

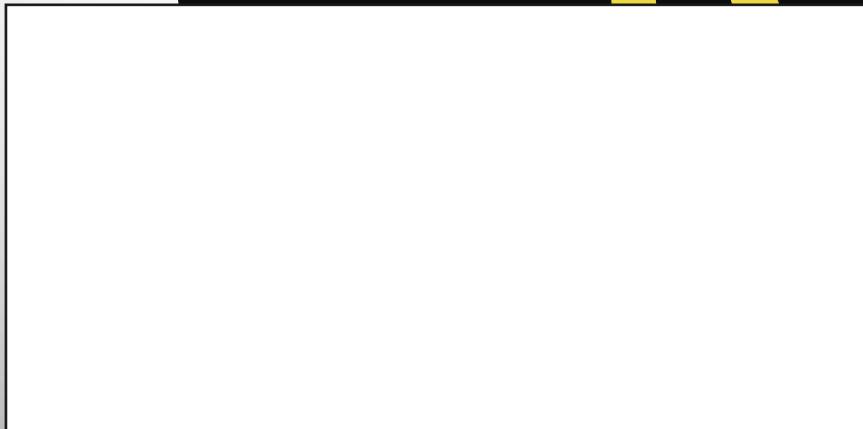
IOWA REALTOR® BENCHMARK

A publication by the Iowa Association of REALTORS®
Summer 2017

Get Educated

Find Motivation

Give Back



Volume 17, No. 3

MEET THE SPEAKERS



Sean Carpenter

Sean Carpenter is all about three things; Building relationships, solving problems, and having fun. Named one of Inman News Top 100 Most Influential People in Real Estate in 2013, he was recently recognized as one of the most influential people in the real estate social media space by The Swanepoel Report. Sean's hope is to educate, entertain and inspire newer agents to achieve the levels of success they desire as they enter the real estate business and continue to encourage and challenge experienced agents to reach their goals and exceed their wildest expectations in the real estate business and life.

Valerie Garcia

Valerie is truly passionate about helping others embrace change. As an international real estate speaker and consultant, she is known for delivering encouragement and truth with her signature straightforward style and sense of humor. By focusing on the importance of overcoming fear, adapting to new ideas, and putting the customer first, Valerie's sessions speak to the very heart of our industry. Named as both an Inman Top 100 Influencer, as well as a Top 20 Social Influencer on the Swanepoel Power 200, Valerie is considered to be a key voice in the real estate industry.



Nobu Hata

Nobu Hata is the Director of Member Engagement for the National Association of REALTORS®. A former top producing REALTOR, Nobu specializes in helping members, brokers and Association execs integrate technology into their practice to reduce friction for buyers and sellers, increase productivity and earn business in a crazy real estate world.

Zach Schabot

Zach Schabot is the Vice President of Bamboo Realty and co-founder of GoConnect. He has served in local, state and national leadership positions for the National Association of REALTORS® and the National Association of Homebuilders. He is an international speaker focusing on numerous topics including leadership, technology, sales and marketing, rent and new home construction. In 2013, he was named to Inman News list of "100 Most influential leaders in real estate." His combination of innovative technology use, sales and marketing expertise and industry leadership makes Zach an impact player in today's real estate world.



EDUCATION

PRE-CONVENTION CLASS



**Global Real Estate: Local Markets – 8 hrs CE
\$125**

Global real estate opportunities are everywhere. People move to the U.S. from other countries every day and foreign-born individuals residing in the U.S. move to new markets. No matter which audience you cater to, **the CIPS designation will provide you with the knowledge, research, network and tools to globalize and expand your business.**

This introductory course offers you an overview of the international real estate business environment; how the global economy shapes our local markets, our hometown global market, cultural literacy for business, and serving the global market.

*You must take this course before taking any other CIPS courses. Upon completion of this course, you will receive elective credit towards the ABR and CRS designation (applies to U.S. members only).

