

AGENDA

LEARN. CONNECT. LEVEL UP.

The Future is Now.



8:00 a.m. - 9:00 a.m.

Registration



9:00 a.m. - 10:00 a.m.

**Morning Key Note
Marki Lemons**



10:00 a.m. - 10:30 a.m.

EXPO Break



10:30 a.m. - 11:15 a.m.

Breakout Classes



11:30 a.m. - 12:15 p.m.

Breakout Classes



12:15 p.m. - 1:00 p.m.

Lunch & EXPO Break



1:00 p.m. - 1:45 p.m.

Breakout Classes



1:45 p.m. - 2:30 p.m.

EXPO Break



2:30 p.m. - 3:30 p.m.

**Afternoon Key Note
Jared James**



3:30 p.m. - 4:00 p.m.

**Meet & Greet with
Jared James**



3:30 p.m. - 4:30 p.m.

Cocktail Reception

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Morning Key Note

AI Won't Replace REALTORS®, REALTORS® Using AI Will
Keynote Speaker: Marki Lemons

AI is changing how consumers search, communicate, make decisions, and select real estate professionals. The opportunity isn't to replace the human side of real estate, it's to use AI to create more time for it. In this high-energy opening session, REALTORS® will see practical examples of how AI can reduce repetitive work, improve follow-up, support better communication, and create more time for relationships and revenue-producing activities.



10:00 a.m. - 10:30 a.m.

EXPO Break



10:30 a.m. - 11:15 a.m.

Breakout Classes

Class Options:

The Next Gen REALTOR®: AI + Productivity MAIN STAGE
Instructed by Marki Lemons

The Next Gen REALTOR® isn't defined by age, they're defined by how effectively they combine technology, data, systems, and human relationships. During this fast-paced session, this class will demonstrate how REALTORS® can use AI alongside their existing MLS and business tools to research, create, communicate, and follow up faster without sacrificing professionalism or the personal connection consumers expect.

Explaining Compensation & Demonstrating Your Value CLASSROOM 1
Moderated by Patti Ketcham & Opey Russ

How are REALTORS® successfully navigating compensation conversations in today's market? This collaborative discussion will explore real-world strategies for communicating value, setting expectations, and leading with professionalism. Hear what's working, share experiences, and gain practical approaches you can implement immediately.

Appraisers & REALTORS®: Bridging the Gap in a Changing Market CLASSROOM 5
Panel with Chris Woods & Heinz Falke Appraisers

As reporting rules evolve and market conditions shift, collaboration between REALTORS® and appraisers has never been more important. Local appraiser experts will discuss valuation challenges, new reporting standards, common misunderstandings, and how REALTORS® can better support accurate and timely appraisals.

RPR in Action: Data-Driven Insights for Today's REALTOR® CLASSROOM 2
Presented by RPR

Realtors Property Resource (RPR) is one of your most powerful member benefits — if you know how to use it. This session will demonstrate how to generate reports, analyze data, and leverage RPR tools to strengthen listing presentations and client consultations.



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11:30 a.m. - 12:15 p.m.

Breakout Classes

Class Options:

Top 10 Legal Hotline Issues & Today's Real Estate Scams Presented by Florida REALTORS® Attorney, Rich Swank MAIN STAGE

Join a Florida REALTORS® attorney for an eye-opening look at the most common legal hotline calls and emerging real estate scams. This session will cover contracts, disclosures, advertising pitfalls, and fraud trends — and most importantly, how to protect yourself and your clients from costly mistakes.

VA Loans & VA Assumptions: What Every REALTOR® Should Know

Moderated by Jason "The VA Boss" Stier & Christina Daniels, REALTOR® CLASSROOM 1

VA loans and assumptions are creating unique opportunities in today's market — but they can also create confusion. Join this interactive conversation with industry experts to better understand eligibility, assumptions, timelines, and how REALTORS® can confidently guide buyers and sellers through the VA process.

Condo & Short-Term Rental Success: What REALTORS® Need to Know CLASSROOM 5 **Panel with REALTORS® Garrett Aune & January Johnson, & Lender Max Daleiden**

Listing condos and navigating short-term rental properties require specialized knowledge. This panel of experienced REALTORS® will address common mistakes, HOA considerations, lending restrictions, investment expectations, and compliance issues — helping you confidently guide buyers and sellers in these unique property types.

Creating Strategic Partnerships: Leveraging Professional Relationships to Grow Your Business Presented by Walter Key CLASSROOM 3

Forget expensive advertising and paid lead generation. Learn how to build a business fueled by meaningful professional relationships that create consistent referral opportunities and long-term growth. Discover practical strategies for developing strategic partnerships, expanding your network, and generating business organically—without relying on a marketing budget or paying referral fees.



12:15 p.m. - 1:00 p.m.

Lunch & EXPO Break



1:00 p.m. - 1:45 p.m.

Breakout Classes

Class Options:

AI Tool Showdown: What's Actually Worth It? MAIN STAGE **Moderated by Marki Lemons**

REALTORS® don't need dozens of AI subscriptions—they need the right tools for the work they actually do. In this interactive discussion, attendees will share the AI tools they're using, what's improving their business, where they're seeing real ROI, and which subscriptions aren't worth the investment. Walk away with practical ideas from fellow REALTORS® and a simplified AI Tech Stack: Keep, Test, or Delete to help you decide where your time and money should go.



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Tax Tips for REALTORS®: Smart Strategies for Business Success CLASSROOM 1

Presented by Hollie Peters, Local CPA with Warren Averett

Commission-based income brings unique tax considerations. Join a local CPA for an informative session covering common deductions, recordkeeping best practices, estimated tax planning, and strategies to help REALTORS® build stronger, more sustainable businesses.

Contracts, Disclosures & Costly Mistakes CLASSROOM 5

Panel with Patti Ketcham, Broker & Instructor & Rich Swank, Florida REALTORS® Attorney

This practical panel discussion dives into the most common contract errors, disclosure missteps, and compliance issues REALTORS® face. Hear real-world examples and learn how to reduce risk, avoid complaints, and protect both your clients and your license.

Hype versus Reality: Productivity, Lead Generation and Client Care 2.0 CLASSROOM 2

Presented by Nobu Hata, Industry Expert

As the real estate industry, consumer demand, and marketplace dynamics continue to evolve at a rapid pace, it's important to know the difference between the hype and what actually works. Get real tips and tricks on what top agents, team leaders, and brokers across the country are doing to thrive in the age of Amazon and AI.



1:45 p.m. - 2:30 p.m.

EXPO Break



2:30 p.m. - 3:30 p.m.

Afternoon Key Note

How to Win in the New Era of Real Estate

Keynote Speaker: Jared James

Our industry has endured unprecedented change over the past couple of years. While change is inevitable and much of it is outside of our control, our ability to pivot and adjust to the change is within our control. Come learn from leading speaker and coach, Jared James, on what practical changes will be required moving forward to win for yourself, your consumers and those that rely on you. Come ready to laugh, be motivated and take lots of notes!



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