

Women's Council of Realtors® Midyear Meeting
May 13-15, 2010
Washington, D.C. Capitol Hilton

Four of us from the Bonita Springs/Estero Chapter had a very educational and enjoyable trip attending the Women's Council of Realtors Midyear Meeting. The group comprised of Rhonda Diner, President; Heather Wightman, President Elect; Judi Gietzen, Vice President, Membership; and me, Carol Herron, Treasurer. We arrived on Wednesday at the Capitol Hilton, just 2 blocks from the White House. Rhonda and I went to the NAR Trade Expo and then we met up with the rest of our group and some Realtors from Naples for dinner.

Thursday I attended the PMN class "Harnessing the Power: Skills Based Performance Management" with Terry Watson. If you ever get the chance to take a class with Terry I strongly recommend that you do. Terry is a dynamic and entertaining speaker with loads of real information. The highlights of the class were as follows:

- Belief is the Key : We Act in accordance with the Truth as we Perceive and Believe it to be
- Your brain is most susceptible in the first and last 30 minutes of the day. Instead of turning on the TV news (which is always depressing), read or listen to something inspirational during those periods
- Change the way you think and you change the way you run your life
- The Past does not have to rule the Future.
- The process of change requires the modification of your beliefs
- Understand the necessity of regulating your self-talk
- Learn the importance of end-result thinking
- Our Beliefs set the limits on the use of our Potential
- Affirmations must be in the present tense: I **make** \$30K/month. Not: I **want to** make \$30K/month
- Get a coach or mentor

Terry also gave us an excellent handout and lots of reference material information.

Friday morning, I attended the Strategic Forum: Business Development which was conducted as a panel forum with Gail Harnett, Emily Link, Ginny Mees and Mary Christenson, moderated by Terry Watson. The discussion focused on networking and referral tools and ideas. We got some great ideas from the panel and also some excellent reference material information. Terry suggested getting books on CD so you can listen to them while you drive.

Friday afternoon, I attended the Strategic Forum: Member Network which focused on preparing videos for helping Chapters recruit and disseminate information. Best Buy also gave away a Flip camera to one lucky winner which, unfortunately, wasn't me! I then attended the Education Session: "Technology Tools 2.0 and Beyond" with Robert Morris. Robert was a good speaker and had a good handout. He discussed all the various technology tools available to us as Realtors. He talked about the pros & cons of

various smart phones, and applications. He then went on to Social Media and how to use the various sites for building your business. In order for us to stay on track with the current real estate market we must be using Facebook, LinkedIn, blogs and our own website's.

Friday evening was the Awards Banquet. Everyone was dressed up, we had a lovely meal and we had a great time meeting new friends and cheering on our local Chapters and States. Bonita Springs/Estero Chapter won a gold award as a large Chapter. But the big surprise of the evening was that Florida won the Mega State Chapter award, all the Florida chapter members in attendance ran up onto the stage and we danced and cheered and had a wonderful time celebrating.

Saturday morning brought the Learning Labs. Our group separated up so that we each attended 3 different labs.

The first lab I attended was held by Serena Henry on "Top Sales, Servant Leadership, Self Actualization". Serena was an interesting speaker and gave us good information on the idea of servant leadership, where service to others can result in becoming a great leader.

The second lab I attended was held by Kim Ades on "The Money Crunch". I have to admit that I did not care for the style of teaching Kim used. To me it felt like one of those TV talk shows where people bare their souls and the audience tells them what they are doing wrong.

The third lab I attended was held by Tracey Goldenberg on "Generation X & Y – The Face of the Future". Tracey was an entertaining speaker and told some very funny stories.

Saturday afternoon: Education Session: "Changing the Game: Five transformations every Realtor Must Make" with Tara-Nicholle Nelson.

- #1 Shift the center point of our business focus on to the clients. Make your marketing less egocentric.
- #2 Change our mind set of what we sell. Nowadays people are buying for other reasons than financial security.
- #3 Change professional identity from salesperson to coach or advisor
- #4 Change professional role to that of knowledge solution resource
- #5 Change engagement with client, become more engaged ("uber-engaged") with client.

People are overwhelmed with information and need the Realtor to translate it all.

After all the information cramming we needed a break so our group went on a double-decker bus tour of the beautiful city of Washington DC, and then had dinner in Chinatown.

I left on Sunday morning, but the rest of the group stayed to attend the Executive Committee and RVP meeting and Governing Board meeting.

- Carol Herron, Secretary, Bonita Springs/Estero Chapter