
2020 The Convention - VIRTUAL

 Wednesday, October 7, 2020 – Thursday, October 8, 2020

 VIRTUAL

The Convention - Virtual is a redesigned experience featuring the same hallmark components our attendees have come to know and love over the years. During this two-day event you will have your choice of CE Marketplace certified classes, virtual networking and an online expo. Join us as we embark on this new adventure and set our sights on positive, impactful change.

OCT 7, 2020

9:00 - 10:50 AM

· Stage

Opening General Session

This session includes a Convention overview, installation of 2021 Michigan Realtors® President; E'toile Libbett, special guests and Keynote Anton Gunn. During this time we will also recognize our award recipients for Realtor® Active in Politics, Realtor® of the Year, and Good Neighbor.

10:50 - 11:20 AM

· Stage

Sponsored Break

Take some time to check your email, refresh your coffee, chat with another attendee or complete any other tasks that are currently requiring your attention. Click directly into the breakout session of your choice when you return.

11:20 AM - 12:10 PM

· Sessions

CE Certified Breakout Sessions

Reminder: You must click into the breakout room no later than 5 minutes after the start of the session and attend the full duration of the class completing the poll question at the end in order to receive CE credit.

11:20 AM - 12:10 PM

Seeing Double! Making the Most of a Multiple Offer Market - Pam Ermen ● CE Marketplace Certified 1.0 hr

Pam Ermen

Discover a unique version of best practices! Buyer's agents will learn multiple offer strategies, effective dialogues and negotiating techniques to effectively position their client in a competitive environment. Seller's agents will better understand the dynamics of a multiple offer market, how to maximize the property's exposure and interest, and how to sell the property for a price that can often exceed list price.

11:20 AM - 12:10 PM

Leave Your Mark - Sean Carpenter ● CE Marketplace Certified 1.0 hr

Sean Carpenter

Realtors® strive to deliver great service on every transaction but those that can create memorable experiences have a better chance of earning repeat and referral business. Earning "Top of Mind Awareness" with your customers, clients, and community is a critical component of a successful business. This session will show Realtors how it can be done through consistent personal branding, succeeding in the "Attention Economy", developing a powerful reputation and tips for leaving a lasting impression.

11:30 AM - 1:30 PM

· Expo

Expo Open

Click over to the virtual Expo to interactive with our generous supporters.

1:10 - 2:00 PM

· Sessions

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1:10 - 2:00 PM

How to Keep In Touch When You're Not Supposed to Be Touching - Sean Carpenter ● CE Marketplace Certified 1.0 hr

Sean Carpenter

An engaging, fast-paced discussion about our current real estate landscape. Attendees will learn some simple systems for keeping in touch with clients, sphere of influence, and database during the COVID-19 pandemic and help make sure they can implement Operation R-E-A-C-H-O-U-T in their local communities. Attendees will be reminded how they can still be building relationships, solving problems, and having a bit of fun...even if they're being forced to do it virtually.

1:10 - 2:00 PM

Getting More Listings - Shay Hata ● CE Marketplace Certified 1.0 hr

Shay Hata

Want more sellers? Shay share's the secrets of turning her business from 65% buyers to 85% sellers in just one year. She'll share her tips for attracting more sellers, how she conducts listing presentations to win the business when up against other Realtors®, how to prep the property for a quick sale, and how to automate your communication with sellers so they are hearing from you regularly with practical helpful information. This session will also discuss what to do when your listing isn't selling quickly and how to turn sellers into referral sources for future business.

2:00 - 2:30 PM

· Stage

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2:30 - 3:20 PM

· Sessions

Real Estate in the age of COVID ● CE Marketplace Certified 1.0 hr ● Sponsored by Realcomp II Ltd.

Brad Ward · Lawrence Yun · Maureen Francis

This interactive discussion will answer the difficult questions you are experiencing in real estate in the age of COVID-19.

Dr. Lawrence Yun, Chief Economist & Senior VP of Research at NAR will be [virtually] sitting down with Maureen Francis, 2020 Michigan Realtors® President and Brad Ward, VP of Public Policy & Legal Affairs at Michigan Realtors® to answer questions submitted by you.

[Click here to submit a question for Dr. Lawrence Yun](#)

3:20 - 3:30 PM

· Stage

Day 1: Closing Remarks

Close out day one with remarks from Michigan Realtors® Leadership.

OCT 8, 2020

8:45 - 10:45 AM

· Sessions

Delegate Body

The Delegate Body meeting is held annually for Delegates appointed by their local associations. Check-in begins at 8:45 am, with a 9:15 am start time.

10:45 - 11:05 AM

· Stage

Sponsored Break

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11:05 - 11:15 AM

· Stage

Opening remarks

Welcome to the second and final day of the first ever Michigan Realtors® virtual convention. Make sure to visit the virtual expo booths and complete the session surveys.

11:15 AM - 12:05 PM

· Sessions

CE Certified Breakout Sessions

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11:15 AM - 12:05 PM

YPN Perspective: Leveraging Your Strengths, Your Passions, and Your Brand as a Young Professional

Join the Young Professionals Network for a combination of speakers, panel discussion, and networking! We will be learning from those that have experienced success and fulfillment through their unique approaches to building and maintaining their presence within their respective communities. From Instagram and podcasting to community outreach and activism, we will hear how various paths can lead to taking your business to the next level in a way that comes natural to you.

11:15 AM - 12:05 PM

Politics, Protesters, and Pandemics: Navigating Today's Social Media Landmines - Cheryl Knowlton

In today's highly connected, social media driven world, there are a number of landmines and traps that all agents need to be aware of. In this highly interactive course, licensees will take a deep dive into where these two worlds collide so that they can confidently utilize social media as a marketing vehicle without sacrificing their reputations or their relationships by stepping on one or more land mines.

11:15 AM - 12:05 PM

Effective Lead Generation During Covid - Shay Hata ● CE Marketplace Certified 1.0 hr

Shay Hata

How can you lead generate during Covid when it's harder to get belly to belly with people and even harder to meet new people? Shay will share her unique lead generation strategies that allowed her to grow her business more than 150% in 2020 in spite of Covid, many of which can be done from the comfort of your couch!

12:00 - 1:30 PM

· Expo

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1:00 - 1:50 PM

· Sessions

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1:00 - 1:50 PM

Seven Systems for Scalable Success - Cheryl Knowlton

You can't go on a road trip without first stopping for gas. In this high-speed course, Cheryl will share seven systems to allow you to travel far and fast in your real estate business.

1:00 - 1:50 PM

Knowledge Session - Eric Hultgren

2:20 - 4:00 PM

· Sessions

Within the Law - Gail Anderson, Becky Gean, David Pierson, Brian Westrin - CE Marketplace Certified 2.0L - Sponsored by Pearl Insurance

Join Michigan Realtors® legal counsel for current issues affecting the industry so you can protect yourself and build your business.

4:00 - 4:05 PM

Day 2: Closing Remarks

4:30 PM

RPAC Silent Auction Closes

The Virtual RPAC Silent Auction has officially come to a close. Join us for the Live Auction at 5:00 PM!

RPAC Silent Auction:

Opens: Monday, October 5, 2020 @ 10 AM

Closes: Thursday, October 8, 2020 @ 4:30 PM

RPAC Live Auction:

5:00 - 5:30 PM

RPAC Live Auction