

Family Reunion Breakout Session Schedule

Tuesday, Feb. 18:

(1:30-2:45 PM)

En Español - First Time Homebuyer Seminar

- Lead unforgettable seminars that don't just inform but ignite passion in first-time homebuyers. With battle-tested best practices, elevate your seminars to can't-miss events that yield clients for life.

Price It Right Every Time

- Master home valuations and follow the model for effective client conversations to provide accurate CMAs and effective guidance to your sellers.

Party Time: Host Unforgettable Events that Wow, Connect, and Convert

- Turn every big event into a business-boosting experience! Learn how to create memorable gatherings that captivate guests, spark authentic connections, and generate a steady stream of referrals.

Dual Success: Launching a Thriving Investment Business Alongside Your Retail Venture

- Presented by KW Wealth: Build a thriving investment business while managing your retail venture. Learn to balance both ventures and create synergy for maximum growth by identifying lucrative investment opportunities, managing resources, and effectively scaling both.

Sign More Buyers with a Winning Buyer Presentation

- Convert leads into loyal buyers with an engaging presentation that showcases your expertise and market insights, highlights your unique services, and ends with them signing an agreement to work with you.

Uncover Hidden Gems: Find Off-Market Properties for Your Buyers

- Find off-market properties through relationships, local networks, and creative strategies to give your clients a competitive edge and close more deals.

Design Your Success with Commercial Specializations

- Presented by KW Commercial: Build an iconic legacy, not just a career. Dive deep into the world of commercial real estate and find the niche that resonates with your passion and prowess. Your path to unparalleled success starts with the perfect fit.

Farm Like a Pro: Learn How to Take 50% Market Share with Geographic Farming

- Become the go-to expert in your area. Use proven models and conversations to select and nurture a geographic area, build your reputation, and generate leads.

Maximize Time and Client Relations as a Solo Agent

- Learn strategies for time management, task automation, and personalized communication to enhance client experiences and increase efficiency as a solo agent.

The ONE Thing with Jay Papasan

- What does it mean to focus on your ONE Thing? Discover actionable strategies top agents use to manage time effectively, focus on the 20% that drives results, and accelerate business growth. Work smarter, not harder.

FSBO & Expired Listings: Turn Cold Inventory into Hot Sales

- Turn FSBOs and expired listings into YOUR listings, from opening the conversation, having the listing appointment, and signing an agreement.

Boost Your Social Media in Just 10 Minutes a Day

- Just 10 minutes a day can increase brand awareness, drive traffic, and attract potential clients through targeted content and effective calls to action.

Forge Agent Relationships with the Needs Analysis and Six Consulting Conversations

- Join us to forge meaningful relationships with the most successful agents in your market. Discover how to apply the Needs Analysis and the Six Consulting Conversations to address agents' needs, demonstrate your value proposition compellingly, create lasting connections, and attract top talent.

Luxury Forum

- Presented by KW Luxury: Make the most of a luxury business with lessons learned from MAPS Coaches and Leaders, Successful Events, and International Luxury Business.

Build an Empire by Serving Investor Clients

- Serve investor clients by identifying opportunities, offering ROI insights, and fostering long-term relationships. Guide new and experienced investors toward profitable deals that align with their financial goals.

Career Visioning Lite

- Discover the power of Career Visioning systems to lead your business through every ceiling of achievement. Career Visioning is more than training -- and embodies who we are at KW. Come and discover how you can apply its proven models for growing organizations at any level.

Turn Tenants into Buyers and Landlords into Sellers Through Property Management and Leasing

- Supercharge your real estate business with strategic property management and leasing. Discover powerful tactics to attract new buyer and seller leads while optimizing your revenue, streamlining expenses, and crushing your financial goals.

Micro Events: Go Small to Go Big

- Enhance networking and conversion through innovative, intimate events. Transform micro-events of small gatherings into client conversion opportunities. Learn effective models and conversations to build lasting relationships and convert clients.

Get Online Reviews to Gain Trust and Close More Clients

- Get proven models and conversations and learn the steps to generate glowing reviews, strengthen trust, and secure new clients

Brand Workshop: Elevate Your Real Estate Brand from Ho-hum to Oh Wow!

- Everyone has a brand identity created by accident or action. Take action with the 4 essentials to create your own brand identity that highlights your value, reputation, and trustworthiness.

Win the Morning, Win the Day

- Set yourself up for success each day with a focused, efficient 3-hour work plan that drives real results in less time. Learn techniques to prioritize tasks, streamline workflows, and maximize productivity within a 3-hour workday.

Get the Price Reduction to Sell the Listing

- Price reduction conversations are necessary to attract buyers and get the listing sold. Use relevant market data, an empathetic view on pricing concerns, and purposeful communication to ease the path to price reductions every time.

Revive Stale Listings and Get Them Sold!

