

ERA Launch | Tuesday, June 13th

AGENDA OVERVIEW (ET)

1:00pm – 1:15pm | Program Kickoff

- Best practices for achievement
- What will make Launch transformational for you?

1:15pm – 1:45pm | Brand Competitive Advantage

- Brand perspective on real estate industry
- Brand competitive edge

1:45 pm - 2 pm | BREAK

2 pm – 2:45 pm | Brand Marketing Products & Programs

- Learn about the power of the brand marketing products and programs

2:45 pm - 3 pm | BREAK

3 pm – 3:45 pm | Perfecting Your Value Proposition Pitch Workshop

- Breakout discussions and hands-on activities to develop your brand knowledge and pitch

3:45 pm - 4 pm | BREAK

4 pm – 5 pm | Structured Networking & Wrap Up

- Connect with your peers to share best practices

ERA Launch | Thursday, June 15th

AGENDA OVERVIEW (ET)

1:00pm – 1:15pm | Daily Kickoff

- Takeaways from Day 1
- Plan of action for Day 2

1:15pm – 1:45pm | Leadership Welcome with Lee Ann Roughton

- Learn how to leverage the ERA Servicing Team to help you run your business more efficiently.

1:45 pm - 2 pm | BREAK

2 pm – 2:45 pm | Dash Reporting

- Dash reporting best practices for people management

2:45 pm - 3 pm | BREAK

3 pm – 3:45 pm | Onboarding SWOT Analysis

- Breakout discussions and hands-on activities to review and improve your onboarding process

3:45 pm - 4 pm | BREAK

4 pm – 5 pm | DISC Personality Assessment for Leaders

- Discover your DISC Personality
- Learn how you can use DISC insights to improve your leadership effectiveness

ERA Launch | Tuesday, June 20th

AGENDA OVERVIEW (ET)

1:00pm – 1:15pm | Leadership Welcome with Sherry Chris

- Fireside chat style discussion

1:15pm – 1:45pm | Recruiting Programs & Tools

- Review of brand resources to support your recruiting efforts

1:45 pm - 2 pm | BREAK

2 pm – 3:15 pm | 12 Steps to a Recruiting "Evolution"

- Systematize your recruitment efforts

3:15 pm – 3:30 pm | BREAK

3:30 pm – 4:30 pm | Retention Best Practices

- Explore ways to retain talent

4:30 pm – 5 pm | Wrap Up

- Review highlights from Day 3

ERA Launch | Thursday, June 22nd

AGENDA OVERVIEW (ET)

1:00pm – 1:10pm | Daily Kickoff

- Takeaways from Day 3, Plan of action for Day 4

1:10pm – 1:50pm | The Power of Leverage & ERA University

- Deep dive into Leverage, your portal to brand tools & resources and the ERA University agent superhighway

1:50 pm - 2 pm | BREAK

2 pm – 2:45 pm | Productivity Tools Showcase

- See MoxiWorks products that support brokerages and agents by increasing productivity

2:45 pm – 3 pm | BREAK

3 pm – 3:45 pm | Coaching

- Hey, got-a-minute? Leveraging REAL CoachingSM skills to manage your time

3:45 pm – 4 pm | BREAK

4 pm – 5 pm | Action Planning

- Put together your action plan from the conference