

# 2020 Builders' Show Education on Demand Streaming Video Library Session List

## Business Management

AD&C Financing: A Builder Perspective	Margaret Whelan, Whelan Advisory; Wade McGuinn, Past President Local HBA, SC Master Builder, mcguinn homes llc; Gene Myers, Thrive Home Builders; Patrick Ginn; Jim Sansburn, Hayden Homes
Blueprint for Growth: How One Builder Seized Opportunity, Revamped His Company & Leaped to the Top of the Market	Mike Dildine; Jared Maybon, MEd, Highland Homes
Cash Cow: Demystify Your Financials, Improve Cash Flow & Build More Profits Into Every Job	Shawn Van Dyke, BS Civil Engineering MS Structural Engineering, Author - Profit First for Contractors, ShawnVanDyke.com
Cash Is the Gas: Tips For Keeping the Tank Full	Alan Hanbury, MBA, GMR, CGR, CAPS, CGP, House of Hanbury Builders, Inc.
David vs. Goliath: Leveraging Software Solutions to Outdo Larger Competitors	Robert Cain, C.G.A, ECI Software Solutions; Michael Hess, Vantage Homes
Designing Your Ideal Week: Effective Time Management Through Block Scheduling	Shawn Van Dyke, BS Civil Engineering MS Structural Engineering, Author - Profit First for Contractors, ShawnVanDyke.com
How to Maximize & Motivate Your Team	Burk Moreland, GMB, Rainmaker Builders
Launching a Successful Drone Program	Felicia Watson, J.D., LL.M., NAHB, Washington DC; James Leach, JD, CPCU, CLU, MBA, ATP, 2-10 Home Buyers Warranty
Leadership & Performance: Championing the Charge Even When You Think You Look Funny on a Horse	Bruce Christopher, M.A., M.A., LP, CSP, Bruce Christopher Seminars
Managing Business Growth: Tools for Taking the Leap from Small to Mid-sized & Beyond	Spencer Padgett, CoConstruct
Mastering Margin: Strategically Planning for Greater Profits	Alan Hanbury, MBA, GMR, CGR, CAPS, CGP, House of Hanbury Builders, Inc.; Vince Butler, GMB, GMR, CAPS, Butler Brothers Corporation
Navigating Growth: Strategies to Take Your Business from Where You Are to Where You Dream to Be	Doug Howard, Remodelers Advantage
Netiquette: Should I Text, Email or Call?	Carol Morgan, MIRM, CAPS, CSP, Denim Marketing
Preconstruction Agreements: Best Practices for Lot Reservations, Design Agreements, Consulting Agreements & More	William Joseph, JD, Dunn Carney, LLP; Stephen Tobin, JD, The Tobin Firm PC
Protect Your Assets & Profits: 10 Best Practices to Manage Risk & Reduce Liability in 2020	James Leach, JD, CPCU, CLU, MBA, ATP, 2-10 Home Buyers Warranty; Felicia Watson, J.D., LL.M., NAHB, Washington DC