- Learn the effective strategies of adjusting pricing and marketing tactics and repositioning the property's appeal to breathe new life into stagnated listings and get them sold.

The Productivity Coach's Guide to Creating New Cappers

- Calling all Productivity Coaches! Transform new real estate agents into successful pros by exploring effective training, goal-setting practices, and motivational tools. Join us to enhance your coaching skills, boost your agents' productivity, and drive productivity for your Market Center.

Achieve Breakthrough Success in Your ISA Career

- Are you an ISA or OSA? Learn from the best! Explore the strategies, mindset, and habits that propel ISAs and OSAs to all new heights.

Survive and Thrive in Your Solo Business

- Thrive as a solo agent by mastering your schedule, building a standout brand, and leveraging growth opportunities to elevate your business.

Grow a Database to Earn More Than Ever

- Grow your database like a boss, ensuring no opportunity slips through your fingers. Follow the tactics of agents who have mastered their database to attract a consistent flow of leads and business.

Niche Farming: Target and Convert Your Ideal Demographic

- Explore the power of specializing in a specific demographic or niche market. Farm a demographic/niche that resonates with your own interests and expertise, engage in conversations that inspire, and transform leads into loyal clients and referral partners.

KW Cares: Fundraising for Impact and Community Support

- Learn how KW Cares raises funds to support associates in need. Explore fundraising strategies, success stories, and ways to contribute. Whether organizing a fundraiser or donating, gain tools to make a lasting impact and embrace KW's culture of caring. The best practices shared during this session can be leveraged into any fundraising effort by a Market Center or Region when supporting other nonprofits in their communities.

Tuesday, Feb. 18:
(3:15-4:30 PM)

Critical Conversations in Real Estate with Phil M Jones

- Words matter! Equip yourself with these powerful conversation frameworks and techniques to convert more clients by knowing what to say and ask at the right time.

Build a Standout Online Brand

- Create consistent, compelling content and engage effectively with your audience to establish a recognizable, relatable brand that drives loyalty and engagement.

Paid Internet Marketing: Generate Clicks to Get and Convert More Clients

- Boost your lead generation and business growth through paid online leads. Learn how to design and execute ad campaigns, targeting the right people, staying within the right budget, optimize performance, and convert leads to clients.

KW Communities Roundtable: Find Your Tribe to Transform Your Business

- With so many options of real estate, finding your community can be the game-changer you're looking for. Uncover the KW Community that resonates with your interests and ambitions and watch for transformative growth.

Culture That Sticks: Building an Office Culture People Never Want to Leave

- At KW, our culture is vital for attracting and retaining talent. A vibrant office fosters loyalty, making us a long-term home. Leadership must actively nurture this culture to ensure KW remains the preferred brokerage for committed individuals. Join us to discover effective strategies.

Get More Done with the GPS, 411, and 30-60-90

- Get more done with KW's tools for success: GPS, 411, and 30-60-90 tools to set clear objectives, track progress, and boost productivity for maximum business success.

Limitless Growth with the 10 Recruiting Sources and World-Class Training Calendar

- Accelerate your Market Center's growth. This session will empower you with the methods and conversations for endless growth. Uncover the ten most powerful recruiting sources to fuel your growth and learn how to craft a world-class training calendar that appeals to top talent. Join us to secure a pipeline of exceptional agents to transform your Market Center.

Exit Ready: Tailoring Your Exit Strategy from the Real Estate Business

- Exit real estate on your terms while maximizing business value. Plan your ideal retirement with a customized exit strategy for your real estate business. Explore options like selling, succession, or gradual retirement, aligning your strategy with personal goals for a smooth transition.

All In on KW Tech: A Vision for the Future

- Technology is your leverage, and holds the key to a thriving future for everyone in our industry, especially as you look to maintain your competitive edge while protecting your bottom line. Discover how KW technology will help you earn your unfair share in the years ahead.

Attract \$150M Per Year in Repeat and Referral Business

- Achieve real, sustainable growth in your business by mastering key skills, attracting clients, and building systems that work. Increase referrals, dominate a niche market, and differentiate yourself from the competition. Streamline your business for higher profitability, more freedom, and a balanced life—ultimately working less while earning more and building long-term success.

Kickstart your Gross with the G5 Growth System

- Commit to agent growth in 2025 by matching your actions to your goals. Get the whole team involved and plug into the systems that work - weekly calls, tracking results, community support, etc. See the success some Market Centers are already having with G5.

Market Center Financials for MCAs

- Understanding your Market Center's financials is an ABSOLUTE MUST for every MCA. Learn how to protect your profitability, understand your P&L, and help lead your Market Center forward in your any financial climate.

Multifamily Mastery: A Real Estate Agent's Guide to the Basics

- Presented by KW Commercial: Discover the tools and strategies to thrive in the multifamily real estate market. In this focused session, we'll break down the key differences between residential and commercial multifamily properties, dive into deal analysis, and reveal expert insights on financing, underwriting, and valuation.

