



Training

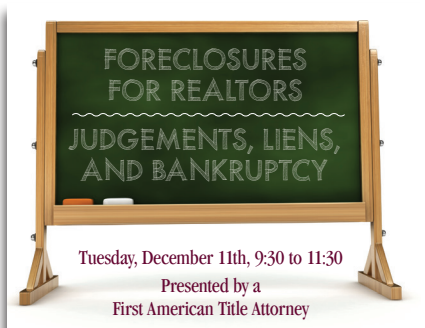


NATIONAL SPEAKERS.

Each year we bring in a National Speaker for an exclusive presentation to help us jump start our year. Recent speakers include Matt Thornhill, from Richmond's Institute for Tomorrow, who gave an information packed talk on trends and changing demographics in Virginia and what is important to know about shifting generational dynamics. Ashton Gustafson flew in from Texas to spend a morning helping us maximize referrals from our CRM, and CRS Pro Jackie Leavenworth is a favorite, coaching us on positioning listings to sell and negotiating strategies. This year is Ninja Selling!

LOCAL SPEAKERS.

We tap into local resources for a new perspective on skills, bringing in CNU Business School Professor Linda Ficht for workshops on Conflict Resolution and Negotiating. 3 certified appraisers from the renowned Appraisal Institute taught an 8-week series on Appraisals, giving our agents a tremendous competitive advantage in pricing analysis. We annually sponsor Staged-to-Sell for a 3-hour presentation on the Magic of Staging.



WEEKLY ROUNDTABLES.

Learning is in our DNA. Each week, we offer a different topic for advanced training in our branch office training centers. From local Economic Development Directors to tax professionals to real estate attorneys and structural engineers, we always have a line up to keep our agents up-to-date and ahead of the competition. We periodically host book clubs and peer-accountability groups, as well as team brainstorming, to encourage your professional development.

SHOW ME!

Some of our most popular workshops are our "Show Me" classes – hands on computer labs with small agent to instructor ratios for plenty of individual attention and help. Recent offerings include Instagram Stories, Facebook Insights, Target Audiences, Agent Metrics, Evernote and Matrix Stats.



LIZ MOORE UNIVERSITY.

Our 12-week immersive training series on real estate fundamentals has produced many of the area's top performing agents. Small class sizes, seasoned instructors, and a focus on case studies and application equip our agents to hit the ground running upon graduation.