

CENTURY 21

Top Agent

RETREAT

ANAHEIM — CA

# AGENT BREAKOUT SESSION AGENDA

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

## TUESDAY, MARCH 25<sup>TH</sup>

### SUPERCALIFRAGILISTIC SOCIAL STRATEGIES SIMPLIFIED WITH BRAND STUDIO AND REALSATISFIED

Cassie Gallego and Ivan Hernandez

10:00 AM – 10:21 AM

**DEMO; CENTURY 21 University Lounge**

Discover the super-simple magic of social media with the Brand Studio Auto Poster and RealSatisfied Encourage Reviews. This session will unveil spellbinding ways to automate your posts and gather impactful client feedback, enhancing your social presence.

### MAXIMIZE EFFICIENCY WITH AI: AGENT'S GUIDE TO CHAT GPT PROMPT ENGINEERING

John Reyes

10:00 AM – 10:50 AM

**Agent; Magic Kingdom 1 (Upper Level – Disneyland Hotel Convention Center)**

Want to stay ahead in the competitive real estate market but can't find the time? ChatGPT and other AI apps can help you streamline your workflow and boost efficiency—if you know how to use them effectively. Join John D. Reyes for this interactive session as he dives into AI Prompt Engineering, an innovative approach to automating and optimizing real estate tasks. Discover how to leverage AI to handle everything from content creation and social media marketing to lead follow-ups and transaction management. With the right prompts, you can cut down hours of work, enhance client communication, and optimize your business efficiency. This session can equip you with the strategies and tools to work smarter, not harder—so you can spend more time doing what you do best: closing deals.

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.

### EMBRACE YOUR OPPORTUNITITES: LEAD GENERATION MASTERMIND

Adam South

10:00 AM – 10:50 AM

**Agent; North Exhibit Hall B & C (Main Level – Disneyland Hotel Convention Center)**

What can you do to consistently generate leads in a highly competitive market? This mastermind is an opportunity to mine for diamonds-- focusing on ideas that work NOW to help your business not only survive but thrive in a changing market. Unearth hidden opportunities and polish your strategies to shine bright like a diamond.

**TUESDAY, MARCH 25<sup>th</sup>**

## **REDEFINING YOUR PURPOSE - THE HARD TRUTH ABOUT GROWTH AND TRANSFORMATION**

**Michelle Fermin**

**10:00 AM – 10:50 AM**

**Agent; Magic Kingdom 4 (Upper Level – Disneyland Hotel Convention Center)**

Growth isn't always about climbing higher, it's about breaking through the walls we don't even realize we've built. In this powerful and deeply personal session, top-performing real estate leader Michelle Fermin takes you on a journey through the unexpected challenges that forced her to redefine success, leadership, and purpose. From losing top producers to questioning whether she even wanted to rebuild, Michelle shares the hard truths about transformation, how complacency, comfort, and even confidence can quietly hold us back from reaching our full potential.

Through raw storytelling, real-life lessons, and actionable insights, she'll challenge you to take a hard look at where you are, where you want to go, and what it really takes to get there.

This isn't just another business talk...it's a wake-up call! If you're ready to level up and redefine your purpose, don't miss this session!

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## **TOP AGENT IMAGE LAB**

**10:00 AM – 11:50 AM**

**Agent; North Exhibit Hall F-J (Main Level – Disneyland Hotel Convention Center)**

Transform and Thrive: Unleash Your Potential, Elevate Your Brand! Step into a world where your professional persona is transformed and invigorated. This experience features dedicated stations for professional headshots, social media assistance and more. Imagine walking away with a refreshed, powerful image that leaves you feeling inspired, confident, and ready to dominate the real estate market. This is more than just an experience--it's a game changer. Space is limited, so secure your spot for an unforgettable transformation! [REGISTER HERE](#)



## **DEMYSTIFYING DIGITAL MARKETING WITH THE GOLDEN RULER TOOL & BOOST, POWERED BY LONE WOLF**

**Cassie Gallego and Ivan Hernandez**

**11:00 AM – 11:21 AM**

**DEMO; CENTURY 21 University Lounge**

Step into the enchanted world of digital marketing and learn how to demystify the process of creating effective social ads. With THE GOLDEN RULER® tool and Boost, powered by Lone Wolf, you'll uncover the magic of reaching the right audience, helping sellers achieve their happily ever after while you tap into hidden business opportunities for yourself.

- Understand AI Prompt Engineering and how to craft effective prompts for real estate tasks
- Create 50 scripts in 5 minutes
- Masterfully craft property descriptions with confidence

**TUESDAY, MARCH 25<sup>th</sup>**

## **BECOME A LISTING MAGNET: THE THREE LEVELS OF AWARENESS**

**Caryn Yates**

**11:00 AM – 11:50 AM**

**Agent; Magic Kingdom 1 (Upper Level – Disneyland Hotel Convention Center)**

Are you struggling to find new listings? Join us to learn how you can master the three levels of seller attraction and tap into ready-made social media posts, AI prompts, and suggested scripts to speak the language of listings!