Agent Daily Playbook: How Top Teams Structure Success

- Learn how top teams optimize agents' daily schedules to enhance productivity and achieve results. Discover best practices in time management, goal setting, and task prioritization to create a structured routine that drives performance.

Cracking the Code: Playbooks to Attract High-Net-Worth Clientele

- Presented by KW Luxury: Discover innovative strategies to attract and engage affluent clients through targeted networking, marketing, and personal branding. Ideal for agents looking to embark on or expand their presence in the luxury real estate market.

Win More Listings with a Menu of Services that Includes Creative Financing and Renovation Tools

- Presented by KW Offerings: Learn strategies, MOFIRs, and impactful tools that win more listings. Tap into your database and consumers with a Menu of Services and options such as cash offers, buy before you sell, concierge, and other programs to take market share. Position yourself as the ultimate “go-to” resource, enhancing your reputation, and accelerating your success.

Craft and Communicate a Compelling Value Menu for Sellers

- Learn options for a strategic “menu of value” that resonates with sellers. Package your product or service offerings in a way that highlights your value, addresses sellers’ unique needs, differentiates you from competitors, and maximizes seller engagement and success.

Be the Bank: Uncover the Wealthy’s Secrets to Financial Success

- Presented by KW Wealth: Learn the wealth-building strategies the wealthy use to elevate your financial game and achieve long-term success. Think like a bank, leveraging investment techniques, and financial planning that can transform your financial future.

Uncover Hidden Gems: Find Off-Market Properties for Your Buyers

- Find off-market properties through relationships, local networks, and creative strategies to give your clients a competitive edge and close more deals.

Mindset, Mission, and Purposeful Connections: Keys to Success for Agents Under 30

- Presented by KW Next Gen: Discover how mindset and a clear mission drive success in any market. Learn strategies for staying focused, resilient, and connected to your mission, no matter the market conditions. Strengthen purposeful relationships to fuel growth, unlock new opportunities, and build lasting success.

Get the Price Reduction to Sell the Listing

- Price reduction conversations are necessary to attract buyers and get the listing sold. Use relevant market data, an empathetic view on pricing concerns, and purposeful communication to ease the path to price reductions every time.

Get Buyers Off the Fence

- Knowing the words that move people into action faster with you than without you is the key to getting buyers off the fence. Learn what to say and when.

Fix the Break: Consult Your Admin to Their Best Opportunity

- Implement strategies to mend and revitalize strained relationships with your admin. Learn practical techniques for open communication, rebuilding trust, and addressing past issues. Navigate challenging conversations and foster a positive working dynamic to restore harmony and productivity.

Media Magnet: Convert Radio & TV Exposure into Client Gold

- Elevate your brand and drive results with broadcast media. Amplify your reach with effective media strategies using radio and TV to attract clients. Follow proven models to build a media presence, craft compelling messages, and leverage interviews and ads to gain clients.

Win More Listings with Creative Financing and Renovation Tools

- Presented by KW Offerings: Learn strategies, MOFIRs, and impactful tools that win more listings. Tap into your database and consumers with a Menu of Services and options such as cash offers, buy before you sell, concierge, and other programs to take market share. Position yourself as the ultimate “go-to” resource, enhancing your reputation, and accelerating your success.

MC Culture

Build a Big Business and Big Life with the Empire Building Podcast

- Join the dynamic hosts of the Empire Building Podcast as they reveal the keys to thriving in both business and life. This powerhouse session will dive deep into proven strategies for balancing career growth with personal health and family commitments, while still achieving extraordinary results in real estate.

click the link or scan the QR code to directly open the KW | Events page!

<https://events.kw.com/event/family-reunion-2025/agenda>

Family Reunion Breakout Session Schedule

Wednesday, Feb. 19:

(1:00 - 2:15 PM)

Get Buyers Off the Fence

- Knowing the words that move people into action faster with you than without you is the key to getting buyers off the fence. Learn what to say and when.

The Art of Pricing and High Stakes Negotiating in the Luxury Market

- Presented by KW Luxury: Learn advanced pricing and negotiation techniques to close high-value luxury deals, navigate complex transactions, and position listings competitively to sell quickly. Assess market trends, set attractive prices, and adjust precisely to meet the expectations of luxury clients with confidence.

Turbocharge Your Agent Referrals and Convert with Confidence

- Tap into agent referrals by turning connections into clients. Learn effective models for building a strong referral network and engaging conversations that inspire trust. Cultivate relationships and turn referrals into successful transactions.

Lights, Camera, You: Capture Your Spark on Camera for Social Media Impact

- Transform yourself into a camera-ready social media powerhouse! Discover best practices to infuse your unique personality and style into your content along with the secrets for recording professional quality videos that captivate the market.

