



2017 AGENDA



GOODFELLOW
COACHING & CONSULTING

THE
**MASTERY
SUMMIT**

October 25-27 | The Breakers Luxury Resort | Palm Beach, FL



2017 AGENDA

OCTOBER 25 - 27
PALM BEACH | FLORIDA

DAY 1 SCHEDULE

LUXURY BREAKOUT SESSION LED BY IVAN SHER

9:00AM - 9:30AM Opening - Ken Goodfellow

9:30AM - 10:15AM Panel

10:15AM - 11:15AM Top Feng Shui Staging Tips
for Selling Properties
- Karen Rauch Carter

11:15AM - 12:00PM How to Sell Your High-End
Listings - Michael LaFido

Adjourn Breakout Session

12:00PM - 1:00PM Registration

1:00PM - 3:00PM Opening Keynote Address -
Ken Goodfellow

3:00PM - 3:15PM Break

3:15PM - 4:00PM Digital Strategy
- Andre Bodnar & Scott
Goodfellow

4:00PM - 4:45PM How To Attract Media and
Use Video in Your Marketing
Strategy - Michael LaFido

4:45PM - 5:00PM Closing Remarks by Ken
Goodfellow

6:00PM - 8:00PM Cocktail Reception



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DAY 2 SCHEDULE

9:00AM - 10:00AM	Coaching
10:00AM - 10:30AM	Recruiting - Shirley Porter
10:30AM - 10:45AM	Break
10:45AM - 11:15AM	Panel
11:15AM - 12:00PM	Interview with a Surprise Top Realtor
12:00PM - 1:00PM	Networking lunch (provided)
1:00PM - 2:00PM	Team Building Session
2:00PM - 2:30PM	Accountability - Bill Renaud
2:30PM - 2:45PM	Break
2:45PM - 3:30PM	Group Q&A
3:30PM - 4:00PM	Financial Positioning
4:00PM - 4:30PM	Interview with Keri Shull
4:30PM - 5:00PM	Customer Service



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DAY 3 SCHEDULE

9:00AM - 9:30AM	Ken Goodfellow
9:30AM - 11:30AM	Roundtable Discussion with Event Speakers
11:00AM - 11:15AM	Break
11:15AM - 12:00PM	Closing Remarks / Ken Goodfellow
12:00PM	Adjourn

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