Training FN
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Agenda

8:00 am

Registration (Arrival tea and coffee to be served) Lyon Lobby 1

9.00 am

Opening Address, Lyon

First National Real Estate Chief Executive, *Ray Ellis*

9.15 am

Speaker 1 - Martin Lakos, Division Director Macquarie Wealth Management

Economic Update

Martin Lakos has been one of Macquarie's leading media spokespeople for more than 15 years, being a regular economic and market commentator on all major Australian networks as well as CNBC Asia and Bloomberg.

Martin will go through the following topics during this session:

Why should consumers buy or sell now rather than "tomorrow"
Key points to include in your listing and sales presentations
A general understanding of what drives the Australian economy
Key pertinent facts on the Queensland economy.

10:00 am

Speaker 2 - James Williams, Sales Coach, JW Coaching

Getting paid what you're worth and protecting your fee

In this session, James will discuss some of the major issues that prevent agents from being paid what they are worth. Changing our perspective from seeing our professional fees as an expense to seeing them as an investment. We also learn a powerful strategy for overcoming typical objections and breaking down winning words to help you safeguard your fee. James will also briefly discuss listing appointment methods as well as winning phrases on mastering the art of communication.

11:00am - Morning Tea, Lyon Lobby 1

11.20am

Speaker 3 - Jonathan Clover, Principal, First National Genesis

Triggered Prospecting

During this session Jonathan will cover the following topics:

Remove the ups and downs from your business and set it on an upward path. Prospecting triggers will assist in ensuring that prospecting actions are carried out throughout the selling process. Follow this strategy and every listing should generate another two!

Takeaways:

Creating engaging prospecting material
Establishing effective prospecting triggers (template examples provided)
Knowing what to say and why to say it (concept based dialogue training)
Identifying listing streams.

12:20pm

Speaker 4 - Tara Christianson, Digital Strategist, REA Group

Expand Your Digital Footprint

Learn how to have a bigger impression on each of the most popular online channels for audiences aged 19 to 90, with simple guidelines and examples to help you focus your content strategy and expand your profile. Walk through the process of planning, developing, and scheduling content, as well as the various options accessible to you based on your available resources. Learn which evergreen content – not just listing and sold/leased! – can keep you and your brand in the spotlight.

1:15 pm - Lunch, Lyon Lobby 1

2:00pm

Speaker 5 - Stephen Toms, AI Marketing Leader, The Toms

Getting more out of ChatGPT

Stephen has trained over 9,500 marketers, sales teams and leaders from over 35 countries. Working with some of the world's best known brands to drive growth and impact from their digital and marketing efforts.

You know AI is important. You've probably started dabbling with ChatGPT and perhaps it's even helped you write some property listings and emails. Great start. But you are probably wondering: What now? In this session, we'll take you beyond the surface tips and hype and show you exactly how to get more out of ChatGPT. From asking the right questions to tapping into it's powers to cruch reports and generate

insights and even training it to talk like you; you'll walk away with plenty of new skills to save you time and dial up your efficiency.

3:00pm

Speaker 6 - David Holmes, Director/Auctioneer, Holmes Auctions

Mastering Auction Processes

Originally from Melbourne, David experienced the art of auctioneering first-hand in general auctions prior to moving into property sales and auctioneering. David's career progressed to become the Chief Auctioneer for LJ Hooker Australia nationally and ultimately the owner of Holmes Auctions. David, a highly sought after independent auctioneer works across SE QLD, Northern NSW and the ACT.

David will discuss the following topics throughout this session:

Auctions don't work... handling the biggest and main objections
Auction – the platform for scaling your future business
Auction Listing hacks.

4:00pm to 5:30pm - Drinks and Canape's, **Lyon Lobby 1**

DRESS CODE:

Dress: Business casual

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Registration

Registration

Please register your attendance by clicking on the button below:

Register Now

Please contact Carter Baxter for further information at training@firstnational.com.au or call 03 9418 9111.

Accommodation

For members who require accommodation at the Sofitel Brisbane Central book your room by clicking on the button below:

Book Accommodation

A special corporate RATE of $275 per night has been provided for all members. This rate will expire on 13 September.