Top 10 Tax Strategies to Save You \$\$ in 2025

- Presented by KW Wealth: Make your money work smarter, not harder. Protect and expand your hard-earned wealth and amplify your savings through savvy tax strategies and deductions. Your future net worth will thank you!

thetwentypercenter: Wisdom from Jay Papasan

- Become a Twenty Percenter, the top 20% in Real Estate, with motivation and inspiration from author, Jay Papasan.

Protect Your Real Estate Business from Cyber Threats

- Cybersecurity is not just an IT issue—it's essential to building trust and protecting your business. Stay vigilant and take action to protect your clients, your data, and your reputation in an increasingly digital world.

The MCA's Guide to Leading Market Center Staff

- Elevate your leadership skills as an MCA. Discover effective strategies and practical tactics for leading your team with confidence and clarity. Explore how to foster a collaborative culture, enhance communication, and align your staff's efforts with your Market Center's vision.

Increase Your Real Estate Income Through Mortgage

- Enhance your career and secure your income by positioning yourself at the center of every transaction. Leverage the most groundbreaking and transformative initiative in real estate history—an essential strategic move for OPs and Agents seeking to elevate their success.

1031 Exchange: Your Best Tool to Get Listings

- Presented by Real Estate Planner: The greatest value a real estate agent can bring is the elimination of capital gain tax. Learn how to calculate cost basis and capital gains tax so you help your client keep more money and build generational wealth. Also discover how to double your business with two transactions from one client and earn a seat at the table with the wealthy by providing solutions to their biggest problem.

Unlock the Secrets to Success with Mega and Indie Recruiting

- Level up your Market Center's growth with this session designed to provide you with step-by-step strategies and conversation frameworks to recruit mega agent teams and independent brokerages. Learn how to cultivate deeper relationships and implement long-term strategies that resonate with these high-impact recruits.

Maximize Your ISA Team's Productivity

- Take your ISA/OSA team from part-time to full-time with systems that propel your return on investment. Amplify your team's productivity and profit, while creating a team environment that allows everyone to thrive.

Golden Letters: Get Clients Through Mail

- Sending the right letter at the right time leads to listings every time. Learn what to say, how to send, and conversion ratios in different markets.

Retain Top Talent with the KPA Personality Assessment

- Master the traits of the KPA to handpick the future of your business. In this session, you will learn how to decode KPA traits and apply your knowledge to deliver personalized coaching and motivation to fortify your retention.

20 Lead Generation Hacks and Tactics to Triple Your Business in 2025

- Unlock the secrets to exponential growth in 2025. Jason and Cody will reveal proven lead gen methods used by our most productive agents. These actionable strategies will equip you with the knowledge and skills to achieve unprecedented results for years to come.

The Path is in the Math for Operations Professionals

- Harness data to track performance and make informed decisions. Discover effective tracking systems, key metrics analysis, and actionable strategies to enhance efficiency, productivity, and profitability with data-driven insights.

Mastering the 3 Pillars of Successful CEOs

- Excel in the three essential pillars of leadership—vision, people, and money. Discover how to create a compelling vision, attract top talent, and implement financial strategies that drive growth in your real estate business.

Secure More Listings with Proven Lead Generation Tactics

- Need more leads and listings? Discover actionable, results-focused lead generation strategies to help you secure more listings. Implement effective tactics from digital marketing and social media to optimize referral networks and local outreach.

The MREA Org Model Demystified: From a Solo Business to a Level 4 Team

- Build to a profit margin, not an organization chart. Grow from solo agent to leading a small but mighty team following the Organizational Model of the Millionaire Real Estate Agent. Discover the most effective team structures and compensation models.

Build an Empire by Serving Investor Clients

- Serve investor clients by identifying opportunities, offering ROI insights, and fostering long-term relationships. Guide new and experienced investors toward profitable deals that align with their financial goals.

Agent Daily Playbook: How Top Teams Structure Success

- Learn how top teams optimize agents' daily schedules to enhance productivity and achieve results. Discover best practices in time management, goal setting, and task prioritization to create a structured routine that drives performance.

RED Talks for Agents, Hosted by MAPS Coaching

- Gain tips from the best of the best. Experts will share their models, systems, and hacks in 6-minute short talks. It's speed dating for best practices in all things real estate!

Build a Standout Online Brand

- Create consistent, compelling content and engage effectively with your audience to establish a recognizable, relatable brand that drives loyalty and engagement.

Boost Productivity in Your Solo Business with Virtual Tools, Automation, and Leverage

- Streamline your business operations and achieve more in less time using virtual tools and task automation.

Leadership Session

- For All Leadership

Hospitality Power Play: Harnessing High-Impact Real Estate

- Presented by KW Commercial: Explore evolving hospitality-driven real estate trends and learn strategies for high-impact investments. Discover innovative development, revenue-boosting amenities, and how hospitality and lifestyle intersect to maximize portfolio value.

