

2019 GLOBAL NETWORKING EVENT BREAKOUT TOPICS

**DEFINING YOUR LEGACY:
AGENT SUCCESSION PLANNING**

Key considerations for an agent wishing to pass on their business.

**BUILT TO LAST:
STRUCTURING A WINNING TEAM**

Understanding the components of building a high-performance team.

SOTHEBY'S INTERNATIONAL REALTY® 101

A high-level walk through of the brand's unique story, technology, and tools used to help you connect the dots for your day-to-day business.

**NEXT LEVEL PRESENTATIONS:
THE LISTING CONSULTATION**

A simple, fast and highly-customizable way to tell your story to a potential seller.

**LEVERAGING THE NETWORK ON A
GLOBAL SCALE**

How to effectively maximize the global aspect of the brand, win the exclusivity battle in an open listing environment market, and seek out opportunities to work with a diverse group of customers.

**CHANGE YOUR MINDSET TO GROW
YOUR BUSINESS**

Learn the key additives to strengthen your mindset and step into income-producing actions.

**KEYSTONE®:
NEW DEVELOPMENT MARKETING**

Best practices and marketing plans to deliver global buyers to large scale development projects and ideas to support small-scale boutique developments.

**ICON®:
PRIVATE LISTINGS & TROPHY PROPERTIES**

Discover key elements of custom marketing plans, and ways to leverage the exclusive capabilities of the brand to market ultra-luxury properties of \$10 million or more.

**EARNING THE RIGHT TO ASK FOR A PRICE
REDUCTION**

Thomas Wright's dynamic in-depth insight into pricing a listing and how to justify a price revision down the road if needed.

AGENT PRODUCTIVITY TOOLS

Learn the latest from the interactive marketing team and how the right tools can impact an agents' business, including the ultimate listing presentation companion: Curate® by Sotheby's International Realty app.

LUXURY IN EVERY MARKET

The "Sotheby's International Realty" experience for every listing. Win more listings by leveraging brand marketing resources.

GROWTH THROUGH RECRUITING & RETENTION

[OWNERS/MANAGERS ONLY]

Recruiting and retention through actively communicating your value: the brand, your leadership, and your offerings. Create value for your agents and they will bring value to you.

**ENHANCED STRATEGIES FOR GROWTH &
PROFITABILITY**

[OWNERS/MANAGERS ONLY]

Gain a comprehensive understanding of all the services that the Sotheby's International Realty brand's servicing and marketing team offers your company for growth and profitability.

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BREAKOUT TOPICS CONT.

STRATEGIC GROWTH THROUGH MERGERS & ACQUISITIONS

[OWNERS/MANAGERS ONLY]

How to assess a potential acquisition target in today's real estate market.

NEXT GENERATION

A panel of top producing, next generation sales associates will discuss how to shatter perceptions, and effectively utilize the brand to capture the new affluent consumer.

BUILDING YOUR GLOBAL REFERRAL NETWORK

Utilize the network and the auction house to grow your referral business globally.

CONTENT MARKETING: THE ART OF COMMUNICATING WITHOUT SELLING

Learn to leverage content marketing as a powerful competitive advantage.

SOCIAL MEDIA BEYOND LIKES

Social media has evolved – Discover new tools and new opportunities.

FIRST, BEST, EXCLUSIVE: SOTHEBYSREALTY.COM

New features to showcase properties and agents on sothebysrealty.com.

INTERNATIONAL NEW DEVELOPMENTS: ATTRACTING A GLOBAL AUDIENCE

Discover the intricacies of this specialized field internationally, with your global colleagues. Experience in-depth discussions on new developments and how to profit from these opportunities in your own market.

TAKING IT TO THE NEXT LEVEL: STORIES OF SIGNIFICANT GROWTH

High-performing sales associates who have significantly increased their business in a limited time share their best practices.

RESORT & SECOND HOME MARKETS

Expert sales associates in resort and second home markets share best practices and the latest marketing techniques that captivate buyers from all over the globe.

BECOMING A NINJA COMPANY FROM THE TOP DOWN

[OWNERS/MANAGERS ONLY]

Larry Kendall, the founder of Ninja Selling, will share insight on what it truly takes to be a Ninja company.