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Sofitel Brisbane Central

Access & Transport

Central Station, Railway station (2 escalators from lobby) access: 100m

Roma Street Station, Railway station access: 2.8km

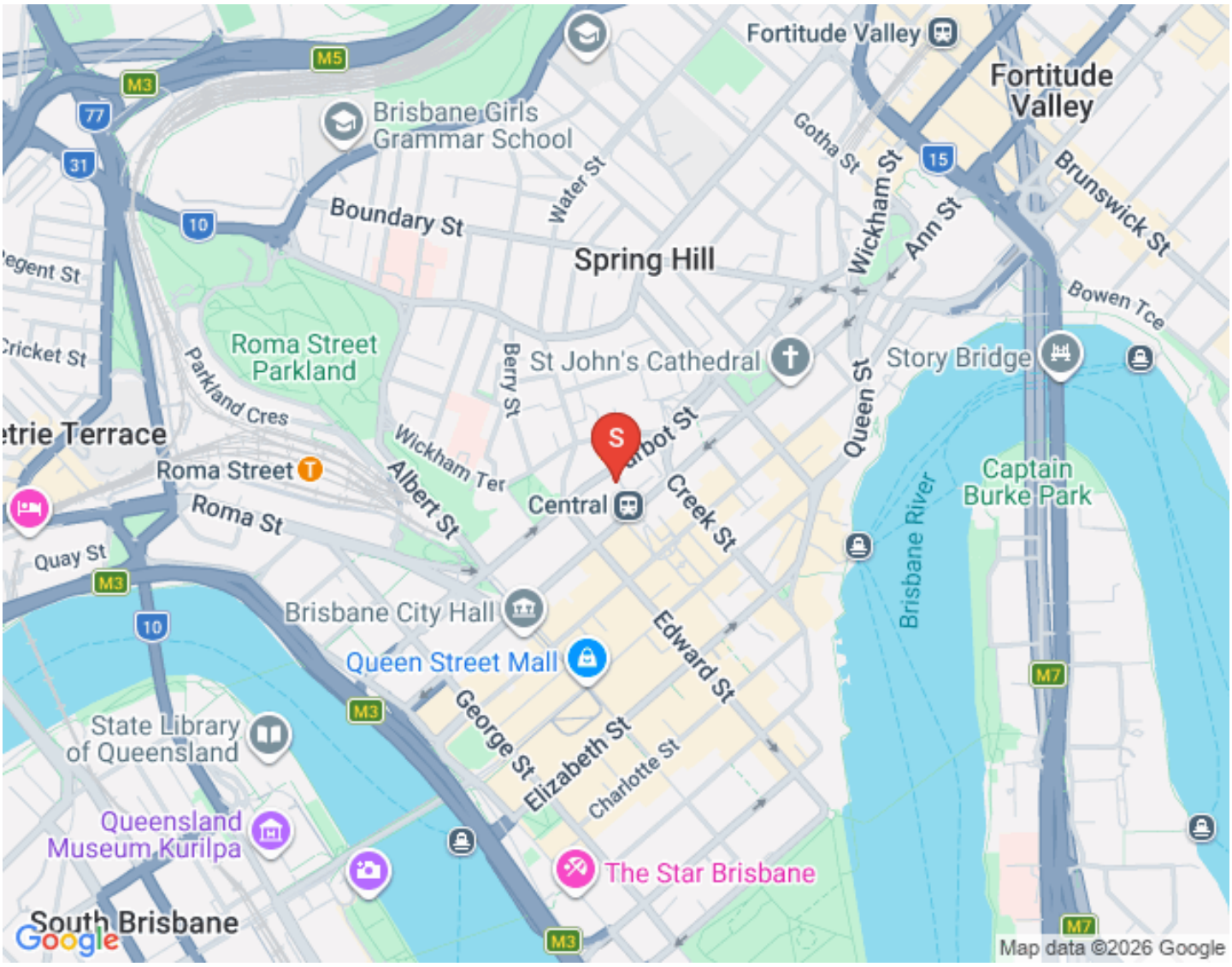
Parking

Brisbane Sofitel - underground $47 for the day at Sofitel subject to availability

Cornerstone parking , 310 Anns Street - $40 per day booking online / $75 per day if pay on the day – 6:30am to 6:00pm (can leave after 6pm)

Secure Parking - 179 Turbot Street Car Park - 6:00am to 6pm

Wickham Terrace Car Park - Wickham Terrace & Turbot Street - 24 hours


Fortitude Valley
Fortitude Valley
Brisbane Girls Grammar School
Boundary St
Water St
Spring Hill
Gotha St
Wickham St
Ann St
Brunswick St
Bowen Tce
Roma Street Parkland
Parkland Cres
Berry St
St John's Cathedral
Story Bridge
Queen St
Wickham Ter
Albert St
Roma Street
Roma St
Central
Creek St
Captain Burke Park
Brisbane River
Quay St
Brisbane City Hall
Queen Street Mall
Edward St
George St
Elizabeth St
Charlotte St
State Library of Queensland
Queensland Museum Kurilpa
The Star Brisbane
South Brisbane
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Speaker Profiles

Ray Ellis



CEO, First National Real Estate

Ray Ellis is **CEO of the First National Real Estate network** and industry stalwart. An experienced businessman across many industries with the emphasis on change management. As CEO Ray leads a team that continually reinvigorates the Network changing the dynamics for practitioners of real estate.