The Productivity Coach's Guide to a Transformative Training Calendar

- This breakout session is designed specifically for Productivity Coaches eager to accelerate their agents' success. Learn how to craft a dynamic training calendar that combines timeless industry principles with timely market strategies, enabling new agents to get into producing quickly. We'll explore best practices for scheduling, content curation, and program delivery that keep your training both relevant and impactful.

Party Time: Host Unforgettable Events that Wow, Connect, and Convert

- Turn every big event into a business-boosting experience! Learn how to create memorable gatherings that captivate guests, spark authentic connections, and generate a steady stream of referrals.

The KW Leadership Opportunity

- KW Leadership careers can take many paths. What could yours look like? Hear from the top leaders in the company on what their paths looked like, what skills they built, and what drove their success!

Wednesday, Feb. 19:

(2:45 - 4:00 PM)

Navigate the New Era of Industrial Development

- Presented by KW Commercial: Stay at the forefront of industrial real estate. Discover the transformative trends revolutionizing the sector, fueled by technological advancements, shifting market demands, and evolving regulations. Uncover emerging opportunities, navigate challenges, and adopt winning strategies to excel in this fast-evolving landscape.

Lead Like Gary: Harness the Power of Servant Productivity Leadership

- Everyone is always leading, and everyone is always following. The trick is learning how to lead and how to follow to get the most out of life. Gary wrote this as a gift for everyone who wants to master succeeding and leading.

The Power of Career Visioning

- Discover how to build a high-performing real estate team by leveraging Keller Williams' proven Career Visioning process and the Keller Personality Assessment (KPA). From understanding the KPA's key metrics to mastering interview best practices, you'll gain the tools and confidence to make more informed hiring decisions.

The KW Profit Share Ownership Effect

- KW Profit Share is a gold mine. Are you tapping into it? Learn to authentically convey the unmatched value of KW's proposition, unlock profit share's immense wealth-building potential, and gain insights about your ownership stake in KW.

Build a Culture of Learning and Giving to Drive Growth in Your Market Center

- Presented by KW Next Gen: Build a Market Center culture grounded in learning, growth, and community impact. Hear from leaders who've empowered their teams, prioritized agent success, and made giving back a daily practice. Discover actionable strategies to create an environment where agents thrive and community connections flourish.

AI (Artificial Intelligence): The Best Assistant Ever

- AI can be a game-changer, providing tools that streamline processes, improve customer service, and drive better business decisions. AI can support you with lead generation, marketing, market analysis, enhanced property viewing, pricing right, and negotiations.

Command MC for MCAs

- Master Command MC with this timely session. Learn how to efficiently manage agent transactions, ensure compliance, and streamline your workflow with in-depth training on Command MC's features, supporting your agents at a higher level than ever before.

Negotiation Mastery: Strategies to Win Every Deal

- Be the best negotiator to get your buyers the best deal for them. Tricks and tactics to win every negotiation.

The MREA Org Model Demystified: From a 4th to a 7th Level Team

- Lead your team to its ultimate potential as a 7th-level team owner following the Organizational Model of the Millionaire Real Estate Agent. Explore the proven pathways of team structures that empower the future leaders of your organization while you seal your lasting legacy.

Hacks to Lead Generate When You Don't Feel Like It

- Real estate is a contact sport. Come learn the habits and hacks to doing the lead generation on the days it's the hardest.

Convert Open House Visitors into Clients with Proven Strategies & Winning Conversations

- Unlock the full potential of your open houses! Learn strategies to transform every open house into a lead-generating powerhouse. Set up unforgettable events, master conversations that resonate with buyers, and execute follow-up techniques that close deals.

Optimize Your Pre-Listing Packet to Close Sellers

- Enhance your chances of securing listings with a well-crafted pre-listing packet that establishes you as a trusted advisor. Learn the essential components to include, such as market analysis and value propositions that address seller concerns and increase your conversion rate.

Purpose-Driven Success: Aligning Goals with Your "Big Why"

- Discover strategies to connect your goals to a meaningful purpose, boosting motivation and achieving impactful results. Learn how to define and integrate your "Big Why" into your daily actions.

Social Media Celebrity: Becoming the #1 Team Through Instagram

- Discover the advantages from being active on Instagram. Use this powerful platform for building visibility, connecting with potential clients, and showcasing properties and neighborhoods. Get started now with tips and best practices.

Maximize Income through Ancillary Business Partnerships

- Presented by KW Wealth: Learn how to identify lucrative ancillary business opportunities—such as home warranties, mortgage brokerage, property management services, and more—while forging collaborative relationships that differentiate you from the competition. Maximize your income potential by leveraging these alliances, positioning your business for sustainable growth in an ever-changing real estate landscape.

