



# SPEAKING ENGAGEMENTS

*Speakers listed in alphabetical order*

# BRYSON CREIGHTON

## VP, Technology Consulting

With a background in shaping the success of more than 140,000 agents and franchisees worldwide, Bryson is an expert in leveraging technology and education to drive real estate performance. Formerly the vice president of learning and education at RE/MAX, Bryson understands how to take complex concepts and distill them into actionable, business-changing insights. Whether guiding brokerages through digital transformation or breaking down emerging tech trends, Bryson captivates audiences with his sharp, practical advice and engaging storytelling.

### BACK TO BASICS: RETURNING TO FOUNDATIONAL BUSINESS SKILLS IN REAL ESTATE

Bryson shares real-world lessons from navigating both booming markets and tougher times, emphasizing the importance of getting back to the basics. From clear communication and sharp negotiation to building real connections with clients, these timeless skills are key to thriving in any market. He'll also explore how overlooking the fundamentals can lead to missed opportunities and how technology can enhance, not replace, them. This session is a call to refocus on the core skills that drive lasting success.



## FOSTERING GROWTH: CULTIVATING A CULTURE OF DEVELOPMENT AND MENTORSHIP IN REAL ESTATE

This session emphasizes how helping agents define their goals and create actionable development plans can drive their success. By focusing on mentorship, learning and growth-driven leadership, brokerages can tackle challenges like agent attrition and short-term thinking.

LEADERSHIP

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## SHIFTING REAL ESTATE INDUSTRY MINDSETS

This session highlights the need for a mindset shift in real estate, stressing the importance of professional development and core business skills. It presents practical solutions for brokerages to foster a culture of mentorship, accountability and continuous learning while using technology to support key skills. The aim is to help agents thrive in any market and create a more professional and sustainable real estate environment.

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## WEAVING CULTURE INTO AGENT DEVELOPMENT AND VALUE CREATION

This session highlights the importance of company culture in real estate, showing how a culture focused on agent development and professionalism drives success. It covers the need for leadership commitment, mentorship, continuous learning and accountability to create an environment where agents can grow. The focus is on how a stronger, more professional real estate environment benefits both agents and consumers.

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# ARSHAD IBRAHIM

## VP, Technology Consulting

At the intersection of sales, technology and real estate, Arshad is a dynamic speaker who knows how to drive revenue and create meaningful industry partnerships. With experience leading growth at Inside Real Estate and Lone Wolf Technologies, Arshad understands how technology is reshaping the business of real estate. His presentations are packed with fresh strategies, market insights and a clear roadmap for harnessing tech to fuel business success.



### **BEYOND THE WALLED GARDEN: UNLEASHING THE POWER OF COLLABORATION IN REAL ESTATE TECH**

Imagine a real estate technology landscape where companies seamlessly collaborate, data flows freely and innovation thrives. This keynote examines how moving beyond the "walled garden" mentality can unlock unprecedented opportunities for growth and progress. Learn how to forge strategic partnerships, embrace data transparency and empower brokerages to take control of their technological future.

[BROKERAGE & TEAMS](#)

[TECHNOLOGY](#)

# DATA AS DESTINY: EMPOWERING BROKERAGES TO OWN THEIR FUTURE

This keynote presentation focuses on the critical intersection of transparency, data ownership and the future potential of brokerages in the evolving landscape of real estate technology. The outline draws heavily on Arshad Ibrahim's perspectives and experiences, as revealed in the provided sources.

BROKERAGE & TEAMS

TECHNOLOGY

## THE HUMAN ELEMENT OF TECH: WHY CULTURE IS THE KEY TO INNOVATION AND SUSTAINABLE GROWTH

In a technology-driven industry, it's easy to lose sight of the human element. Real estate tech expert Arshad Ibrahim brings his insights into how to build a culture of transparency, collaboration, and continuous learning that will empower your team to drive innovation and achieve sustainable success.