Special Pre-Convention Class - Tuesday, September 12, 8:30am-5:00pm

WEDNESDAY, SEPTEMBER 13

KEYNOTE WITH SEAN CARPENTER

GIVE 'EM SOMETHING TO TALK ABOUT - How to Build Your Word of Mouse - 1 hr CE

It's a noisy world out there. Everyone is aiming to grab the consumer's attention. Agents, brokerages and brands that better leverage old school relationships while also connecting to a new school audience will have a better chance to provide memorable experiences. Experiences worth talking about. Harnessing the power of "Word of Mouse" will help your story go farther, faster and freer than ever before and this session will give you some ideas on how to do it.

EMERGING TRENDS - Nobu Hata - 1 hr CE

Technology and constant access to information has shaped the way consumers deal with real estate and the value they see in REALTORS. Learn consumer trends, what they're searching for online then learn how to help buyers and sellers of today and tomorrow navigate the online world of real estate. The new value proposition of REALTORS is doing what technology cannot and to earn the business of buyers and sellers before they embark on their real estate journey.

WEDNESDAY, SEPTEMBER 13

PROTECTING CLIENTS - 2 Part Series - Nobu Hata - 1 hr CE each

The role of an agent during the transaction with their clients and listings has changed as technology has taken over more and more of the process. From social media protection to cyber scams and next generation transaction platforms, learn tips and tricks to protect clients and listings using technology and good old fashioned conversation, plus how to educate would-be clients before first contact and current clients during the transaction. *Must Leave and check back in to receive credit for both sessions

APPY HOUR - Nobu Hata - 1 hr CE

So you have a smartphone and have no idea how to use it? Cut through the hype and learn which apps add to productivity and efficiency for you and your clients. Learn how the benefits of using tools to save their clients time and money. Attendees will learn how to use cloud-based infrastructure to reduce friction for themselves and their clients. Attendees will learn how to implement a mobile mindset for themselves and their client processes.

THE REALTOR'S® TOOLBOX - Sean Carpenter - 1 hr CE

Those who attend this session will get a good idea of where their current business stands (and why), have an opportunity to establish some clear, specific goals of where they would like it to go and also, gain some fun, innovative new ideas for improving their abilities on the way to higher levels of success.

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BUILD A BETTER BUYER - Sean Carpenter - 1 hr CE

In today's low-inventory market, the last thing you need to be is a "pop tart" agent. If you're tired of running around with uncommitted customers, maybe it's time you start diagnosing before you try and prescribe. This session will look at the five reasons to hold a buyer counseling session, the forms and dialogues to create a trustworthy relationship, and how to turn your "lookers" into buyers.

LEASE TO LAST - Zach Schabot - 1 hr CE

One of the most commonly asked questions we get as real estate agents is "Should I buy or should I rent?" What if you were in a position to help either way?! Lease to Last is all about expanding your business by helping renters...without doing property management! In this session, you will learn how to find and capture rental clients and then convert them into buyers!

GLOBAL CONNECTIONS - Panel - 1 hr CE

How does the global market effect your local real estate business? Learn how other agents have expanded their horizons and businesses far beyond the borders of Iowa

COMMERCIAL REAL ESTATE - Panel - 1 hr CE

New to this industry? Have you been here since the dawn of ages? -Learn why and how agents are incorporating commercial real estate into their residential businesses.

ACT LIKE A STARTUP - Zach Schabot - 1 hr CE

THURSDAY, SEPTEMBER 14

Startups are known for their innovation, collaboration and speed. This session is no different! Zach Schabot cuts through the fluff to give you tons of tips and tricks from his experience working with startups. Whether you are a newbie or a veteran, you will learn new ways to have an immediate impact on your business!

RPR ADVANCED - Laurie Ganz - Pending CE

Learn how to utilize RPR as a tool for applying integrated data sources to better serve home buyers and sellers. The course will include an overview of specific features such as Comp Analysis, Value Refinement, Market Activity, Neighborhood and Demographic information, as well as advanced RPR functions.

ECONOMIST OUTLOOK - Danielle Hale - Pending CE

Consider this a 'state of the union' address from the Chief Economist of Realtor.com taking a deeper look at various economic indicators that impact real estate on the federal, state, and local levels.

WIN IT BEFORE YOU'RE IN IT - Sean Carpenter - 1 hr CE

In today's low inventory real estate market, the agent or brokerage with the most saleable listings will find success. To be a strong listing agent, you need mindset, motivation and methodology to get, service and sell the properties you take. In this session you'll learn the power of a good pre-listing packet and how you can "win it before you're in it."

