



# ELM STREET ACADEMY

## EDUCATIONAL TRAINING SERIES 2022

VIRTUAL & IN-PERSON



EXCITING  
EDUCATION  
TO EMPOWER  
& EDUCATE YOUR  
MEMBERSHIP

FOR QUESTIONS AND TO BOOK YOUR 2022 SESSIONS, CONTACT:

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# EDUCATIONAL SERIES

## HELLO!

Thank you for your interest in providing Elm Street Technology's Education Training Series to your organization in 2022. We look forward to working with you and providing an amazing education experience to your membership! This packet will provide you with an overview of our program. Please don't hesitate to contact me with any additional questions and/or information you may need.

## WHY OFFER ELM STREET TECHNOLOGY'S EDUCATIONAL TRAINING SERIES?

It's no secret that agents, brokerages and teams who invest in themselves, see greater results! Education and development is a key component that helps boost productivity and makes for a more professional and impactful industry.

## WE MAKE LEARNING FUN!

Our education coaches share their knowledge in a highly-engaging manner where attendees are encouraged to be 100% involved. Whether your agents are brand new to the industry or are highly experienced and are looking to brush up on their skill sets, Elm Street's Education Training Series has a solution and class for everyone!

## WE WORK WITH YOU TO MEET THE NEEDS OF YOUR ORGANIZATION!

Elm Street Technology's Education team looks forward to providing your organization with a year of pre-determined impactful development opportunities OR we look forward to working with you to determine a cadence of education offerings that fit your needs. Either way, we will collaborate with you directly to create an effective training calendar that works best for you and your membership.

## WE ATTACK EDUCATION WITH MULTIPLE APPROACHES!

We will provide you with the marketing materials you need to promote to your members. Your promotion and support is a very important part of the event's success! We handle the event registrations, as well as provide breakfast or lunch (depending on event time) and attendee giveaways. If you can provide the meeting location...perfect! If not, we will secure a venue nearby.

For virtual education classes, your promotion and support is equally as important! We will handle the event registrations and will assist by providing you with marketing materials.

## WE WANT TO PARTNER WITH YOU!

We look forward to working with you directly - let's create something powerful together!



# 2022 EDUCATIONAL OFFERINGS

12-MONTHS OF RESULTS-DRIVEN EDUCATION FOR BROKERS, AGENTS & TEAMS



## SOCIAL MEDIA BOOT CAMP - UPDATED!

Our #1 training session is back and better than ever! Updated, refreshed and enhanced to ensure maximum education opportunities for your members in 2022. Attendees will learn how to leverage the hottest social channels to capture referrals, increase their sphere of influence and gain more business. Attendees will walk away with actionable items and an increased awareness of the vast opportunities that social media creates for their business.



## LEAD GENERATION BOOT CAMP - UPDATED!

Refreshed and enhanced content! This interactive, high-energy session is designed to educate your members on proven and effective lead generation strategies. The audience will be exposed to new and fresh ideas on how to generate leads so they can diversify their efforts and grow their business at an escalated pace in 2022.



## SOCIAL MEDIA DEEP DIVES

These sessions are designed to focus on ONE key marketing channel and how to best leverage it for business growth. Hot topics include: Effective Instagram Stories, Facebook Paid Marketing, Listing Videos on YouTube, and more. Pick one or more topics of interest.



## ROCK YOUR RECRUITMENT - BROKER / TEAM SPECIFIC

Great agents are the life-blood of a successful brokerage. This deep-dive takes brokerages through the five fundamental aspects of building a long-term, sustainable business by teaching brokers the fundamentals on how to not only recruit great agents to their brokerage, but also to retain them.



#### REFERRAL MARKETING DONE RIGHT

88% of homebuyers say they would use their real estate agent again, but only 11% actually do! Repeat & referral business is one of the most effective and affordable ways to build your real estate pipeline, but there's a strategy that agents must know in order to be successful. In this session, Elm Street's top trainers will walk agents through a proven "Success Formula" that's guaranteed to generate MORE REFERRALS and establish consistent year-over-year growth.