BROKERAGE & TEAMS

TECHNOLOGY



# PREM LUTHRA

## EVP, Consulting Group

Prem is a leading voice in real estate technology mergers and acquisitions, with nearly 30 years of experience shaping the industry. As the co-founder and former CEO of Elm Street Technology, he has been at the forefront of innovation, helping companies scale, evolve and position themselves for success. Prem's sessions dive into the future of proptech and fintech, offering deep insights into market trends, investment strategies and the changing landscape of real estate technology. For anyone looking to understand the next big moves in real estate technology and M&A, Prem delivers can't-miss expertise.



### MERGERS, ACQUISITIONS AND RAISING CAPITAL: SCALING YOUR REAL ESTATE BUSINESS

Whether you're looking to acquire, be acquired or secure investment, understanding the M&A landscape is critical. This session covers key considerations, structuring deals and attracting the right investors.

#### Takeaways:

- Key drivers of successful mergers and acquisitions
- How to position your company for investment or sale
- Structuring deals for long-term success

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## STRATEGIC PLANNING FOR REAL ESTATE LEADERS

Great businesses don't succeed by accident—they thrive on a strong strategic vision. Learn how to craft a forward-thinking business strategy that drives growth and long-term resilience.

Takeaways:

- How to develop and execute a winning strategic plan
- Identifying competitive advantages and market opportunities
- Tools for aligning teams and stakeholders with company goals

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## BUILDING AND SUSTAINING A CORPORATE CULTURE: THE KEY TO HIGH-PERFORMING TEAMS

A strong corporate culture is the backbone of a successful organization. Discover how to cultivate leadership, values and engagement that drive performance and retention.

Takeaways:

- The impact of culture on employee retention and performance
- How to define and implement core company values
- Leadership strategies for fostering a strong workplace culture

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# JACK MILLER

## President and CEO

Jack, the dynamic president and CEO of T3 Sixty, brings more than two decades of hands-on real estate experience, blending strategic leadership with deep technology expertise. With a background in electrical and computer engineering, he has leveraged his tech-savvy approach to drive innovation across franchising, brokerage operations, and proptech. At Keller Williams Realty International, Jack led technology development during the company's expansion from 9,000 to nearly 60,000 agents, shaping its technology strategy. A key contributor to the Swanepoel Trends Report and Real Estate Almanac, Jack remains at the forefront of industry trends, making him a sought-after speaker known for delivering actionable insights on the future of real estate.



### ANNUAL TRENDS KEYNOTE

This keynote address covers four to five of the top trends impacting the residential real estate brokerage industry, as analyzed in T3 Sixty's flagship annual publication, The Swanepoel Trends Report. Trends can be selected and refined for specific audiences and purposes from this current list of topics.

REAL ESTATE INDUSTRY

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### 50 YEARS OF CHANGE IN THE RESIDENTIAL REAL ESTATE INDUSTRY

This keynote, first delivered at the exclusive 2023 T3 Leadership Summit, covers how brokerages, franchises, associations, MLSs and technology have evolved and shifted during the last 50 years. With a focus on the patterns that keep repeating and an eye on the future, this session offers tangible, strategic takeaways for leaders across the industry.

REAL ESTATE INDUSTRY

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# LISA PICCARDO

## SVP, Brokerage and Teams

With experience founding, growing and selling a successful boutique brokerage, Lisa brings firsthand knowledge of what it takes to build a thriving real estate business. As a former executive at Sotheby's International Realty, she helped affiliates across North America develop winning strategies for growth, profitability and talent retention. Lisa's engaging and insightful presentations provide brokerage leaders with the tools they need to scale their business and strengthen their competitive edge.



### **SUCCESSION PLANNING FOR REAL ESTATE BROKERAGES: BUILDING A FUTURE-READY BUSINESS**

This session offers a practical, step-by-step approach to succession planning for brokerage leaders — from defining long-term strategic goals and identifying future leaders, to understanding business valuation and evaluating transition pathways. Attendees will leave with a clear roadmap to build a sustainable, transferable business that continues to grow and evolve through leadership change.