Wealth Through Wellness: Alternative Lead Generation That Works!

- Presented by KW Wellness: Generating new leads from the exciting world of wellness-focused strategies that can help you expand your reach and build a thriving business of new clients and referrals.

Paid Internet Marketing: Generate Clicks to Get and Convert More Clients

- Boost your lead generation and business growth through paid online leads. Learn how to design and execute ad campaigns, targeting the right people, staying within the right budget, optimize performance, and convert leads to clients.

Be the Expert on Real Estate Trends for 2025

- Stay ahead of the curve in today's market. Discover the latest trends in home design, architecture, and technology in order to stand out and thrive in real estate right now.

KW Cares: Leading the Way in Providing Support to our KW Family through Grants and Assistance

- KW Cares provides critical support to Keller Williams associates due to a sudden emergency. Learn the variety of ways KW Cares can help associates and their dependent family members when they are suffering from the effects of a tragic accident, a heartbreaking medical diagnosis, are the victims of a natural disaster, and more.

Global Luxury Markets: Unlock Opportunities and Strategies Expanding Your Reach

- Presented by KW Luxury: Enter the lucrative world of global luxury real estate. Learn about emerging trends, key opportunities, and actionable strategies to attract affluent clients, navigate international markets, and build a successful global luxury portfolio.

Master a MOFIR to Achieve \$1M GCI in 12 Months

- Create and implement a Make Offer For Immediate Response (MOFIR) to attract potential clients, drive immediate results, and achieve your ambitious financial goal of reaching \$1 million in gross commission income (GCI) within a year.

Design Winning Compensation Structures for Teams & Admin

- Build a dedicated and loyal team with compensation structures that motivate and retain top talent. Explore models for rewarding agents and administrative staff, balancing performance-based pay, salaries, and bonuses to drive results and foster loyalty.

Listing Presentations that Win the Deal

- Master your listing presentation to build trust, address seller concerns, and showcase your unique value proposition. Gain actionable strategies that differentiate you from competitors and win the listing.

Close More Buyer Deals with Ten Powerful Conversations

- Close more buyer clients by building trust, preempting objections, and guiding buyers toward confident decisions while strengthening relationships with these ten conversations.

Niche Farming: Target and Convert Your Ideal Demographic

- Explore the power of specializing in a specific demographic or niche market. Farm a demographic/niche that resonates with your own interests and expertise, engage in conversations that inspire, and transform leads into loyal clients and referral partners.

High-Conversion Lead Flow: The Best Way to Distribute Leads to Your Team

- Empower your team and boost overall performance with smarter lead distribution to maximize conversion rates. Match leads with the right team members, create accountability, and implement systems that turn opportunities into closed deals.

Get More Listings Using the Strategies of Top Teams

- Gain insider knowledge from top-performing real estate teams on how they consistently secure more listings and drive success. Walk away with actionable insights to implement in your own business.

Transform Your Market Center at Your ALC Retreat

- Is your Market Center's ALC a source of untapped opportunity? Learn how to get the most out of your annual ALC retreat to build team cohesion, establish high standards, and set a productive tone for the coming year.

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Family Reunion Breakout Session Schedule

Thursday, Feb. 20:

(10:30 - 11:45 AM)

Revive Stale Listings and Get Them Sold!

- Learn the effective strategies of adjusting pricing and marketing tactics and repositioning the property's appeal to breathe new life into stagnated listings and get them sold.

Increase Your Real Estate Income Through Mortgage

- Enhance your career and secure your income by positioning yourself at the center of every transaction. Leverage the most groundbreaking and transformative initiative in real estate history—an essential strategic move for OPs and Agents seeking to elevate their success.

From Zero to Hero: Agents Who Transformed Their Business in Just 90 Days

- Discover the game-changing strategies that took agents from zero to hero in record time! Learn about the highs, lows, and breakthrough moments that turned challenges into big wins. Whether you're in your first year or looking to revitalize your business, this session provides the roadmap to making any year a standout success!

The Golden Handoff: Buying and Selling of Real Estate Businesses

- Understand the art and science of buying real estate databases and teams. Key strategies for valuation, negotiation, legal considerations, and operating post-acquisition. Ensure a smooth transition that preserves value and client relationships.

Unlock the Power of Your Database: Drive Repeat Business, Referrals, and Growth!

- Supercharge your business by transforming the people you know into loyal clients who bring referrals and repeat business. Amplify your reach and build lasting, profitable connections.

Retail Rebound: What It Means for Your Commercial Real Estate Business

- Presented by KW Commercial: Capitalize on the evolving retail landscape and its impact on commercial real estate. Explore trends, shifting consumer behaviors, and emerging opportunities that influence investments, leasing strategies, and property values.

