

SUMMIT AGENDA

Early Check-in

Monday, August 26

1:00 PM - 7:00 PM **Early Check-in**

Kay Bailey Hutchison Convention Center

Hall F Lobby

Day 1 - Tuesday, August 27

7:30 AM - 5:00 PM CDT

7:30 AM **Check-in / Doors Open 8AM**

9:00 AM - 9:20 AM

TOMX

9:20 AM - 9:35 AM

Balancing Act: Nurturing Business While Living Fully

Lori Bogle

9:35 AM - 9:50 AM

5 Years to Rockstar: Goal Setting Systems

April Noessel

9:50 AM - 10:05 AM

From Only Buyers to Listing Dominant

Kole Bartos

10:05 AM - 10:20 AM

Optimizing Instagram for Lead Generation

Jenny Smith

10:20 AM - 10:35 AM

Mastering the Art of the 10-Minute Buyer Consult

Kaleb Monroe

10:35 AM - 10:50 AM

Secrets of a Million Dollar Marketing Team

Tina Tan

10:50 AM - 11:05 AM

Coordinator to Team Leader: Fast-Track to Success

Jurnee Gillette

11:05 AM - 11:20 AM

Longer Sale Cycles Got You Down: Here's the Solution!

D.J. DellaSala & Lindsey DellaSala

11:20 AM - 11:35 AM

Start Strong: The Ultimate Morning Routine for Success

Gino Blefari

11:35 AM - 1:05 PM

Lunch Break (on your own)

1:05 PM - 2:35 PM

Summit Kickoff!

Tom Ferry

2:35 PM - 2:55 PM

The Viral Listing Strategy

Meredith Fogle

2:55 PM - 3:20 PM

Market Update: Answering the Questions on Consumer's Minds!

David Childers

3:20 PM - 3:45 PM

Seller Objection Showdown

Host: Jeff Mays

Contenders: Kimberly Clem & Dan O'Neil

3:45 PM - 4:05 PM

Podcast 1: "Comeback Queens: How Three Agents Reclaimed Their Real Estate Glory!"

Misty Maki, Nikki Martin, Janet Glaude

Hosted by: Tom Ferry

4:05 PM - 5:00 PM

A Bigger Future to Live Into

Tom Ferry

5:00 PM - 7:00 PM

Welcome Reception for All Attendees Dallas Ballroom, Omni Hotel

Day 2 - Wednesday, August 28

7:30 AM - 5:00 PM CDT

8:00 am **Doors Open**

8:15 AM - 9:00 AM

Ask Me Anything with Tom

9:00 AM - 9:30 AM

I Want You to Be Wealthy

Tom Ferry

9:30 AM - 10:00 AM

Sold with Social: Video and Media Magic for Listings

Jason Pantana

10:00 AM - 10:20 AM

From Posts to Profits: Making \$200K on Instagram

Shannon Gillette

10:20 AM - 10:45 AM

Break

10:45 AM - 11:05 AM

Podcast 2: "The Creator's Playbook: Insights for YouTube, TikTok and More!"

Shane Burgman, Zachary Foust, Patrick Ferry

Hosted by: Jason Pantana

11:05 AM - 11:25 AM

Podcast 3: "Today's Top Marketing Strategies for Winning Listings!"

Vanessa Reilly, Ashley Blackmore, Jill Biggs

Hosted by: Jason Pantana & Jimmy Mackin

11:25 AM - 11:45 AM

My Ultimate 5-Step Marketing Formula

Jimmy Mackin

11:45 AM - 12:15 PM

Winning Listings: The Keys to a "Yes"

Stephanie Younger

12:15 PM - 1:45 PM

Lunch Break (on your own)

1:45 PM - 2:00 PM

Ask Me Anything with Tom

2:00 PM - 2:20 PM

How I 4X'd my Referral Business: The Secret to Skyrocketing Success

Jenny Hensley

2:20 PM - 2:40 PM

Podcast 4: "New Agents Making Waves!"

Elio Alanis, Case McCarthy, Zach Callicutt

Hosted by: Tom Ferry

2:40 PM - 3:00 PM

How to Make \$100k in 100 Days

Tom Ferry

3:00 PM - 3:30 PM

Break

3:30 PM - 4:00 PM

Roleplay 1: "Buyer Objection Battle Royale"

Contenders: Rochelle LeCavalier + Ryan Skrzypkowski

Hosted by: Jeff Mays

4:00 PM - 4:15 PM

10 Scripts in 10 Minutes to Double Conversion

Jeff Mays

4:15 PM - 4:55 PM

Ultra Special Guest

Tom Ferry

Day 3 - Thursday, August 29
8:00 AM - 4:00 PM CDT

8:00 AM Doors Open

8:00 AM - 8:45 AM

Ask Me Anything with Tom

8:45 AM - 9:00 AM

Break

9:00 AM - 9:20 AM

Sphere Growth: \$0 to \$200K with Online Leads

Mikki Ramey

9:20 AM - 9:55 AM

List Like a Machine: AI to Automate and Dominate

Jason Pantana

9:55 AM - 10:10 AM

Breaking Into the LUXE Market: My Formula for Success

Tom Ferry & Aaron Kirman

10:10 AM - 10:20 AM

Charge the Storm

Tom Ferry

10:20 AM - 10:45 AM

Break

10:45 AM - 11:05 AM

Podcast 5: "Think Big and Act Bigger!"

Levi Rodgers, Jamie McMartin, Abel Gilbert, Sharmane Medaris

Hosted by: Tom Ferry

11:05 AM - 11:50 AM

The Best Listing Attraction Strategy of 2024

Jimmy Mackin

11:50 AM - 12:05 PM

How to Create a Breakthrough in 2024!

Tom Ferry

12:05 PM - 1:35 PM

Lunch Break (on your own)

1:35 PM - 1:55 PM

Turbocharge Your Growth with Checklists and S.O.P.s

Lourdes Maestres

1:55 PM - 2:15 PM

10 Seller Scripts in 10 Minutes

Jeff Mays

2:15 PM - 2:40 PM

Roleplay 2: "The Ultimate Objection Showdown: Anything Goes!"

Contenders: Winner of Day 1 + Winner of Day 2

Hosted by: Jeff Mays

2:40 PM - 4:00 PM

Prioritize & Action Plan

Tom Ferry