



powered by



September 2019

Today's Schedule:

9am - 9:30am
Meet and Greet
Enjoy Breakfast

9:30 am-10:00 am
Breakfast Presentation Sponsored by
Kayla Shafer, Home Warranty America

*NOTE: We will have six different topics presented today, four different times.

You will need to decide which four of those topics you would like to sit in on. Browse this handout now to review the topics and speakers.

10:00 am - 11:15 am - Presentation #1

11:30 am-12:15 pm - Presentation #2

12:30 pm - 1:00 pm - Lunch Presentation by
Piper Knoll

1:00 pm - 2:15 pm - Presentation #3

2:30 pm - 3:15 pm - Presentation #4

Throughout the day look for the POWER UP BOOTH in the entrance area sponsored by CharterWest Mortgage Center. Here you can charge your phone, take a breather, ask technology questions and grab a snack.

Stick around after to grab a drink, discuss topics and network!



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Amy Dritley
CharterWest Bank Mortgage Center
402.650.8631



Tech Summit Committee Member
Jamie Johansen
Nebraska Title Company
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Tech Summit Committee Member
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Tech Summit Committee Member
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LUNCH PRESENTATION: RPAC & YPN

Presented By:

Piper Knoll
Madison & Company Properties
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After several years in the insurance industry, Piper realized that selling homes, rather than insuring them, was much more up her alley and she earned her real estate license in 2005. Piper decided that she could offer much more to her clients by being part of a team, and in 2011 she joined the best team in Denver, The Knoll Team. Piper has led the charge perfecting our Team's systems and processes over the years, helping our buyers and sellers navigate their real estate transactions extremely well-prepared and with ease! She truly believes knowledge is power and looks forward to every opportunity to meet with clients and educate them on the Denver market and the home buying and selling process.

Piper began volunteering with the Denver Metro Association of Realtors and quickly discovered that leadership and agent development was a passion for her. Over the years, she has served in numerous leadership roles, the most exciting being part of the National Association of Realtors Young Professional Advisory Board. She loves connecting with industry leaders across the country and sharing skills and experience with her clients and peers. She also serves a Director for the National Association of Realtors and has been awarded the YPN Realtor of the Year for Colorado.

It's hard to believe that real estate is Piper's second favorite job, but it is. Her favorite job is being mom to 2 amazing young ladies, with whom she spends her non-working hours with. Additionally, she is a rabid baseball fan and really loves to cook (mostly delicious) food!

RPAC-

Sterling R, President's Circle & YPN Pledge Participant

YPN-

2019 Vice Chair, NAR YPN Advisory Board

2015 Colorado Young Professional Realtor of the Year

WELCOME!

Your OABR YPN Committee has created this event to educate the real estate industry on new technology that will help your business! Six topics will be covered in a small one-on-one setting to help you activate and excite your business.

You will need to choose four of the six topics to listen in on today, all of which are featured in the handout. You may know a little, a lot or nothing about the topic but we hope you walk away with more knowledge than you came with.

This is an open discussion; so after the formal presentation on the topic, feel free to contribute your feedback, experiences and questions.

Your Tech Summit Committee has been working very hard for several months to put this event together so if you see them today make sure to thank them:



Tech Summit Committee Member
YPN Committee Chair
Mindy Kidney
Re/Max Results
402.926.9928



Tech Summit Committee Chair
Camilla Knapp
Nebraska Home Sales
402.609.8465





PRESENTED TOPIC: FACEBOOK GROUPS

Presented By:

Amy Dritley
CharterWest Mortgage Center
402.650.8631
adritley@charterwest.com

Amy D, is the Business Development Manager for CharterWest Bank Mortgage Center where she specializes in growing the referral business conducted within her Loan Officer team. She grows the Mortgage Center's exposure by coordinating classes and events for the real estate community.

Dedicated to being involved and giving back, she has been in the real estate community for 3.5 years, in which she has been awarded the 2018 Outstanding Affiliate Award by the REALTORS® Association of Lincoln and also the 2018 Outstanding Service Award Strategic Partner Award by Women's Council of REALTORS® Omaha Network.

Known as a 'Networking Wiz', Amy has been growing her business exposure via Facebook for several years. She has also been running Facebook Groups with great response since 2015. She attended a Summit in Vegas in June of 2019 where several top producers raved about their business growth by implementing Facebook Groups into their business strategy and is excited to share the knowledge and input with you today.

Facebook Groups:

- Free - Public - Private - Closed
- You can create anything you want
- You control who is in the group
- You can control the conversation
- Pick a group of consumers you'd like to target and start inviting them
- Group members get notifications and tag alerts
- Downside: you can't boost or advertise your group

PRESENTED TOPIC:

Show For Me

Presented By:

Mike Tesnar
Show For Me
402.509.7271
info.showforme@gmail.com



Mike Tesnar was born and raised in Grand Rapids, Michigan. After graduating from the University of Michigan, Mike joined the Real Estate industry with 10 years of sales experience in different industries including mortgages, call centers, and wholesale home goods. Mike's passion for real estate started when he invested in his first property in 2005. He moved to Omaha to start a family and now enjoys much of his free time with his 3 kids and loving wife.