Recruiting Workshop: Create Your Team Recruiting Playbook

- This is a master class in team recruiting—from sourcing top-tier talent to showcasing the unique value you bring. Walk away with a recruiting playbook and new perspectives on how to position your team as a “can’t-miss” opportunity for top talent. Join us and revolutionize the way you recruit, hire, and onboard the very best in the industry.

Unlocking Neighborhood Insights: Drive Sales with Development Knowledge

- Elevate your real estate expertise and client trust by understanding neighborhood and housing developments. Identify growth areas, analyze new and upcoming developments, and use neighborhood trends to attract buyers. Gain strategies to position yourself as a local market expert, guide clients effectively, and close more deals in high-demand areas.

Recruit and Retain the Perfect Assistant

- Get relief to focus on what you're best at. Find, hire, and retain the perfect assistant to support your business. Discover recruitment techniques, interview skills, and retention models to build a productive partnership for long-term success.

Newsletter Magic: Build Trust, Drive Sales, and Keep Clients Engaged

- Every agent should have a newsletter. Master models, show value, and implement calls-to-action that drive engagement and client acquisition.

Elevate the Art of the Luxury Client Experience from Transactions to Lasting Relationships

- Presented by KW Luxury: Shift from transactional interactions to relationship-driven connections by creating memorable client experiences that foster loyalty and long-term business growth.

RED Talks for Agents, Hosted by MAPS Coaching

- Gain tips from the best of the best. Experts will share their models, systems, and hacks in 6-minute short talks. It's speed dating for best practices in all things real estate!

Hacks to Lead Generate When You Don't Feel Like It

- Real estate is a contact sport. Come learn the habits and hacks to doing the lead generation on the days it's the hardest.

Your Network is Your Net Worth: Building Success with Those You Know

- Presented by KW Land: Grow your real estate business and increase your net worth by building a strong network. Discover how to deepen relationships, create new opportunities, and drive success through the people you already know.

Micro Events: Go Small to Go Big

- Enhance networking and conversion through innovative, intimate events. Transform micro-events of small gatherings into client conversion opportunities. Learn effective models and conversations to build lasting relationships and convert clients.

Master the Art of the Luxury Client Experience from Transactions to Lasting Relationships

- Presented by KW Luxury: Shift from transactional interactions to relationship-driven connections by creating memorable client experiences that foster loyalty and long-term business growth.

Where to Invest Your Money Now

- Presented by KW Wealth: Earn more from your investments with fewer headaches starting today. Our expert panel will share which opportunities you should pay attention to right now and will provide insider tips to maximize your returns without adding complexity. Walk away with clear, actionable strategies to stay ahead of the market and boost your bottom line.

A Taste of Onward BOLD

- Whether you've taken BOLD or are considering taking BOLD, this Onward BOLD Lite session will reveal what's new in this exciting and powerful new version, including the Ten Truths to live a fulfilled life by design.

Negotiation Mastery: Strategies to Win Every Deal

- Be the best negotiator to get your buyers the best deal for them. Tricks and tactics to win every negotiation.

Lead Gen Essentials for ISAs

- Industry-leaders of top ISA and OSA teams reveal tried-and-true conversation models to keep your sales funnel overflowing and convert more leads.

Value² Workshop: Win More Clients with a High-Impact Value Proposition

- Value is at the heart of all businesses because all businesses are an exchange of value. You determine the value that you provide and your clients determine how valuable it is to them. Learn to communicate your value effectively to win clients.

Sign More Buyers with a Winning Buyer Presentation

- Convert leads into loyal buyers with an engaging presentation that showcases your expertise and market insights, highlights your unique services, and ends with them signing an agreement to work with you.

Streamline Operations for Greater Efficiency

- Optimize your business operations by implementing effective systems. Discover strategies for automating tasks, organizing workflows, and eliminating inefficiencies to boost productivity and drive growth.

Secure More Listings with Proven Lead Generation Tactics

- Need more leads and listings? Discover actionable, results-focused lead generation strategies to help you secure more listings. Implement effective tactics from digital marketing and social media to optimizing referral networks and local outreach.

Get More Listings Using the Strategies of Top Teams

- Gain insider knowledge from top-performing real estate teams on how they consistently secure more listings and drive success. Walk away with actionable insights to implement in your own business.

Design Winning Compensation Structures for Teams & Admin

- Build a dedicated and loyal team with compensation structures that motivate and retain top talent. Explore models for rewarding agents and administrative staff, balancing performance-based pay, salaries, and bonuses to drive results and foster loyalty.

Thursday, Feb. 20:
(1:45 - 3:00 PM)

Protect Your Market Center Data from Cyber Threats

- Cybersecurity is not just an IT issue—it's essential to building trust and protecting your business. Stay vigilant and take action to protect the agents in your Market Center, your data, and the Market Center's reputation in an increasingly digital world.

