofer - 1 Hour of CE

In this session, you'll learn how to choose your business values, plan for who you want to work with, design how consultations will go, and prepare custom forms for your use.

50 Questions A Broker Should Answer Before Starting Teams

Pam Erman - 1 Hour of CE

The development of real estate teams can be the BEST thing or the WORST thing that's ever happened to your company's culture. Finding win-win solutions to important questions regarding team leader qualifications, company benefits and support, appropriation of commissions and fees, and hiring and firing can make all the difference!

Business By Design: Take Back Control Part 2

Paula Monthofer - 1 Hour of CE

See above

Four Pillars

Leigh Brown - 1 Hour of CE

The student will examine the four pillars of a successful sales business and how to strengthen each area with actionable techniques ideas.

Seven Deadly Sins of Sales

Leigh Brown - 1 Hour of CE

Leigh walks through some of the classic mistakes of salespeople and present multiple ideas for correction.

Thursday, October 10th cont.

FSBO's: Playing the Odds

Pam Erman - 1 Hour of CE

Per NAR, only 8% of all nationwide sales are the result of a successful FSBO transaction. If you're thinking about working the FSBO market, the odds are in your favor! Learn two successful scripts to build rapport with sellers, secure an appointment to see their home, and share a masterful listing presentation! Discover how to convert their discussion about your commission to a conversation about their net. Join us for this session and Be prepared to take more listings in 2020!

Put Your Oxygen Mask on First

Paula Monthofer - 1 Hour of C

This session and workshop focuses on the self-care necessary for optimal performance.

Planning on Purpose: Life Changing Business Planning

Pam Erman- 1 Hour of CE

Discover your love for real estate all over again! True business planning is the blueprint for a successful life: it defines the life you WANT to live and then develops a purposeful way to fund it! Through an effective 5-step process, This is your chance to eliminate year after year of unacceptable production and instead enact your best year yet!

The Business of People

Paula Monthofer - 1 Hour of CE

Increase your emotional intelligence to increase your wealth. People skills ARE business skills. We will discuss and then hone skill sets ranging from being approachable to being remembered—in a good way.

The Principles of Emotional Selling

Pam Erman- 1 Hour of CE

If you feel like you mastered every real estate skill and done all the right things but are still getting all the wrong results, not applying emotional selling principles may be why! In this fast-paced session, we'll discuss the importance of understanding your client's WHY as well as you do your own; how being a TRUSTED ADVISOR is key and emotional bank accounts matter.

No Struggling Allowed-The 3 W's of Innovative Tactics to Gain Seller Clients

Leigh Brown - 1 Hour of CE

Leigh will shine a white-hot light on a path to success by showing you the ways—using solid data, altering your mindset, and educating your customers, all without fluff—to set yourself apart from your competition and position yourself as an educator who is consumer-focused.

Friday, October 11th

Tech Ethics: The Code of Ethics, Social Media & Technology

Paula Monthofer - 1 Hour of CE

Designed to meet NAR's Code of Ethics requirement, this fast and fun session focuses on how technology has changed the Code. You'll get new tools and tricks to help you better serve your clients with the latest technology and the updates you need to know to avoid violations.



KICKOFF NIGHT | BAR CRAWL FUNDRAISER

CRAWL FOR A CAUSE

Tuesday evening, October 8



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Upcoming Classes in Iowa

Buying and Selling Income Properties | September 17-18, 2019 in West Des Moines | Instructor: Mark Porter, CRS
Building a Team to Grow Your Business | September 20, 2019 in Coralville | Instructor: Mark Porter, CRS
Zero to 60 Home Sales a Year (and Beyond) | October 17, 2019 in Dubuque | Instructor: Mark Given, CRS

Congratulations to the following new CRS Designees

Cheri Hill, CRS | Keller Williams Legacy Group Realty | Swisher
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Kathryn Pfaffle, CRS | Keller Williams Siouxsland | Sioux City

Diane Decker, CRS | Decker & Company Real Estate | Rockwell City
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