

CENTURY 21

Top Agent

RETREAT

ANAHEIM — CA

LEADERSHIP BREAKOUT SESSION AGENDA

Check back for updates! All session times and rooms subject to change until the event.

TUESDAY, MARCH 25TH

LEADERSHIP GENERAL SESSION

Mike Miedler, Mike Ferry, and more!

10:00 AM – 11:50 AM

Broker/Owner; Magic Kingdom 2 & 3 (Upper Level – Disneyland Hotel Convention Center)

From growth and global referrals to recruiting and real insights, join us for this exclusive event for leaders affiliated with the C21® brand. Featuring industry icon and coaching legend Mike Ferry + more!

IGNITE AND LEAD: ESSENTIAL CRE STRATEGIES TO THRIVE IN YOUR BROKERAGE

Randy Workman

1:30 PM – 2:20 PM

Broker/Owner; Magic Kingdom 4 (Upper Level – Disneyland Hotel Convention Center)

Are you ready to elevate your commercial real estate division to new heights? Join us for an empowering session designed specifically for brokers and leaders. Discover essential strategies to help drive prosperity in your brokerage, leveraging the CENTURY 21 Commercial® resources and tools. Learn how to cultivate high-performing agents, implement effective business tactics, and foster a culture of excellence. This session will provide you with the insights, resources, and best practices to help you lead your CRE division to higher potential. **DO NOT** miss this opportunity to ignite your leadership to develop a solid CRE division in your brokerage!

MAXIMIZING PRODUCTIVITY IN YOUR BROKERAGE: MASTERMIND

Adam South

1:30 PM – 2:20 PM

Broker/Owner; North Exhibit Hall B & C (Main Level – Disneyland Hotel Convention Center)

Are you ready to boost productivity in your brokerage? Join our mastermind session where you will discover innovative strategies, cutting-edge tools, and proven techniques to inspire and motivate affiliated agents in today's market

TUESDAY, MARCH 25th

REAL ESTATE WEALTH SUMMIT 2025

Wendy Crane, Tyrone Davids, Cameron Van Klei, Jim Fite, Amanda Butterfield, Laura Heigl

1:30 PM – 3:20 PM

ALL; Magic Kingdom 2 & 3 (Upper Level – Disneyland Hotel Convention Center)

Unlock the secrets to help secure your financial future with professional advice at the premier financial symposium of this year's Top Agent Retreat, designed exclusively for you. This event can equip you with the knowledge and tools to help elevate your business and improve your financial standing. Don't miss this opportunity to network with industry titans, gain invaluable insights and transform your future.

MAKING AN EFFECTIVE FIRST IMPRESSION: ONBOARDING TACTICS FOR A MAGICAL EXPERIENCE

Adam South

2:30 PM – 3:20 PM

Broker/Owner; North Exhibit Hall B & C (Main Level – Disneyland Hotel Convention Center)

The onboarding experience can make or break for a newly affiliated agent. Join this mastermind for a deep dive into the lessons learned over years of onboarding and the tools you can leverage to proactively improve the experience for everyone involved!

SHARPEN YOUR SKILLS WITH MIKE FERRY

Mike Ferry

4:00 PM – 5:00 PM

ALL; Magic Kingdom 2 & 3 (Upper Level – Disneyland Hotel Convention Center)

Join real estate legend Mike Ferry, with over 40 years of experience transforming agents into top producers*. Discover sales tactics, mindset mastery, and lead generation strategies to help hone your skills in a competitive market. Join Mike Ferry to sharpen your skills, close more deals, and build an effective business strategy with no-nonsense, results-driven insights. Don't miss this chance to level up your business!

*There is no guarantee that your production will increase likewise. Individual results may vary and are contingent upon many factors, including but not limited to, the nature and consistency of your efforts, and local market conditions. Please note that any opinions, comments or advice expressed by speakers, who are independent third parties, are their own and do not necessarily reflect the views of Century 21 Real Estate LLC.



LEADERSHIP BREAKOUT SESSION AGENDA

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WEDNESDAY, MARCH 26TH

MARKETING SUMMIT

9:30 AM – 11:30 AM

Marketing Roles; North Exhibit Hall J (Main Level – Disneyland Hotel Convention Center)

Looking to elevate your company's marketing game? Searching for fresh ideas? During the first-ever Marketing Summit, you'll experience the latest campaign and brand marketing updates from CENTURY 21 leaders. Plus, hear from your peers who can help inspire you to think outside the box. Feeling like you're the one that can energize others? We can't wait for you to show off your best marketing practices! Registration required. *Open to all Top Agent Retreat attendees with a company-level marketing role.

AI-POWERED LEADERSHIP: HOW BROKERS CAN LEVERAGE AI TO BUILD A STRONGER BRAND, RECRUIT MORE AGENTS & DRIVE RETENTION

John Reyes

10:00 AM – 10:50 AM

Broker/Owner; Magic Kingdom 4 (Upper Level – Disneyland Hotel Convention Center)

The real estate landscape is evolving—is your brokerage keeping up? Artificial Intelligence (AI) is revolutionizing how broker/owners and recruiters market their brand, recruit top agents, and increase retention. In this power-packed session, John D. Reyes will break down how AI-driven strategies can help enhance your brokerage's visibility, simplify content creation, and provide resources that empower your affiliated agents. Discover how to implement AI to automate marketing, streamline communication, and create impactful video content— all while positioning your brokerage as a forward-thinking leader in the industry. From AI-powered video marketing to solutions that help boost agent productivity, this session can equip you with cutting-edge tools and actionable strategies to prepare your brokerage for future challenges.

