

EVENT SPEAKERS

10:15 a.m.

Ann-Marie Lurie

2024 Housing Market Forecast for Calgary & Area

Join Ann-Marie Lurie as she unveils the intricate tapestry of Calgary's housing market in 2024. Delve deep into the economic factors shaping the real estate landscape, exploring pivotal trends and upcoming prospects. As REALTORS®, gain exclusive insights into market segments, enabling you to anticipate future shifts. Discover the pulse of Calgary and the Canadian economy, understanding what's new, what's now, and what's next.



1:35 p.m.

Scott Stratten

UnSelling: The New Customer Experience

Unlock the secrets to transforming casual buyers into loyal, referral-driven clients with Scott Stratten's groundbreaking keynote, based on the "800-CEO READ: Sales Book of The Year." Learn how to create enduring customer relationships and position your business as the go-to choice before clients even realize they need you. Explore innovative business perspectives, breaking free from the noise and creating meaningful connections. Gain expertise in concepts like pivot and pulse, the sales cloud, and the power of content, connection, and engagement.



2:50 p.m.

Jeffry Haggett

Revitalizing Communities with Land Use Renewal

Jeffry Haggett is passionate about building cities where people can thrive. He leads municipal projects centred on resilience, collaboration and connecting action-oriented people. Jeff has worked in both private and public practice and is focused on delivering forward-thinking solutions which foster support, leading to successful implementation and maintaining Calgary's celebrated quality of life.



2:50 p.m.

David Saxby

Building Your Distinctive Brand

In a fiercely competitive market, REALTORS® must stand out. Join David Saxby to uncover the art of achieving brand leadership in the real estate industry. Craft a brand that narrates your unique story, building authenticity, consistency, and trust. Enhance your professional presence both in person and online, positioning yourself as the go-to resource for your ideal clients. Master the art of delivering compelling messages that leave a lasting impact.



4:00 p.m.

Cathy MacRae

ChatGPT - Your Real Estate Partner in AI

Embrace the future of real estate with Cathy MacRae's interactive session on ChatGPT, your ultimate partner in property sales. Explore the possibilities of artificial intelligence and learn how ChatGPT can revolutionize your daily tasks. Gain a fundamental understanding of ChatGPT's capabilities, from content creation to social media management. Experience hands-on guidance on crafting effective prompts, ensuring high-quality, relevant results. Walk away with actionable steps to seamlessly integrate ChatGPT into your real estate toolkit, simplifying your tasks and saving valuable time.



4:00 p.m.

Michelle Behrendt

Mastering Competitive Negotiations

Elevate your negotiation skills with Michelle Behrendt's insightful break-out session. Equip yourself with the strategies and techniques necessary to navigate competitive negotiations successfully. Gain confidence in handling challenging negotiations, ensuring favourable outcomes for you and your clients. Don't miss this opportunity to enhance your negotiation prowess and gain a competitive edge in the real estate arena.