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### **COMPETITIVE ASSESSMENT ON NEW BUSINESS MODELS**

Tailored for leaders within traditional brokerage companies, we provide an assessment of new business models. This session explores the trends, models and strategies that are revolutionizing the industry equipping leaders with the insights needed to refine value proposition, boost recruitment efforts and enhance retention rates positioning their brokerage for success in the ever-evolving real estate landscape.

REAL ESTATE INDUSTRY

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## 7 KEY AREAS OF PROFITABILITY

With tightening margins and slowing volume, leaders must relentlessly scrutinize their key metrics and find ways to make small tweaks with big impacts to their top and bottom lines. Brokerage and team leaders learn how to analyze and optimize agent net gain and churn, production, expenses, commission rates and more.

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## AGENT ARCHETYPES – MASTERING THE FOUR WAYS AGENTS MAKE MONEY

Agents can make money through just four fundamental funnels: Networking, prospecting, converting leads and marketing. By understanding the skills, practices and tools needed for each of these four archetypes, leaders can recruit, train and retain their agents more successfully.

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## THREE RECRUITING STRATEGIES

Leaders learn how to develop a recruiting strategy that stems directly from the organization's strengths and value proposition. This session begins with gap analysis and goal setting, and dives into targeting the right target audience for the organization. Lastly, leaders will learn how to create and implement a systemized recruiting process.

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## 10 STEPS TO A HIGH-GROWTH BUSINESS

The core of T3 Sixty's consulting practice is our modular approach, which includes foundational, growth and scaling steps. Learn this playbook from the team who mastered and developed it, so you can — with or without us — create a business plan rooted in reality and poised to deliver measurable growth, deeper accountability and higher levels of success.

BROKERAGE & TEAMS

# KATIE SHOTTS

## Associate. Organized Real Estate

Katie is an expert in leadership development, governance and strategic association management. With 15+ years of experience leading REALTOR® associations, she knows how to navigate complex organizational challenges and drive meaningful change. A seasoned speaker, Katie brings energy and expertise to every engagement, offering practical takeaways for association executives and industry leaders looking to strengthen their organizations.



### **BEYOND THE CROWN: CULTIVATING AUTHENTIC LEADERSHIP FOR THE FUTURE OF ORGANIZED REAL ESTATE**

This keynote confronts the uncomfortable realities of leadership in Organized Real Estate. It challenges the traditional model where leadership positions are often seen as symbolic "crowns," sought after for personal gain and prestige rather than a genuine desire to serve the organization.

LEADERSHIP

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## BREAKING BARRIERS: EMPOWERING WOMEN IN LEADERSHIP

The real estate industry is undergoing a period of significant transformation. Now more than ever, strong and effective leadership is essential for navigating these changes and building a sustainable future for Organized Real Estate. This keynote presentation examines the unique challenges and opportunities facing women in leadership roles and provides a roadmap for empowering them to rise to the occasion.

LEADERSHIP

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## BUILDING A LEGACY OF SERVICE: INSPIRING A NEW GENERATION OF LEADERS IN REAL ESTATE

Tailored presentation that can pull from a variety of topics below, but all based on leadership development.

- Leadership Development
- Women in Leadership
- Empathy and Self-Care
- Efficiency and Breaking Bad Habits
- Ego and its Impact on Leadership
- Diversity, Equity and Inclusion (DEI)
- Building a Strong Organizational Culture

LEADERSHIP

## SCARED STRAIGHT: WHAT YOUR MEMBERS REALLY NEED

In today's rapidly evolving real estate market, agents are facing unprecedented challenges. From technological advancements to shifting consumer behaviors, the industry is undergoing a seismic shift. This keynote will deliver a hard-hitting, no-holds-barred assessment of the current state of the industry and provide actionable insights on how agents can stay relevant and thrive in this new landscape from the perspective of organized real estate and membership value.

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## BREAKING THE PATTERN: LEADERSHIP FOR A BETTER FUTURE

Transform your leadership style and achieve long-term success for your organization and membership. This is a thought-provoking keynote that will challenge you to break free from negative patterns and embrace a more strategic and productive approach.