- **Brand Marketing:** Use AI to create engaging video content and establish your brokerage as a thought leader in your market.
- **Agent Recruitment:** Discover AI-driven tools to identify, attract, and engage top-producing agents.
- **Retention & Engagement:** Implement AI-powered resources that help educate, support, and retain agents

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WEDNESDAY, MARCH 26th

FIVE LEADERSHIP LESSONS IN REAL ESTATE

Lindsey Wardle

10:00 AM – 10:50 AM

Broker/Owner; North Exhibit Hall D & E (Main Level – Disneyland Hotel Convention Center)

Imagine starting from scratch and recruiting over 550+ agents into the C21® brand, while also navigating through mergers and acquisitions. Distilling five powerful leadership lessons can help transform your approach to recruitment and leadership in real estate. Join this session to uncover the best practices for becoming a successful recruiter and leader in our dynamic industry today!

*Individual results will vary and there is no guarantee that your efforts will generate similar results. Results are contingent upon many factors, including but not limited to, the nature and consistency of your efforts and local market conditions.

STRIKING GOLD: HOW TO USE REALSATISFIED TO GET MORE BUSINESS

Lexi Lopez

10:00 AM – 10:50 AM

ALL; Sleeping Beauty Pavillion (Upper Level – Disneyland Hotel Convention Center)

Unlock the secrets of how to leverage RealSatisfied to generate new business! In this dynamic session, you'll discover the enhanced features that elevate your platform experience and learn how to effortlessly navigate your dashboard. Gain invaluable insights from top agents and brokers who have mastered the art of leveraging reviews to attract more business. Don't miss out on their best practices and strategies to defy mediocrity and deliver extraordinary results. Join us and start striking gold with every review!

NAVIGATING THE CHANGING LANDSCAPE: GOVERNMENT AND INDUSTRY AFFAIRS UPDATES

Becky Tallent & Caitlin McCrory

10:00 AM – 10:50 AM

ALL; North Exhibit Hall I (Main Level – Disneyland Hotel Convention Center)

Hear from Caitlin McCrory, VP of Industry Affairs at Anywhere, and Becky Tallent, VP of Government Affairs at Anywhere, on the latest policy changes impacting the real estate industry. They'll provide an insider's look at what's happening at NAR® and throughout the Administration and halls of Congress. Topics will include clear cooperation, tax reform, efforts to increase housing inventory, and much more. Come with your questions!

UNLOCKING THE MAGIC OF INNOVATION

Cassie Gallego

10:00 AM – 11:50 AM

Broker/Owner DEMO; North Exhibit Hall B & C (Main Level – Disneyland Hotel Convention Center)

Embark on a journey to discover the powerful tools and products available with the CENTURY 21 brand and how to leverage them as a brokerage leader. Join us for a workshop session focused on innovation, inspiration, and a touch of magic. Together, we'll help transform your leadership approach, embrace technology and create a storybook success for your brokerage and the use of the CENTURY 21 Product Suite.

WEDNESDAY, MARCH 26th

C21 COACHING DEVELOPMENT PROGRAM

Adam South

10:00 AM – 11:50 AM

Broker/Owner; North Exhibit Hall H (Main Level – Disneyland Hotel Convention Center)

Calling All Leaders!

Are you prepared to take your coaching skills to the next level and make a lasting impact on your agents? Join us at the C21® Coaching Development Program. This exclusive, interactive workshop offers you the opportunity to learn established techniques, exchange best practices, and hone the skills necessary to become a more effective coach. Master the art of asking powerful questions and develop strong coaching behaviors to help guide your affiliated agents towards achieving their business goals. This session is part of a 10 week, invite only program -- seats are limited!

For more details, reach out to Adam South ()

LA CONEXION

Lexi Lopez

11:00 AM – 11:50 AM

ALL; Sleeping Beauty Pavillion (Upper Level – Disneyland Hotel Convention Center)

Be inspired by top agents and leaders as they share their best practices to help you build your business within the Hispanic Market. This session will cover new CENTURY 21® marketing resources, campaigns, and much more in Spanish!

Seats are limited and available on a first-come, first-served basis. Don't miss this opportunity to connect with industry leaders and learn how to leverage their strategies to help elevate your business.

THE POWER OF AFFILIATION

Ed Barnes

11:00 AM – 11:50 AM

Broker/Owner; North Exhibit Hall D & E (Main Level – Disneyland Hotel Convention Center)

Join Ed Barnes, Managing Regional Vice President at Century 21 Real Estate LLC, for an inspiring session to hear firsthand from your peers about the incredible value of being affiliated with the CENTURY 21® brand. Discover why the CENTURY 21 brand is a leader in real estate and how the brand's reputation can help elevate your business.

BEST PRACTICES TO IMPROVE YOUR BUSINESS POTENTIAL

Tyrone Davids & Jodi Myers

1:30 PM – 2:20 PM

Broker/Owner; North Exhibit Hall I (Main Level – Disneyland Hotel Convention Center)

In today's competitive business environment, boosting your business goes beyond simply increasing sales. Discover the 7 essential building blocks to streamline operations, eliminate inefficiencies, and make strategic financial choices. Gain valuable insights to enhance cash flow, identify financial gaps, and implement data-driven strategies for long-term business sustainability.

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