MASTER LOGIN
1800032332
emarketing@firstnational.com.au

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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 Room

First National Real Estate Chief Executive, *Ray Ellis*

9.15 am

Speaker 1 - Chris Helder

Circle of Influence

In a real estate landscape that is forever changing the one thing that humans crave is connection. More now than ever before individuals want to find common ground with the people that they do business with. Commonality is key to connecting. Finding the common ground, common threads that bind us. This presentation outlines the four key steps to building those connections of influence with others whom we wish to transact with and build relationships that create experiences for life.

10:00 am

Speaker 2 - Tom Panos

2023 Scripts and Dialogues

A changing market is the best opportunity for an agent like yourself to grow your market share, increase your commission, and build clients for life. Scripts and dialogues are simply telling the truth efficiently. Never use 1,000 words when 50 will do. Learning outcomes include:

How to get better fees
How to get more appraisals
How to realign values
How to get more buyer offers
How to close more deals.

11:00am - Morning Tea, Lyon Lobby 1

11.15am

Speaker 3 - Cameron Kusher, Director of Economic Research / Josh Wilson, Growth Specialist REA

Realestate.com.au – National Property Seeker Report & QLD Economic Update

In this session, we will cover the key market trends and insights that relate to the current economic climate and then we will take some time to explore the journey of a buyer and seller. What do today's buyers and sellers look like? What motivates people at each stage of the journey and how this can support your interactions?

Property Seeker is one of the largest property surveys in Australia, with over 350 questions asked of more than 6,000 Australians.

12:15pm

Speaker 4 - Lee Woodward

Claiming Doors

Do you have a solid lead generation plan in your business? This session is an excellent opportunity to understand what works when converting community prospects into listings. Claiming doors is Lee Woodward's latest prospecting plan that discusses the following deliverables:

- What calls to make to which data tribes and what to say?
- Send able items as a connection point
- Mastering the prospecting sequence
- Warming up the data
- Words & Concepts for getting in the claimed door.

1:15 pm - Lunch, Lyon Lobby 1

2:00pm

Speaker 5 - Daniel Spencer

Mastering Vendor Management In A Tough Market

Learning outcomes include:

Beginning your vendor management in your listing presentation:
The structure of price setting the listing to sell
Pre-campaign Meeting & Essential Agenda items
Pre-framing scenarios and price feedback
Buyer feedback that works

Your vendor communication rhythm and cadence
The negotiation event every vendor goes through
Negotiating the process not just the substance of the deal
Closing the tough deals.

3:00 pm - Afternoon Tea, Lyon Lobby 1

3:15pm

Closing Address

Kat Davidson, Comedian

Your all in for a treat! To end an epic day you will be joined by Kat who has 24 years comedy experience, brilliant stories and keeps the laughs coming, no matter who is in the audience?

Seeing Kat Davidson on stage is like visiting an old friend you haven't met yet. She's shared the stage with the world's best comics (Stephen K Amos, Steven Wright, Dave Hughes to shamelessly name drop a few), tamed a shed full of drunk miners, kept a 17-year marriage off the rocks and is currently being parented by her five-year-old.

Kat brings a fresh and intelligent view to her comedy. She tackles relationships, observations and random events with equal passion and her unique storytelling ability takes her audience along with her for the ride.

4:00pm to 6:00pm - Drinks and Canapes, Cuvée Bar Sofitel

WHAT TO WEAR?

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 has been provided for all members. This rate will expire on 16 May.

