

PHONE SCRIPT FOR PROMOTING 2017 FLORIDA REALTORS® CONVENTION & TRADE EXPO

Hello _____. I'm (INTRODUCE YOURSELF)

I'd like to take just a couple minutes to share with you the top 8 reasons to attend the 2017 Florida Realtors Convention & Trade Expo in Orlando.

REGISTRATION FOR THE FULL CONVENTION IS JUST \$150.00. That's an incredible value I'll tell you all about in a minute. But, before I forget, I wanted to mention that the first, 175 first-time attendees will be charged a \$100.00 registration fee and once the convention is over, those first-timers that attended will be REFUNDED the \$100! It's Florida Realtors way of getting new folks to attend. And once they do, they tend to come back year after year.

WE HAVE A NEW SCHEDULE.

The Convention is August 16th & 17th. The Governance Meetings run the 18th & 19th with Board of Directors on the 20th. So . . . if you serve on committees, now you'll be able to attend education sessions for two days without conflicts.

SPEAKING OF EDUCATION, YOU CAN CHOOSE FROM MORE THAN 35 EDUCATION SESSIONS IN 8 LEARNING TRACKS

Broker. Technology. Trends. Productivity. Personal Growth. Global. Continuing Education and Customer Engagement.

The day before the convention, August 15th, check out RE Bar Camp.

The unconventional convention returns for the eighth year in a row . . . and it's FREE! All real estate topics are fair game. Anybody can take the lead in what tend to be pretty lively discussions. RE Bar Camp is ALWAYS an interesting and career-strengthening experience.

On Wednesday, August 16th, our OPENING SESSION KEYNOTE speaker is Daymond John from ABC's Shark Tank. Daymond will discuss Branding & Entrepreneurial Strategies. For Realtors, it's all ABOUT the brand. It's your competitive edge in the marketplace. Daymond is a proven branding expert. He's full of eye-popping common sense and you're definitely gonna experience A-ha moments. It'll be an exciting way to get fired up for the convention. He's speaking from 11 – 12 and he'll take questions from Noon - 12:30 pm. That's on August 16th.

FOR THIS YEAR'S TRADE EXPO on the 16th and 17th, we'll have more than 200 exhibitors who all have tools and info to make you and your business stronger than ever.

And yes, we also have big-time FUN at the convention.

On the 16th, we're holding the Ultimate Tailgate Party with delicious food, networking and fun. That's from 7 – 8 pm. Then America's #1 Party Band is back for the fourth year in a row. Party On The Moon is an AWESOME group the Realtors absolutely LOVE. They play fun, upbeat dance music for three hours non-stop from 8 – 11pm. The dance floor is full the entire time. It's such a blast!

OUR ANNUAL AWARDS LUNCHEON is on the 17th.

It's always VERY cool and truly inspiring to see talented and dedicated Realtors win the top awards including Humanitarian and Realtor of the Year. And THIS year, they've added a beautiful and exciting Cirque Dreams performance to the luncheon.

OUR CLOSING SESSION is August 17th from 4 – 5 pm.

George Blankenship is a former executive at Tesla, Apple & The Gap. He is LASER-focused on The Customer Experience. Our 2017 President Maria Wells along with other Realtors from Florida were blown away by George's presentation at NAR last year. He'll talk about driving business innovation and transforming companies from status-quo market contenders to forward-thinking and dynamic companies of the future.

REGISTRATION NOW at convention.floridarealtors.org. If you've never been to the convention, talk to your colleagues who HAVE gone. They'll tell you why they never miss it. If you've already been and you already get it, encourage others to register TODAY.

Thank you VERY much for your time.
You can register right now and get more information by visiting
convention.floridarealtors.org.

Thanks again for your time and attention.

I hope to see you in August.