Mike with his wife Natasha created a new technology called SHOWforME in the Image of Uber but for Real Estate Agents. Now an agent can go on vacation with peace of mind and still show homes to their clients without having to pass their business over to someone else. SHOWforME enables Real Estate Agents to hire a licensed Showing Assistant for a fee...not splitting commissions.

Show For Me Mobile App:

- Agents can now enjoy uninterrupted free time with family and friends!
- It works like Uber - Agents can send a Showing Assistant from your own brokerage to show homes for a flat fee.
- All Showing Assistants are Licensed Real Estate Agents.
- Follow on your apps GPS to know that your Showing Assistant will arrive on time.
- Receive feedback and rate your Showing Assistant after they are done.



PRESENTED TOPIC: Facebook 202; Boosting & Ads

Presented By:

Angie Thiel
Berkshire Hathaway HomeServices
Ambassador Real Estate
402.990.4386
angie.thiel@bhhsamb.com

Angie is a wife of 31 years to her loving husband and Veteran Ed Thiel. She is a mom of three amazing grown sons who are living their best lives.

Angie is an Associate Broker licensed in Nebraska and Iowa.

She has the following designations; Real Estate Investment Specialist, Certified Real Estate Negotiator and New Home Specialist.

Her motto is "if you're not having fun, you're doing it wrong."

Angie has moved 32 times in her life and is not quite sure she is done yet.

She loves bringing fun things to her clients and friends by way of social media. She finds it to be the best way to bring information to the masses without interrupting their day. This, along with personal messages and calls, has helped launch her career to the next level.

Facebook Boosting:

- Allows you to reach people outside your sphere
- Allows you to easily invite people to like your business page
- Use on your business page only
- Insight into page statistics
- You set the budget, from \$5-\$500!

PRESENTED TOPIC: bsafe; Never walk alone



Presented By:

Camilla Knapp
Nebraska Home Sales

402.609.8465

camilla.knapp@gmail.com

Camilla (think Pamela) Knapp, has a diverse background that serves her well in Real Estate. She currently holds MPR designation as well as AHWD certification. She speaks a couple of languages, not all are useful in Omaha, Nebraska. She has ownership in a smaller brokerage and with that has her hand in a lot of aspects of the business and it's development. She attended Dana College in Blair, NE with a degree in Education back when dinosaurs roamed the earth.

She was born and raised in Sweden, (yes Europe) and came to Nebraska in 1990. She fell in love with the people and the land, and ended up making it her home. A few years later she found a man that captured her heart. They have two beautiful girls who are now all grown up. Her husband introduced her to country music and Nebraska football while she introduced him to gourmet cooking. Together they have moved/relocated a lot for his career. She has practiced Real Estate in multiple states and that has given her valuable skills. They continue to enjoy traveling and spending time with friends and family, but love to be back in Nebraska!

When it comes to Real Estate, she personally pledge to serve her friends, neighbors, and clients with honesty, integrity, and competence.

bsafe

- Keep yourself safe and alert others when you're by yourself or on a showing
- Activate the SOS button by voice or touch
- Activate a Fake Call to get out of a situation
- Activate Follow Me with GPS tracking to let others know where you are

PRESENTED TOPIC: Ripl & Postagram



Presented By:

Mindy Kidney
RE/MAX Results
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Mindy is proud to be a second generation REALTOR®! She has over 20 years experience working in the real estate industry. In her first year of selling real estate, she received the Top Outstanding New Associate award with over 30 transactions.

She consistently exceeds the industry average and has earned the CRS, ABR and MRP designations. She's involved on the local and state level serving on committees to work alongside her colleagues to create opportunities for mutual growth & promote property owner rights. She works tirelessly not only to provide the best service in the industry but to inspire a high level of professionalism and collaboration with her peers.

Mindy is our OABR 2019/2020 YPN Chair.

Ripl:

- Bring life to your social media posts
- Turn photos into moving slides with music
- Use templated videos to create fun holiday posts
- Upgrade to a \$9.99/month subscription to remove the Ripl logo and brand it to your company

Postagram:

- Snap, Address, Send!
- Create a keepsake postcard from a photo taken at closing
- Card mails directly from the app
- Cost starting at \$2.00



PRESENTED TOPIC: Instagram

Presented By:

Rebecca Donatelli
McDowell Homes Real
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Rebecca Donatelli, ABR, SRS, is a residential agent and team lead of The Rebecca Donatelli Team with McDowell Homes Real Estate Services in Cleveland, Ohio. She was honored in REALTOR® Magazine's 2019 class of 30 Under 30, and was voted a Top REALTOR® in Northeast Ohio by Cleveland Magazine in 2018 and 2019.

In addition to running her team, Rebecca owns RCD Seminars & Consulting, a speaking and consulting company where she travels around the country to speak about utilizing social media for your Real Estate business. Rebecca sits on the Lake & Geauga Area Association of REALTORS® Board of Directors, and is the chair of their Young Professional Network Committee.

She has been featured in a webinar hosted by [realtor.com](https://www.realtor.com) as a top producer with a large following on Instagram, a "Real Estate Influencer" by The Residential Specialist, and was featured in an article for ReminderMedia as one of three agents crushing it on Instagram.

Instagram

- Building your online brand
- Generating leads via IG
- Turning those leads into sales/money



Today's Event Sponsored By

BREAKFAST SPONSOR



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POWER UP SPONSOR



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Thank You

To all our
sponsors
presenters
committee members
volunteers

and

The Mark!