

# Sponsors



Thank you for attending  
from all of us at YPN!



# Speakers



**KEYNOTE SPEAKER**  
**COACH**  
**DAMON PARKER**  
Executive Director of  
The Jones Project



**JOHN**  
**RINGGOLD**  
REALTOR®  
Keller Williams  
One Legacy Partners



**STEVEN ROSS**  
Owner/President Renovating  
KC Design + Remodel  
Owner - Ross Royalty  
Investments  
Inspector - Legacy Home  
Inspections  
Realtor® - Real Broker



**DANIEL**  
**SIMANOVSKY**  
Co-Founder of Ignite  
Marketing



**VAL**  
**WILLIAMS**  
AVP of Marketing  
Envista Credit Union

# Sunflower Association Education

Summit  
2024



hosted by:

# YPN

Your Professional Network

Topeka Country Club  
2700 SW Buchanan St.  
Topeka, KS. 66611

September 19, 2024

# Session Descriptions

# Agenda

## Leveraging AI in Real Estate with Val Williams

Tailored for REALTORS® eager to explore the power of artificial intelligence in their careers. Join Val Williams, AVP of Marketing at Envista Federal Credit Union to discover how AI can streamline your approach to marketing, branding, lead generation, social media, and video content. Learn practical strategies to enhance efficiency, boost creativity, and stand out in the competitive real estate industry.

## Real Estate Marketing & Branding -Title to change with Steven Ross & Daniel Simanovsky

Join us at the SAR Education Summit for a must-attend session with Steven Ross and Daniel Simanovsky. Steven, who built Renovating KC Design + Remodel into a \$13 million success, and Daniel, co-founder of Ignite Marketing, will reveal powerful strategies to boost your real estate brand. Learn how to stay ahead with unique content and expert insights from these industry leaders.

## 5 simple tips to CRUSH your goals! with John Ringgold

Incorporate these 5 simple tips and habits into your business to ensure you not just meet, but crush your goals!

For More Information and  
to Register:

[bit.ly/2024YPNEducationSummit](https://bit.ly/2024YPNEducationSummit)

### 8-9am: Setup for affiliate sponsors

### 8:30-8:50am: Registration

### 9-10am Sessions

- Leveraging AI in Real Estate - Val Williams - Club Room
- Real Estate Marketing & Branding - Steven Ross - Garden Room
- 5 Simple Tips to Crush Your Goals- John Ringgold - Heritage Room

### 10:15-11:15am Sessions

- Leveraging AI in Real Estate - Val Williams - Club Room
- Real Estate Marketing & Branding - Steven Ross - Garden Room
- 5 Simple Tips to Crush Your Goals- John Ringgold - Heritage Room

### 11:30am-12:45pm Lunch & Keynote Coach Damon Parker -Heritage Room

### 1-2pm Sessions

- Leveraging AI in Real Estate - Val Williams - Club Room
- Real Estate Marketing & Branding - Steven Ross - Garden Room
- 5 Simple Tips to Crush Your Goals- John Ringgold - Heritage Room

### 2:15-3:15pm Session

- Keynote Speaker - Coach Damon Parker - Heritage Room

### 3:30-5:30pm - Happy Hour - Patio

## Keynote - Damon Parker's - Lunch The Undeniable Power of Building Human Connections

We'll unlock the secrets of human behavior that not only drive personal success but also elevate your real estate career to new heights. We'll explore the fundamental drivers behind every decision your clients make, the relationships you build, and the fulfillment you experience in your work. This isn't just about selling houses; it's about creating lasting, meaningful connections that lead to sustained success and personal fulfillment.

## Keynote - Damon Parker's 2:15 Mastering Trust and Leadership in Real Estate

By mastering the art of building meaningful connections, you can make your clients feel an immediate affinity toward you—they begin to see you not just as a realtor, but as someone they genuinely like and feel comfortable with.

The lunch session taught us the basics of human needs, but the learning doesn't stop there. In this session we'll do a deep-dive on practical application of those strategies. We'll also delve into the leadership qualities necessary to inspire and guide your team toward greater success. You'll gain the tools to elevate your real estate practice, build stronger teams, and become a more effective leader. By the end, you'll be equipped to not only meet, but exceed the expectations of your clients and colleagues, creating a thriving business grounded in meaningful human connections.