THURSDAY, SEPTEMBER 14

GET IN TUNE WITH YOUR AUDIENCE - Sean Carpenter - 1 hr CE

This session uses a "rock & roll" theme to show the parallels between the music industry and a successful career in real estate. We'll explore the history of both industries and how they have adapted and changed with the times and the audience's wants and needs. It's all about delivering an amazing performance that will have your fans giving you a standing ovation.

SAY WHAT? - Creating Marketing that Matters - Valerie Garcia - 1 hr CE

It can seem like a daily struggle to create all of the marketing content team and take maintain your online and in person presences. Where do you start? Where does it all come from? And who has time to do it anyway? In the session you will learn what makes your marketing effective, how to craft messages that lead to real relationships and actual results, and how to maintain a simple strategy that is achievable.

PANTS ON FIRE - Buyers are Liars and Other Real Estate Myths - Valeria Garcia - 1 hr CE

You have probably heard the expression, "buyers are liars," but have you ever stop to question the real reasons behind why your customers lie? In the session, we will take a look at some of the most common myths in the industry, and what the truth tells us about customer service, competition, and relationships

DRAGONS, DETERMINATION & THE DARK AGES - Valeria Garcia - 1 hr CE

Do you ever look back at your goals or business plan and think, "what the heck happened?" Are you ready to pull up your socks and make a real difference in your life and your business? Join me for a straight shooting look at some of life's toughest questions and lessons, and how you can apply them to your business. Be prepared to be motivated to get up, dust yourself off, and make your goals a reality

THE LEAD LIFE CYCLE - Lead Generation, Conversion & Follow Up- Valeria Garcia - 1 hr CE

No matter the phase of your business, lead generation and conversion are crucial aspects to your success. In this class, you will learn how thinking like your prospective and past clients can assist you in generating more leads and turning those interactions into transactions. We'll cover techniques for better lead generation, how's the stages of the home-buying process affect lead conversion, database management tips, and follow up systems that work.

YPN FURNITURE BUILD

There's going to be a couple wrenches thrown into your plans... Can your team handle it?

Be at the Kickoff Event Tuesday, September 12th

For more information go to iowarealtors.com/convention



FRIDAY, SEPTEMBER 15

DON'T DRIP ON ME- Valeria Garcia - 1 hr CE

Your database is the cornerstone of your business. Finding creative and effective systems for staying in touch with past and potential customers should be a priority. In this session will explore the tools, methods, and schedules that can help you go beyond simply "dripping" on your database, and start turning leads into business.

PRACTICAL VIDEO FOR REAL ESTATE - Valeria Garcia - 1 hr CE

This session will provide the basic knowledge you need to start reading short videos and promoting them. We'll show you how to get started, what makes a great video, and how to avoid common mistakes. We'll give you an inside look at some of the most popular video tools, such as Facebook Live, Instagram videos, BombBomb and YouTube. You'll learn the types of videos that are effective, how and where to use videos in your marketing, and some fresh ideas on what to say when the camera is rolling.

FORM SIMPLICITY- Kaz Cizowski - 1 hr CE

Have you been using this member benefit? This introductory course will show you the ins and outs of using form simplicity to manage your transactions on the go and without wasting a single sheet of paper.

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DETAILS

The convention is packed full of education courses, meetings and special events - with something going on all day, every day. Pick and choose from all of these activities to create your own personalized convention schedule tailored to fit your professional development needs and your time.

Unless otherwise noted, all convention courses are given in single credit-hour increments with staggering start times to allow you to attend committee meetings and still receive continuing education. **For exact times, locations, and CE information, visit the IAR Convention 2017 web page at www.iowarealtors.com/convention. Online registration closes September 6th. Walk-In registration available at the event for an additional fee.**

In order to earn CE, the following rules must be followed:

- Name badges must be worn. In order to gain access to class, you must be wearing your convention name badge. Your name badge will be scanned upon entry into the class. If your name badge is not scanned when you enter the class, you will not receive credit for the session.
- Your name badge must be scanned for each class session. If you plan to attend three classes from the same instructor, you must have your card scanned before the beginning of each session. In order to receive credit for each session, you must leave the room at the break time and scan back in. You are responsible for checking in before each session of continuing education.
- Full-time attendance is required for CE. If you arrive after the instructor has begun that hour's session, you may participate in that course. However, CE credit will not be granted for these students. In the same fashion, if you need to leave at any time during a class, you will not receive CE credit.