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Sofitel Brisbane Central

Wednesday 31 May

9:00am - 4.00pm followed by drinks and canapes from 4:00pm to 6:00pm

Access & Transport

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

Roma Street Station, Railway station access: 2.8km

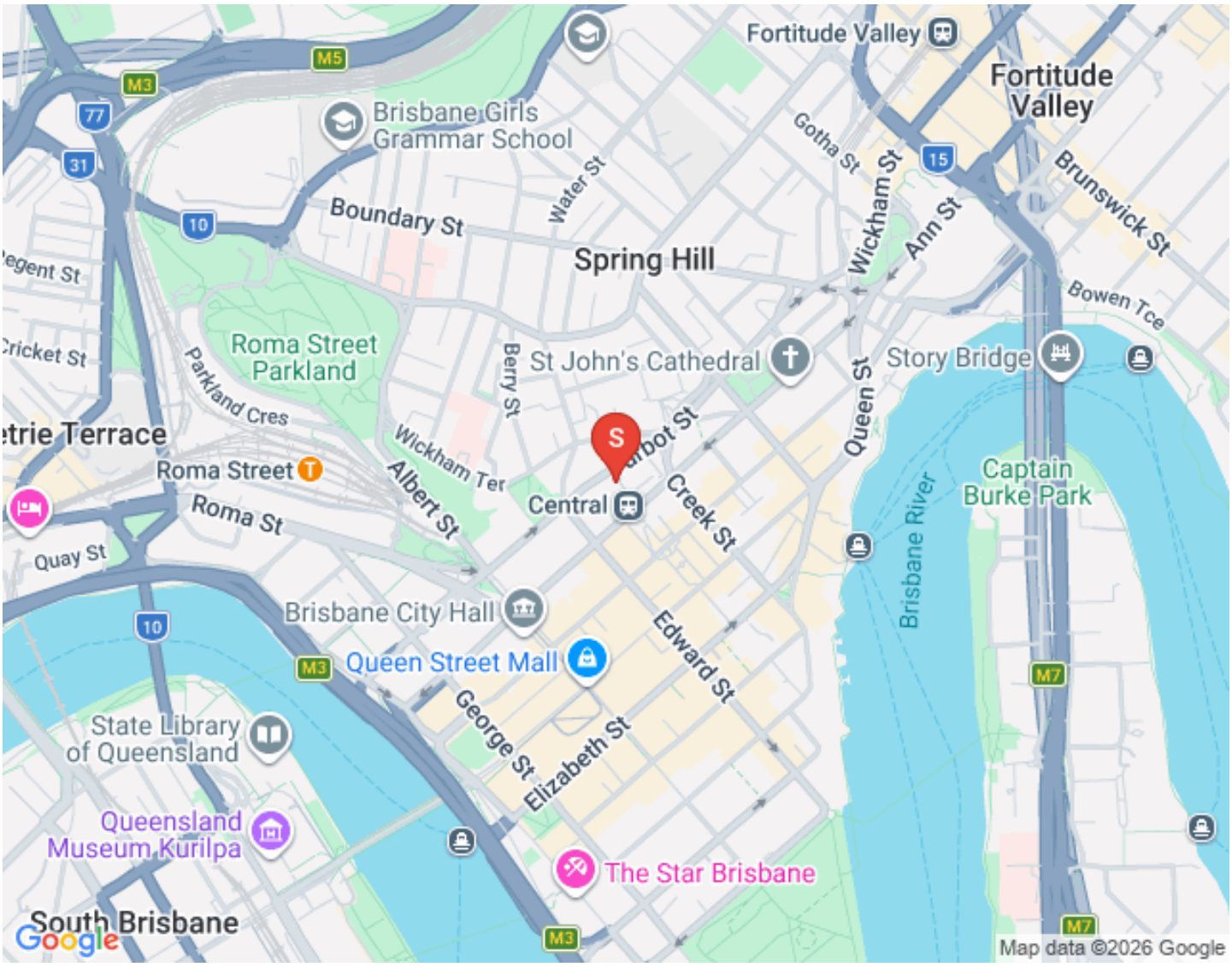
Parking

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
State Library of Queensland
Queensland Museum Kurilpa
The Star Brisbane
South Brisbane
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Speaker Profiles

Chris Helder



Chris Helder is a world class keynote speaker and master storyteller. Chris' presentations give individuals and organisations the tools to make a simple shift in their thinking to gain greater clarity on achieving goals. Chris brings with him an abundance of energy, humour and the ability to quickly connect with the audience. He has been a professional speaker for 19 years and has done over 2,500 presentations around the world. He is the author of four best-selling books:

- Useful Belief - one of the highest selling Australian business books of all time
- The Ultimate Book of Influence - which has been published in five languages
- Cut The Noise - which is about achieving better results in a world of distraction
- The Simple Shift - How Useful Thinking Changes The Way You See Everything

Tom Panos



Tom Panos needs no real introduction. He is widely recognised as an influencer and the 'go-to coach' in the real estate industry.

