

## September 2023 - Office Meeting

**Office Event schedule and links at [www.executiveagent.net](http://www.executiveagent.net)**

### **Mastering CORE Listing Machine and Design Center Workshop**

- This Thursday 12:30-1:30 Kent Island Office
- Monday September 25<sup>th</sup> 1:00-2:00
- This powerful tool enables you to customize digital and print marketing materials, automate listing marketing projects, track the resulting leads and more. It all happens in one place – inside MAX/Tech power by kvCORE.
- Key features of CORE Listing Machine & Design Center accessed through the marketing tab inside MAX/Tech powered by kvCORE, the CORE Listing Machine & Design Center includes hundreds of designs, including luxury options.

### **Real Estate Back to Basics on Lead Generation and Conversion**

- Mondays September; 11<sup>th</sup>, 18<sup>th</sup>, 25<sup>th</sup> and Oct. 2<sup>nd</sup> 10:00-12:00 live in Severna Park
- 4 unique power sessions plus hands on workshops on using KV Core.
- Topics include, but are not limited to, lead generation and conversion strategies, SOI and lead engagement, overcoming objections and effective communication.

### **MD Realtors Annual Convention Sept. 19-21<sup>st</sup> @ Maryland Live, Hanover**

- Information and registration at [www.mdrealtor.org](http://www.mdrealtor.org)

### **Bras for the Cause October 2nd 5:30-9:30 at Twain's Tavern, Pasadena**

- **We need a volunteer bra model. Talk with Melissa Olason**
- Join us for a fun-filled evening! Buffet included. Cash bar.
- 10th Annual “uplifting” FUNdraiser to build hope, awareness and “support” to women who are living with breast cancer in Anne Arundel County

### **October Office Meeting**

- Severna Park Office and via zoom, Tuesday October. 17<sup>th</sup> 11-12
- Kent Island Office and via zoom, Tuesday October. 17<sup>th</sup> 2-3

**September Anniversaries:** Chessie Calloway 1 Year, Todd Young & Jennie Reed 3 Years, Lisa Quinn 6 Years, Gail Hardesty 9 Years, Bev Locantore 12 Years, Ed White 14 Years, Krista Green 16 Years.

**September Birthdays:** Krista Green & Nathan 9/6, Kim Mills 9/13, Chuck Blanton 9/18, Matt Webb 9/21, Tonya Young 9/24, Lisa Quinn 9/27, Jackie Shea 9/27

## Program

<https://www.nar.realtor/magazine/real-estate-news/8-real-estate-trends-influencing-your-business-now>

<https://www.nar.realtor/magazine/real-estate-news/home-buyers-say-this-is-their-magic-mortgage-rate>

ChatGPT an AI Generated real estate descriptions at <https://easylisting.info/>

<https://mdfloodmaps.net/map/> good tool to look up MD flood zones

### Testimonial Tree & Keepingcurrentmatters.com

**Printer updates:** Tuesday September 19<sup>th</sup>, we will be updating the printer software and configuration. After the update you will need to uninstall the current printer drivers and install the new package for. Visit [www.executiveagent.net](http://www.executiveagent.net) after the 19<sup>th</sup> for instructions and link for download. Staff in each office will also be able to assist you. Please get this done on your first office visit after the 19<sup>th</sup>. This update should resolve any slowness around printing.

### Showing Services and use of Unlicensed assistants.

- Only agents from RE/MAX Executive may show property to your buyer clients.
- Use of an outside service or agent from another brokerage is not permitted per MREC.
- They have issued fines of up to \$5000, this includes to agents holding open houses staffed with unlicensed assistants that answered questions.
- An unlicensed person may not “Discuss the attributes or amenities of a property, under any circumstances, with a prospective purchaser or lessee.” Per MREC

### Max Tech Core Listing Machine & Design Center now active. Demo and workshops on schedule

- Automated packages for Listing Marketing Material
- Custom Listing Kits with lifecycle triggers like Sold and Coming Soon
- Automated postings to social media and more.
- Create print products to print at home, at the office or with a vendor.

### New RE/MAX sign options available along with updated Brand Standards

Download the new Graphics and Standards guide [HERE](#)



### Market Update