#### MASTERMIND SERIES: LEARN FROM THE PROS!

With the return of live events, we're reintroducing our Mastermind series where we welcome successful thought leaders within various aspects of the industry to share their success stories and offer insights and advice to the audience. Specific speakers and topics will be determined based on the specific needs of your membership.



#### TECH TOOLS TO STREAMLINE YOUR DAY-TO-DAY

Technology should serve to streamline and simplify daily tasks, as well as free up valuable time. Many times, brokers and agents aren't using tools like intelligent workflows and automation to their fullest extent. This session is designed to help real estate professionals view technology in a new light and embrace the power of automation to create more free time and close more deals.



#### ADVANCED SOCIAL MEDIA BOOT CAMP

Here's the perfect course to offer your members who are looking to take their social media marketing to the next level. Using real live examples of real estate professionals who are rocking their online presence, this engaging, interactive experience will empower attendees with the latest tips, tricks & strategies for business growth. A great "Part 2" after our popular Social Media Boot Camp.



#### **ADVANCED LEAD GENERATION BOOT CAMP**

In today's competitive market, leveraging unique and creative lead generation strategies is more important than ever. Elm Street's top trainers will expose your members to advanced lead generation practices so they can capture, nurture & convert more leads into cha-ching!



#### **BUILDING A BRAND THAT MATTERS**

Defining who you are, what you do, and why you matter is an important part of building a strong, relevant personal brand. Attendees of this session will explore the importance of identifying their target audience, evaluating their competitors, and learn strategies on how to best communicate their value proposition to their audience in a meaningful manner.



#### **BUSINESS PLANNING BOOT CAMP - AGENT EDITION!**

Business Planning is a crucial activity that agents should engage in on an annual basis and be held accountable to throughout the year. This session will coach agents on how to identify and set clear and meaningful growth goals for their business, examine their financial commitments, and establish accountability measures. Perfect for Q4 / Q1.



#### **BUSINESS PLANNING BOOT CAMP - BROKER EDITION!**

This interactive session will help brokers (and teams) focus on the five key facets of building long-term, sustainable business growth. Attendees will self-evaluate their own business, outlining strengths, weaknesses and gaps and create an action plan for success and/or "course correction". Perfect for Q4 / Q1.

## **LOCK DOWN YOUR 2022 DATES TODAY**

**ASK US ABOUT CE CREDITS / ALL EDUCATION IS FREE**

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# HOSTING A SUCCESSFUL EVENT

The secret to a successful event is collaboration and cross-promotion.

## WHAT WE PROVIDE: LIVE EVENTS

**MEETING SPACE** (if your offices aren't available / optimal)

**MARKETING COLLATERAL**

- Email campaign
- Email / text reminders
- Online registration / check-in
- Pay-per-click Facebook marketing
- Print flyer
- Interactive .PDF

**COMPLIMENTARY BREAKFAST OR LUNCH**

(depending on event time of day)

**TECH GIVEAWAYS**

**INTERACTIVE INSTRUCTORS**

**AMAZING CONTENT**

## WHAT WE PROVIDE: VIRTUAL

**ZOOM MEETING SPACE**

**MARKETING COLLATERAL**

- Email campaign
- Email / text reminders
- Online registration / check-in
- Pay-per-click Facebook marketing
- Print flyer
- Interactive .PDF

**TECH GIVEAWAYS**

**INTERACTIVE INSTRUCTORS**

**AMAZING CONTENT**

## YOUR ROLE:

WE DO THE HEAVY LIFTING, BUT YOUR PROMOTION IS KEY TO SUCCESS:

EVENT PROMOTION TO YOUR  
MEMBERSHIP VIA YOUR  
MARKETING / COMMUNICATION CHANNEL  
(ie. MLS interface, Email, Social Media, etc.)