Martin Lakos

Division Director Macquarie Wealth Management



Martin Lakos has been one of Macquarie's leading media spokespeople for more than 15 years, being a regular economic and market commentator on all major Australian networks as well as CNBC Asia and Bloomberg. Known for his ability to clearly explain complex economic issues and market trends, Martin is passionate about a broad spectrum of issues and can confidently address an extensive range of topics – from big picture macroeconomics and current trends, to interest rates, investor strategy and what's happening in key global markets.

He frequently gives presentations or facilitates panel discussions at conferences around Australia, providing a personalised approach to the key issues facing a specific industry group or business. His financial career spans 40 years, having started on the Australian Stock Exchange trading floor in 1979 and he has held roles in Macquarie since 1994, including heading up the Asia institutional sales desk. He was appointed a Division Director of Macquarie Bank in 2006. When he is not addressing conferences or the media.

Martin is a senior investment adviser with Macquarie, advising clients and their families on a full range of wealth strategies. He also devotes his spare time to not-for-profit groups and is a board member for The George Gregan Foundation. He spent nine years on the Juvenile Diabetes Foundation corporate fund raising committee with three as chairman and has emceed at the Gala Ball event.

James Williams



Sales Coach, JW Coaching

James Williams is a high performance sales coach from Adelaide, Australia. James began his career honing his skills in direct sales and as a door-to-door salesman. He first ventured into Real Estate in 2005 starting out as a Receptionist in a successful Adelaide agency. After quickly climbing the ranks from a Buyer Manager to a Property Consultant, he became a founding partner in Harris Real Estate. He later worked as the Trainer for the Harris team which ignited his passion for coaching and training. In 2015, James started his own company, JW coaching, and has since worked alongside hundreds of individuals and agencies, helping them to exceed their targets and achieve their goals.

James possesses instinctive people skills, an approachable demeanour and a comprehensive knowledge of sales and life coaching practices. Cited by his clients as a high energy, authentic and genuine coach who will get into the trenches with you to 'sweat it out in practice, so you don’t bleed in battle'.

Jonathan Clover



Principal, First National Genesis

Working within his father's real estate agency since the age of 16, Jonathan has done most roles within a real estate office including pushing a mop and broom around, analyzing marketing and property trends, managing client engagement...

"My dad owns a real estate office in Canada, my grandfather started what became the largest agency on Vancouver Island at the time, my uncle runs one of the largest commercial real estate agencies in British Columbia... it's a genetic disorder in our family" Jonathan remarks.

"A lot of people ask me why I am in real estate?" Jonathan says the answer is simple, "Aside from my faith and family there are 3 things that get me up in the morning. I love meeting and helping people, I value our shared community, and I am passionate about property. This is the perfect industry for me!"

The last decade has seen Jonathan progress from a business consultant within the real estate and business broking industry to the WA /NT State Manager of First National Real Estate, Australia's largest group of independent real estate agents, and now being Director and Sales Coach of his very own First National Real Estate Office.

Tara Christianson



Digital Strategist, REA Group

Tara Christianson is realestate.com.au's Digital Strategist with a background in residential real estate and a first-hand knowledge of the power of the online world. Tara regularly presents at industry events on technology trends, online content and digital strategies. She also works with individual businesses to ensure they're utilising available technologies to their best advantage. Tara's passions lie in enhancing the efficacy of online profiles, harnessing the power of reviews, offering ways to create and continue relationships online, simplifying a digital strategy into something that's immediately actionable, and empowering real estate professionals with the tools they need to succeed in their businesses.

David Holmes



Director/Chief Auctioneer, Holmes Auctions

Originally from Melbourne, David experienced the art of auctioneering first-hand in general auctions prior to moving into property sales and auctioneering. David' s career progressed to become the Chief Auctioneer for LJ Hooker Australia nationally and ultimately the owner of holmes. Auctions, a highly sought after independent auctioneer team working across SE QLD, Northern NSW and the ACT.

David’ s quick wit and calm, yet conversational style of auctioneering, set s buyers at ease and enables agent s to achieve the best possible result s for their vendors.

In addition to being a winner of the 2021winner of the Auctioneer of the Year award, he has been a three times finalist and has called thousands of auctions.

Auctioneering is his passion as evidenced by the calibre of clients.

Stephen Toms



AI Marketing Leader, The Toms

Steve’s career started in education before moving into Digital in 2014. As General Manager of a Global Sports Marketing Agency, Steve advised some of Australia’s biggest sporting brands and clubs on the marketing opportunities that AI, technology and automation bring. Today, he works with some of the world’s most innovative brands - including REA, NAB & Twitter to upskill their sales, marketing and leadership teams in digital tools, technology and strategies for better outcomes and growth. Having trained over 9,500 business leaders and marketers, in over 20 countries, Steve understands how to bring workshops to life and make your learning stick. Known for his high energy, positive style and down-to-earth advice you can be sure his session will be motivating and full of practical ideas to implement.

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PowerPoint Presentations

Click here to view PowerPoint Presentations