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# CLINT SKUTCHAN

## SVP, Organized Real Estate

Clint is a sought-after consultant and speaker for REALTOR® associations and MLS organizations. With experience as a former association CEO, he knows the inner workings of organized real estate and how to make it more effective. Clint's presentations offer powerful insights into governance, strategic planning and leadership development, helping real estate organizations stay relevant and impactful in a changing landscape.



### NAVIGATING THE EVOLUTION OF REAL ESTATE COMPENSATION

This presentation looks at the impending transformations for organized real estate's longstanding value proposition and potential impacts on strategic and business preparedness and planning. MLSs and Associations will learn proactive strategies for strategic planning, financial preparation, policies and procedure alterations and more.

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### REALITIES, TRENDS AND MOVEMENTS IN ORGANIZED REAL ESTATE

A deep dive into the dynamic landscape of organized real estate, explaining the intricacies of Associations and MLSs across the nation. This presentation also spotlights emerging movements of leading organizations – crucial indicators of business strategies that will influence best practices in the coming years.

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## STRATEGIES FOR SUCCESSFUL REGIONALIZATION

Explore the dynamic landscape of regionalization in the MLS and Association realm. Learn how collaboration, connectivity and innovative thinking are shaping the future of organized real estate. Discover practical strategies for evaluating opportunities, building relationships and achieving seamless regionalization, all while maintaining local voices and identities.

ORGANIZED RE

CLARITY25



# DEREK TAYLOR

## VP, Technology Consulting

Derek is at the forefront of artificial intelligence and technology transformation in real estate. Having led tech initiatives at JPAR - Real Estate and Keller Williams, he understands the power of AI to enhance agent training, client relationships and business operations. As an international speaker, Derek demystifies AI and digital innovation, showing industry professionals how to embrace technology while keeping the human touch at the center of real estate. His engaging, forward-thinking talks make him a standout speaker for any event focused on the future of real estate.



### THE AI ADVANTAGE: STRATEGIES FOR AGENTS AND BROKERS IN A TECH-DRIVEN MARKET

AI is no longer a futuristic concept – it's an essential tool for agents and brokers looking to stay competitive. This session explores how AI can enhance client service, streamline lead generation and optimize operational efficiency.

#### Takeaways:

- Practical AI applications for real estate professionals
- How to use AI-driven insights to improve client interactions
- Tools and technologies to boost productivity and lead conversion

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TECHNOLOGY

# FROM BIG DATA TO BIG RESULTS: USING AI FOR PREDICTIVE ANALYTICS IN REAL ESTATE

AI-powered analytics are reshaping real estate, providing insights that help professionals forecast market trends, determine optimal pricing strategies and uncover hidden opportunities. Learn how to harness data-driven decision-making to stay ahead.

Takeaways:

- How AI-driven predictive analytics improve market forecasting
- Techniques to leverage AI for pricing optimization
- Identifying new market opportunities with machine learning

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# AI AND THE ART OF CONTENT CREATION: UNLOCKING THE POTENTIAL FOR HYPER-PERSONALIZED MARKETING

AI is transforming real estate marketing, enabling agents and brokers to craft compelling, hyper-personalized content for listings, ads and social media. Discover how AI can help you scale your marketing while maintaining authenticity.

Takeaways:

- How AI generates high-quality listing descriptions and ad copy
- Tools for automating and personalizing social media content
- Best practices for leveraging AI to enhance brand presence

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TECHNOLOGY

# ETHICAL CONSIDERATIONS IN AI FOR REAL ESTATE

As AI adoption increases, so do concerns about bias, privacy and ethical usage. This session explores the potential risks and best practices to ensure responsible AI implementation in real estate.

Takeaways:

- Understanding bias in AI-driven decision-making
- Privacy concerns and legal considerations in AI applications
- How to ensure ethical and transparent AI usage in real estate

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**Bryson Creighton**  
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**Arshad Ibrahim**  
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**Prem Luthra**  
EVP, Consulting Group



**Jack Miller**  
President and CEO



**Lisa Piccardo**  
SVP, Brokerage and  
Teams Consulting



**Katie Shotts**  
Associate, Organized Real  
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**Clint Skutchan**  
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**Derek Taylor**  
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