MEETING SPACE  
(if available / optimal)



ELM STREET  
ELMSTREET.COM

# MEET YOUR ELM STREET EDUCATIONAL TEAM



**PAM GEE**

**Director of Field Sales & Training, Elm Street Technology**

With over 15 years of experience in real estate marketing & advertising, Pam brings a level of experience to her coaching that is unmatched in the industry. Her specialties include online marketing, lead generation, lead acquisition, client management, & client-to-client retention.

**SESSIONS:** Social Media Boot Camps, Lead Generation Boot Camps, Referral Marketing, Tech Tools, Brand Building



**DYLAN HANDY**

**Director of Social Media, Elm Street Technology**

Dylan is an Elevate Social Media Specialist who is committed to helping real estate agents reach their online marketing goals. A graduate of the University of Findlay with a degree in business management and a minor in marketing, Dylan is passionate about social media marketing, as seen by his growing online audience.

**SESSIONS:** Social Media Boot Camps, Lead Generation Boot Camps, Referral Marketing, Tech Tools, Brand Building



**STEPHANIE ALFONSO**

**National Business Development Consultant, Elm Street Technology**

As a National Business Development Consultant, Stephanie brings encouragement, excitement and knowledge to social media marketing and online lead generation training. She has an insatiable desire to help agents at all levels, from brand new agents to seasoned top producers. Her empowering, high-energy teaching style and vast knowledge of online lead generation is well received and makes for compelling marketing and business growth and development events.

**SESSIONS:** Social Media Boot Camps, Lead Generation Boot Camps, Referral Marketing, Tech Tools, Brand Building



### STEPHEN HALADAY

#### National Business Development Consultant, Elm Street Technology

Since joining the Elevate Success Team, Stephen quickly became an audience favorite due to his straight-forward approach to all things digital marketing and lead generation. Approaching education with a millennial's mindset, he offers his audience a unique perspective on best practices to use social media to capture, engage and convert.

**SESSIONS:** Social Media Boot Camps, Lead Generation Boot Camps, Referral Marketing, Tech Tools, Brand Building



### TOM BAUMAN

#### National Business Development Consultant, Elm Street Technology

As a National Business Development Consultant, Tom has gained unique insight into the specific challenges facing agents across the country when it comes to their digital marketing strategies. Tom has a passion for helping agents overcome these obstacles and take control of their social media and online lead generation through education, motivation, and inspiration in order to drive tangible results in their businesses.

**SESSIONS:** Social Media Boot Camps, Lead Generation Boot Camps, Referral Marketing, Tech Tools, Brand Building



### PHIL HOLLANDER

#### VP Business & Professional Development, Morris Marketing Group

For over 20 years, Phil has been invited to speak at hundreds of real estate offices throughout North America and also to conferences to teach agents how to use referral and repeat marketing strategies to consistently grow a successful business.

Phil is recognized in the real estate industry as a highly professional and knowledgeable speaker whose dynamic and high energy approach captivates audiences whether live or by webinar.

Phil is the co-author of **The Referral & Repeat Marketing Book** as well as the recently published book **'Choice Points' When You Have to Decide Which Way to Go** and the recently published Amazon #1 Best Selling Book, **Million Dollar Agents, How Top Realtors Really Create High Income, Wealth and Independence.**

**SESSIONS:** Referral Marketing



### **BONDILYN JOLLY**

#### **CMO, Elm Street Technology**

Bondilyn Jolly is an Internet Entrepreneur, Investor, Mentor, and the Founder and CEO of NMD, Inc. | eMerge, a North-American software company offering the eMerge platform, the leading email platform in the real estate sector. With eMerge's merger into Elm Street Technology (EST), Bondilyn now serves as Chief Marketing Officer across the EST family of products, as well as the Managing Partner of 3sixtyfive.agency, a full-service creative and digital marketing consultancy offering high-level business growth services to the real estate sector and beyond.