Boost Your Business with Key Strategies for New Construction and Builder Partnerships

- Unlock new construction opportunities to expand client offerings and boost sales. Gain insights on builder contracts, marketing developments, and negotiation strategies to confidently guide clients through new builds, strengthen builder partnerships, and grow your business.

Staging on a Budget: Affordable Physical & Digital Strategies

- Discover practical, low-cost staging techniques for optimizing a home's presentation and utilizing digital tools to create compelling online listings without breaking the bank.

Unlock the Power of Your Database: Drive Repeat Business, Referrals, and Growth!

- Supercharge your business by transforming the people you know into loyal clients who bring referrals and repeat business. Amplify your reach and build lasting, profitable connections.

The Future of Luxury Real Estate: Embracing Tech & Elevating Experiences

- Presented by KW Luxury: Discover strategies for securing luxury listings, serving high-end clients, and marketing premium properties. Leverage technology, create standout experiences, deliver luxury service across all price points, and thrive in the evolving luxury real estate market.

Boost Passive Income with KW Wealth

- Presented by KW Wealth: Leverage KW Wealth's strategies to build long-term income streams, manage investments, optimize your portfolio, and grow your wealth.

Get Online Reviews to Gain Trust and Close More Clients

- Get proven models and conversations and learn the steps to generate glowing reviews, strengthen trust, and secure new clients.

Grow a Database to Earn More Than Ever

- Grow your database like a boss, ensuring no opportunity slips through your fingers. Follow the tactics of agents who have mastered their database to attract a consistent flow of leads and business.

Farm Like a Pro: Learn How to Take 50% Market Share with Geographic Farming

- Become the go-to expert in your area. Use proven models and conversations to select and nurture a geographic area, build your reputation, and generate leads.

Optimize Your Pre-Listing Packet to Close Sellers

- Enhance your chances of securing listings with a well-crafted pre-listing packet that establishes you as a trusted advisor. Learn the essential components to include, such as market analysis and value propositions that address seller concerns and increase your conversion rate.

70,000 Followers on Instagram

- Discover the advantages from being active on Instagram. Use this powerful platform for building visibility, connecting with potential clients, and showcasing properties and neighborhoods. Get started now with tips and best practices.

Convert More with Persuasive Economic Conversations

- Leverage current market conditions to engage potential sellers and convert them into listings. Discover techniques to create energy, build confidence, address concerns, and turn market dynamics into opportunities.

Master Your Role as an Operations Professional

- Streamline processes, manage teams, and optimize efficiency as an operations professional. Discover practical tools and strategies to enhance your performance and career, drive meaningful impact, and become an invaluable asset to your organization.

Work the Media: Elevate Your Real Estate Brand Through Effective PR Strategies

- In a competitive market, visibility is key. Explore how agents elevated their brands by using media relations to share impactful stories and position themselves as industry experts. Hear from agents who have successfully leveraged media coverage by crafting compelling narratives, building relationships with reporters, and navigating the dos and don'ts of public relations.

The Science of Success: Learn from Gary's Proven Models

- Life is all about making choices and success is about making smart choices. The Quantum Leap models and systems enabled Gary Keller to make smart decisions and find repeated success with Keller Williams Realty International. These models and systems can help you adopt the perspectives and habits to maximize your potential.

Grow Your Client Base with High-Impact B2B Referral Strategies

- Unlock a steady flow of clients by building powerful B2B referral partnerships. Learn the proven models and conversation techniques to convert business connections into valuable referrals. Establish and nurture profitable relationships that drive sustainable growth and mutual success.

Convert Open House Visitors into Clients with Proven Strategies & Winning Conversations

- Unlock the full potential of your open houses! Learn strategies to transform every open house into a lead-generating powerhouse. Set up unforgettable events, master conversations that resonate with buyers, and execute follow-up techniques that close deals.

Sponsored by: Oakley

Success Secrets of Young Professionals Making Their Mark as 30 Under 30

- Presented by KW Young Professionals: Unlock your leadership potential and learn from the rising stars in real estate. Implement proven strategies to grow your influence, build high-performing teams, and create a lasting impact in real estate and beyond.

Build a Loyal Social Media Fanbase

- Create consistent, compelling content and effectively engage your audience to establish a recognizable, relatable brand that drives loyalty and engagement.

Door Knocking Strategies that Deliver Results

- Build relationships with face-to-face interactions and generate local leads like a pro. Target neighborhoods and craft the perfect opening line to not have the door slammed in your face, build trust and turn homeowners into clients.

Sell More with Showing Specialists

- Agents and their showing specialists can handle more showings and close deals faster by adopting best practices for training, managing, and leverage.

Price It Right Every Time

- Master home valuations and follow the model for effective client conversations to provide accurate CMAs and effective guidance to your sellers.

click the link or scan the QR code to directly open the KW | Events page!

<https://events.kw.com/event/family-reunion-2025/agenda>