## **PRICING SECRETS, CLIENT CONNECTIONS, AND WINNING LISTINGS**

**Brendon Payne**

**11:00 AM – 11:50 AM**

**Agent; Magic Kingdom 4 (Upper Level – Disneyland Hotel Convention Center)**

Join Brendon Payne as he helps unravel the mysteries of pricing, the art of client connections, and the secrets to success after landing a lead. Discover why perfect pricing and comps are myths, and how understanding seller motivation can give you the edge. Learn some of the effective ways to present pricing options in your listing appointment that will compel sellers to move forward with you and SIGN THE LISTING. You will discover tips on future pacing your clients for a smooth listing process that can increase your chance for more future referrals.

We all know there are times when we need to ask for price adjustments...Brendon will introduce his Powerful Reduction Conversation Framework, designed to help you correctly price properties that aren't selling. Leave excited to boost your real estate business with insights and skills that make a real difference!

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## **THE ART OF TRANSFORMATION: OBJECTION HANDLING MASTERMIND**

**Adam South**

**11:00 AM – 11:50 AM**

**Agent; North Exhibit Hall B & C (Main Level – Disneyland Hotel Convention Center)**

Join us in a mastermind to explore the mystical art of turning objections into opportunities. Dig deep into the mine for diamonds by gaining insights into understanding concerns, crafting tailored solutions, and building confidence to handle objections with ease. Discover the gems hidden within every challenge and transform them into valuable assets.

## **FROM NEIGHBORHOOD NEWS TO NEVERLAND: DRIVING ORGANIC TRAFFIC WITH LOCAL INSIGHTS**

**Cassie Gallego and Ivan Hernandez**

**1:30 PM – 1:51 PM**

**DEMO; CENTURY 21 University Lounge**

Discover how to turn local market insights into engaging stories that boost organic website traffic. With blogs and Neighborhood News, you'll create a go-to resource for clients and sprinkle in some SEO pixie dust to keep them coming back. Unlock the magic of content marketing and watch your traffic soar — no magic carpet needed!

## VIDEO MAGIC: TURNING VIEWS INTO CLOSINGS

Paul Wolfert

1:30 PM – 2:20 PM

**Agent; Magic Kingdom 1 (Upper Level – Disneyland Hotel Convention Center)**

We'll break down the magic formula for using YouTube and Instagram to help you grow your real estate business. You'll learn what works, what doesn't, and how to create videos that actually bring in leads—without needing fancy equipment or professional-level editing skills. Plus, you'll walk away with a simple, actionable plan to start making content right now. No fluff, no excuses—just real strategies to turn views into closings!

## TOP AGENT IMAGE LAB

1:30 PM – 3:20 PM

**Agent; North Exhibit Hall F-J (Main Level – Disneyland Hotel Convention Center)**

Transform and Thrive: Unleash Your Potential, Elevate Your Brand! Step into a world where your professional persona is transformed and invigorated. This experience features dedicated stations for professional headshots, social media assistance and more. Imagine walking away with a refreshed, powerful image that leaves you feeling inspired, confident, and ready to dominate the real estate market. This is more than just an experience--it's a game changer. Space is limited, so secure your spot for an unforgettable transformation! [REGISTER HERE](#)



## 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.



**TUESDAY, MARCH 25<sup>th</sup>**

## **CHART YOUR BRAND'S PATH WITH THE MARKETING DREAM TOOLS**

**Cassie Gallego and Ivan Hernandez**

**2:30 PM – 2:51 PM**

**DEMO; CENTURY 21 University Lounge**

Embark on a marketing adventure with your Dream tools — the Marketing Hub, Brand Studio, and the MoxiImpress® tool. In this demo, we'll guide you through navigating each tool's unique strengths to help you map out your marketing journey. Whether you're creating customized content or reaching new audiences, learn how to lead your brand to the next level, just like any great explorer would.

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## **TOP AGENTS TELL ALL: BREAKING FINANCIAL BARRIERS**

**PJ Louis and Lisa Cozzi**

**2:30 PM – 3:20 PM**

**Agent; Magic Kingdom 4 (Upper Level – Disneyland Hotel Convention Center)**

Get ready for an exciting session where you'll hear how Lisa Cozzi skyrocketed her revenue from \$100K to over \$1 million in just five years\*. She will discuss her system, target strategies, and established techniques for success—all without buying leads. Unlock how to break through barriers and leverage your strengths to help you achieve results in today's competitive market.