Ms. Jolly is a contributing blogger for the Huffington Post, was featured in Inc. magazine as a leader in the SMB space, and is a sought after speaker who has taken the stage at Inman, WomanUP!, the Xplode Conference series, RE/MAX R4, RETechnology, Awesome Females in Real Estate, and many more.

**SESSIONS:** Rock Your Recruitment, Mastermind Series, Business Planning



### **DENIS PEPIN**

#### **VP Business Development, 3sixtyfive.agency**

Denis Pepin has over 30-years experience in the real estate industry across the United States and Canada, having served in a variety of professional roles over this time span: agent, broker, owner, technology consultant, franchise and recruitment consultant, and mortgage lender. Denis joined 3sixtyfive.agency in January 2021 as VP of Business Development, lending his expansive knowledge and professional consultative experience to expand the agency's impressive list of clientele both within real estate and other business sectors. Currently licensed in the state of California, Denis also serves as the Broker/Owner of a real estate firm located in Huntington Beach, CA focusing on residential, commercial, and investment in addition to escrow and mortgage services.

**SESSIONS:** Rock Your Recruitment, Mastermind Series, Business Planning

# PLAN YOUR 2022 EDUCATIONAL CALENDAR

Elm Street Academy's goal is to provide relevant and action-oriented training opportunities to your membership. Use the list below to mark which classes you feel your membership would benefit from and would be interested in scheduling.

**ORGANIZATION:** \_\_\_\_\_

**POINT OF CONTACT:** \_\_\_\_\_

**EMAIL:** \_\_\_\_\_

**TELEPHONE:** \_\_\_\_\_

✓	REQUESTED MONTH	TITLE
		SOCIAL MEDIA BOOT CAMP
		LEAD GENERATION BOOT CAMP
		ROCK YOUR RECRUITMENT
		SOCIAL MEDIA DEEP DIVE
		REFERRAL MARKETING DONE RIGHT
		MASTERMIND SERIES: LEARN FROM THE PROS!
		TECH TOOLS TO STREAMLINE YOUR DAY-TO-DAY
		ADVANCED SOCIAL MEDIA BOOT CAMP
		ADVANCED LEAD GENERATION BOOT CAMP
		BUILDING A BRAND THAT MATTERS
		BUSINESS PLANNING BOOT CAMP - AGENT EDITION!
		BUSINESS PLANNING BOOT CAMP - BROKER EDITION!

## NOTES / REQUESTS / OTHER:

(please list other educational needs of your membership)

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# WE MAKE LEARNING FUN!

YOUR MEMBER'S SUCCESS IS OUR SUCCESS!

"Social media was so intimidating until I attended my 1st Social Media Boot Camp and walked away with an action plan of easy-to-implement steps!"

**LISA L.**  
**TUCSON, AZ**

"Amazing educators! I've never had so much fun building my real estate business!"

**KORRIN J.**  
**LOS ANGELES, LA**

"I've gone from transaction a month to 3 with Elm Street's training and technology. Their support teams are awesome!"

**KENDRA T.**  
**SYRACUSE, NY**

"My entire approach to recruitment in my office has changed (for the better) thanks to Elm Street's amazing business coaches."

**MARCUS R.**  
**DOVER, DE**

"We never thought investing in online lead generation was a good idea until Elm Street's coaches helped us understand how it works on a fundamental level."

**MARK & RENEE P.**  
**FORT MEYERS, FL**

"Too old for social media? Not with Elm Street! Their coaches showed me how easy it can be to build my pipeline and look like a social media rockstar."

**THOMAS M.**  
**FRISCO, TX**

"I've found my 'why' when it comes to my online brand, and now I have more leads and referrals than ever before! No more scrambling for business."

**JENNIFER M.**  
**DENVER, CO**

"I've saved an entire workday by automating my daily tasks. I had no idea I was wasting so much time with busy work."

**FRANCIS K.**  
**BOSTON, MA**

"I feel empowered and ready to conquer my marketing and lead generation. It's so much easier than I thought."

**AYESHA D.**  
**MIAMI, FL**



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