As part of IAR's efforts to "go green," materials for education sessions will be available online on the class description page at www.iowarealtors.com/convention. All course materials will be posted on the IAR Web site and available for your reference before, during and after the convention. **No handouts will be available in print at convention.**

Note: Course topics are subject to change.

The most up-to-date sessions will be at www.iowarealtors.com/convention.

Hotel Reservations

Book your room at the Coralville Marriott website: <http://bit.ly/IARHotel2017> to get the discount of \$111/night. More details available at iowarealtors.com/convention

Book your room soon as the hotel block may fill up early!

Register at
www.iowarealtors.com/convention
[#iarconv](https://twitter.com/iarconv)

AUCTION

Auction Bucks

This year, there won't be a separate room for the exhibitors and we wanted to change things up a bit. The Iowa Association of REALTORS® is giving out Auction Bucks this year in place of Tradeshow Bucks! These new Auction Bucks can be used in the silent or live auctions and can also be donated back to the Foundation. It is a win for everyone! Auction Bucks are non-transferrable.

The auction may be in September; but, it is the perfect time to get started on your Christmas list! All purchases are tax deductible as are donated items.



REALTOR®
Foundation of Iowa
REALTORS® Helping Iowans in Need

We Need Your Donations

A lot of what the REALTOR® Foundation of Iowa donates to charities across the state is funded by the auctions at convention. Please consider donating an item to the auction!

All detailed information and pictures must be received by Thursday, August 31st. Please drop off the item at the registration desk no later than 9am Wednesday, September 13th at convention.

For more information about the Foundation and how you can get involved, contact: R. Scott Case, RFI President at, 563-570-7268 or SCASE91527@aol.com

For information regarding the RFI Auction, Contact: Stephanie Hamling at 515-309-9335 or stephanie@iowarealtors.com

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 Must register for Fun Night to participate, Wednesday 9/13.

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Most real estate companies focus on the numbers and not on the individual. At EXIT Realty, we believe that by working first to strengthen each agent the team will be more productive and successful. We do this by training our agents in the basic pillars of successful real estate sales, we show them how to properly brand themselves and we seek out the latest technology tools available then teach each agent how to use them. We have built a team culture that is supportive and fun and each agent has the opportunity to earn more than 100% to build their personal wealth with single-level residual income.



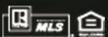
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or go to: www.exitrealtyuppermidwest.com



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Get best-in-class training with your choice of classroom courses, e-learning, webinars and events. CRS Designees also get exclusive listing in the CRS Referral Network, including our “Find A CRS” online directory and the new *Qualified Consumer Leads* program.

Not to mention, complimentary subscriptions to Inman Select (a \$199 value) and our award winning magazine, *The Residential Specialist*. And every CRS Member also has access to a State CRS community for additional local events, classes, support and networking.

Contact Us

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Upcoming Events

We look forward to seeing you at the State Convention in Coralville September 12-15. [Stop by our booth and say hello.](#)

Get Involved with Iowa CRS

Iowa CRS works hard to provide top notch education, fun networking activities and charitable contributions to our local communities. If you are interested in getting involved, contact Erika Hansen, CRS at Erika.Hansen@coldwellbankermag.com today. If you are worried about the time commitment – don't be. We have opportunities to fit your schedule.

Congratulations New Designees

Nathan Bock, CRS REMAX Real Estate Center, Ames	Robert D Smith, CRS Rob Smith Homes & Land, Storm Lake
Deb A Haussmann, CRS Keller Williams Realty Greater Quad Cities, Davenport	Natalie White, CRS Keller Williams Realty Greater Quad Cities, Davenport
Kylie Petty, CRS Century 21 ProLink, LeMars	

Check out the Iowa CRS Community website at iowa.crs.com

Like us on Facebook – Search **“Iowa Council of Residential Specialists”** 



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