## **PHOTO OP WITH MIKE MIEDLER, PRESIDENT & CEO, CENTURY 21®**

**2:30 PM – 3:20 PM**

**TOP AGENTS ONLY; South Exhibit Hall – Main Level**

## **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.

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## WEDNESDAY, MARCH 26<sup>TH</sup>

### UNEARTH THE HIDDEN TREASURES OF AI AND SEO

Ivan Hernandez

10:00 AM – 10:21 AM

**DEMO; CENTURY 21 University Lounge**

Take your website traffic to the next level with the power of AI, SEO tips and some pixie dust! Join us for this demo as we discover a whole new world of spellbinding strategies to help buyers and sellers find the magic of YOU!

### 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!

### POWER UP YOUR CRE JOURNEY: HOW TO GET STARTED RIGHT – PART I

Randy Workman

10:00 AM – 10:50 AM

**Agent; North Exhibit Hall D & E (Main Level – Disneyland Hotel Convention Center)**

This 2-Part series will help you unlock your potential in selling commercial real estate (CRE) with the CENTURY 21 Commercial<sup>®</sup> game-changing resources to diversify your real estate offerings! Discover the power of the C21 Commercial<sup>®</sup> program and the new 21 session-course "Master Commercial Real Estate" (MCRE) program designed to elevate your confidence and skills. This is NOT your grandfather's CRE – it is a dynamic network of resources to kickstart your journey and turn your business into a thriving business. Join us and elevate your path to new heights! (After this session, DO NOT MISS Part II, where we dive into the essential next steps in selling CRE with Jason Pesola, #2 ranked by AGC CRE agent in the U.S.)

## **DOUBLING IMPACT: HOW 1% CONVERSION RATE CAN TRANSFORM YOUR REAL ESTATE REVENUE**

**Greg Harrelson**

**10:00 AM – 10:50 AM**

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

In the competitive world of real estate, even a small increase in conversion rates can lead to revenue growth. Join Greg Harrelson in a captivating breakout to discover how moving from a 1% to a 2% conversion rate can make impact in your business. Discover why in real estate, 1% is 100%. Explore the hidden secrets and unspoken truths that can turn your first "no" into a "yes." You will explore the power of effective communication, how it fosters genuine connections, ultimately driving conversions. This session will equip you with strategies and mindset that can unlock your full potential and help achieve remarkable results.

## **ENCHANTING ENHANCEMENTS: ELEVATE YOUR WEBSITE WITH BRAND STUDIO AND REALSATISFIED**

**Ivan Hernandez**

**11:00 AM – 11:21 AM**

**DEMO; CENTURY 21 University Lounge**

Be our guest as we show you how to add a little magic to your website with RealSatisfied testimonials and Brand Studio content. This demo will give you the tools and insights to become the Imagineer your website needs — creating a client experience that's truly enchanting.

## **MAXIMIZE EFFICIENCY WITH AI: AGENT'S GUIDE TO CHAT GPT PROMPT ENGINEERING\***

**John Reyes**

**11:00 AM – 11:50 AM**

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

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**WEDNESDAY, MARCH 26<sup>th</sup>**

## **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!

## **POWER UP YOUR CRE JOURNEY: HOW TO GET STARTED RIGHT – PART II**

**Jason Pesola & Randy Workman**

**11:00 AM – 11:50 AM**

**Agent; North Exhibit Hall D & E (Main Level – Disneyland Hotel Convention Center)**

Part II – In this session, be ready to dive into the lucrative world of commercial real estate (CRE)? This session for aspiring agents will provide insights to jumpstart and help accelerate your commercial business. Learn how to build market knowledge, master prospecting strategies, and implement daily routines for consistent results. Discover key habits that set productive agents apart and gain the roadmap, resources, and confidence to thrive in the competitive CRE industry. Your future in commercial real estate starts here—DON'T MISS OUT! (If you attend this session, DON'T MISS Part I, where you will learn the power of the C21 Commercial® program)

## **UNLOCKING FINANCIAL FREEDOM: THE POWER OF WEALTH BUILDING THROUGH REAL ESTATE**

**Cameron Van Klei**

**11:00 AM – 11:50 AM**

**Agent; Magic Kingdom 1 (Upper Level – Disneyland Hotel Convention Center)**

Real estate agents are in the front row of one of the most lucrative industries in the world, yet many retire broke. In this session, Cameron Van Klei will discuss ways you can leverage real estate to build wealth, gain time, and live a life of freedom and adventure. While sales are essential, owning real estate can be the real focus. Learn how to make real estate your business and unlock your financial freedom.

## **LUXURY MARKET UPDATE: THE LATEST UPPER-TIER TRENDS ACROSS NORTH AMERICA**

**Amanda Butterfield**

**11:00 AM – 11:50 AM**

**Agent; Magic Kingdom 4 (Upper Level – Disneyland Hotel Convention Center)**

Learn luxury market insights happening across North America and how they're impacting your local market. Join Amanda Butterfield to discover latest trends that can help you effectively price a property and further your credibility as an upper-tier specialist.

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