Many of the highest-performing agents ranked in the REB Top 100, and?Million Dollar Agents?across Australasia?have been through this training programs including the Real Estate Gym? (www.realestategym.com.au). ?

Tom Panos has been immersed in real estate for over 30 years. Starting from when he?opened his own real estate office at the age of 22. He is still one of the most sought-after auctioneers in Sydney's Inner West.

The agent's Tom has coached have been able get massive results in a short amount of time because Tom has first-hand experience as a real estate business owner and sales agent.

In addition, he uses evidence-based techniques from his Master's degree in Management (Coaching Psychology) to train agents.

Cameron Kusher



Director of Economic Research

Cameron is the Executive Director of Economic Research at REA Group. He has worked in several areas of the property sector throughout his career and has more than 15 years of experience working as a property market analyst in both the residential and commercial fields.

Cameron's experience spans valuations, property development, development consulting, commercial property research as well as residential property research. Through his work, Cameron has gained a thorough understanding of property market fundamentals across demographics, trends, and economics, making him a widely sought-after commentator and presenter on property market conditions and emerging trends.

Prior to joining REA Group, Cameron spent more than 11 years at CoreLogic where he was the Head of Research for Australia. Cameron has vast experience in both written and verbal communication and is seen as a thought leader on housing market trends as well as broader economic trends, particularly those that impact the housing market.

Josh Wilson



Growth Specialist

Josh Wilson is a seasoned growth specialist with a proven track record of driving business success. As a key member of the REA Group team, Josh works closely with national sales teams and corporate groups to help them achieve their growth objectives.

With over a decade of experience in sales and marketing, Josh has a deep understanding of the strategies and tactics required to build a high-performance organization. He has worked with companies of all sizes, from small startups to large multinational corporations, and has a unique ability to tailor his approach to meet the specific needs of each client.

Lee Woodward



Launching his real estate career in 1992, Lee catapulted his way to the top 2% of sales agents in the country within his very first year. Breaking multiple industry records in compressed time, he quickly captured the attention of the nation. Vocally passionate about real estate and the people who, like him, have chosen to make it their profession, Lee set his sights early in his career on enhancing the professionalism within the industry to such an extent that consumer perception of real estate agents would dramatically improve. He accomplished his mission through the delivery of strategic training, systems and solutions that specifically targets the needs of real estate agents and enables them to connect more effectively with their customers. Best known for developing the flagship course The Complete Salesperson Course which has been attended by thousands of agents.

Today, Lee is one of Australia and New Zealand's most in-demand real estate sales educators, leadership coaches and keynote speakers. As founder, CEO and Creative Director of Australia's largest real estate training and systems development company, Realtair Academy (formerly Real Estate Academy) and founder and CEO of Complete Data and Real Estate Hot Topics, Lee and his team continue to set the bar for training, continual improvement and systems development within the industry.

Lee was recognised as one of the world's top 10 trainers under the age of 40 in 2009 and is the author of two industry best-selling books, 'What to Say, What to Send' and 'Frameworks - Foundations & Systems for Success in Real Estate Sales'. In 2020, Lee's company joined forces with the countries fastest growing real

estate technology company, Realtair. Lee has a passion for systems structure and order. Each working day Lee delivers high-end information in the area of real estate tech & technique.

Daniel Spencer



Daniel Spencer, is a keynote presenter, facilitator and consultant who is an expert in communicating the Trusted Advisor way and conducted over 2000 presentations throughout Australasia.

He is responsible for pioneering a new approach of communicating in the business world moving away from the traditional pitching and consultative approach to a faster and more efficient form of Trusted advisory in the digital and live communication world.

Daniel's Consultancy firm Activate Growth has built numerous customer journeys and Learning And Development solutions for some of Australia's leading brands across Australasia, using a customer touch point methodology via digital and human interactions. Some of these customers include Stockland, CBRE, Colliers and the REA Group.

Kat Davidson



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PowerPoint Presentations

Click here to view PowerPoint Presentations