Sales Consistency, Proven Systems & Speed: Is Franchising the Competitive Edge Your Business Needs?	Jim Rosewater, AR Homes by Arthur Rutenberg; Paul Hanson, MBA, Epcon Communities Franchising, Inc.; Tim Rini, AIA, NCARB, MBA, CFE, CAPS, CLIPP, Epcon Communities Franchising, Inc.; Don Whetro, AR Homes by Arthur Rutenberg
Simple & Effective Job Costing to Maximize Profit	Vince Butler, GMB, GMR, CAPS, Butler Brothers Corporation
Succession Planning: Are You on the Right Path?	Dave O'Brien, Mosley, Pfundt, Glick & O'Brien, Inc.
Tattoo-Worthy Customer Loyalty: Positioning Your Business to Dominate in a Commoditized Market	Ken Schmidt, Ken Schmidt Company, Inc.
The 7 Secrets of Creating an Award-Winning Company Culture	Ronda Conger, CBH Homes; Chad Sanschagrín, Cannonball Moments; Chris Hartley, Trendmaker Homes; Alyssa Titus, Schell Brothers
The Digital Transformation of a Home Builder	Al Trellis, Home Builders Network; Nicholas Durault, OpenHouse AI; Donny Couto, Donny Couto, Couto Homes, INC
The Four P's of Leadership: Understand Yourself to Influence Others	Dustin Kaehr, MBA, Lippert Academy For Leadership
The Leadership Cycle: Attract Followers, Develop Peak Performers & Produce Results	Mike Moore, Moore Leadership & Peak Performance
The Psychology Behind Success: Secrets the Superstars Know	Bruce Christopher, M.A., M.A., LP, CSP, Bruce Christopher Seminars
What's Love Got to Do With It? When it Comes to Culture, Lead From the Heart	Sheryl Palmer, Taylor Morrison Home Corporation
Work-in-Process: Are You Tracking This Critical Metric & It's Impact on Your Bottom Line?	Dave O'Brien, Mosley, Pfundt, Glick & O'Brien, Inc.

## Custom Building & Remodeling

Avoiding the Not-So-Smart Remodeled Home: Adding Convenience While Limiting Complexity	Steven Rissi, ESC-D, ESC-T, ESC-N, CTS, ISF II, HAA II, Net+, DMCE, & ACE II, CEDIA
Building Trust, Reducing Conflict & Eliminating Homeowner Drama	Ed Earl, MBA, Priority One Projects
Controlling Selections Chaos: Research-Proven Concepts to Turn a Pain Point into Profit	Donny Wyatt, CoConstruct
From Swinging the Hammer to Running a Business: Strategies for Taking your Remodeling Company to the Next Level	Kyle Hunt, Remodel Your Marketing
Great Expectations: A Design Process for Happier Clients & Higher Profits	Michael Armstrong, Dogwood Design & Remodel LLC
Growing Your Remodeling Business: Smashing the Barriers to Increased Profits	Victoria Downing, Remodelers Advantage Inc.
Managing the Custom Building Process for an Exceptional Homeowner Experience	David Lupberger, Remodel Force
Organizing for Success: 5 Steps to Implement Standard Operating Procedures	David Lupberger, Remodel Force

Profitable Pre-Construction: Stop Bidding & Start Getting Paid for Your Design-Build Expertise	J. Bradley Simons, CGB CGP MCGP, Westminster College
Stop Losing Leads by Assuming All Are Ready to Buy Today: How to Build & Nurture Your Sales Pipeline	Spencer Powell, Builder Funnel
The Latest Digital Marketing Trends to Transform Your Remodeler Brand & Bottom Line	Naomi Findlay, Dr, Naomi Findlay Pty Ltd
The Latest Trends in Universal Design & Aging-In-Place	Dan Bawden, CGR GMB CAPS CGP, Legal Eagle Contractors Company
The Right Marketing Mix: Blending Direct Mail with Video to Promote Your Remodeling Firm	Bobby Tsui, Inbound Mill, Inc.
Using 3D Automation to Close the Gap Between Buyers & Builders	Ed Kubiak, CGP, Higharc; Michael Bergin, MArch, Higharc

## Design & Community Planning

55+ Communities & Their Amenities: The (Not So) Secret to Success	Lita Dirks, MIRM, Lita Dirks & Co.; Jay Goldberg, MIRM, Traditions of America; Kim Adams, NAHB, NVBIA, WMSMC, ULI, Brambleton Group
60 Design Ideas in 60 Minutes	Dawn Duhamel, CSP, Possibilities; Sanford Steinberg, AIA, CGP, Steinberg Dickey Collaborative, LLP; Jared Carlon, PLA, Norris Design; Dawn Davidson, Design Line Interiors; Jonathan Boriack, AIA, LEED AP, KTG Architecture + Planning; Todd Usher, CAPS, CGB, GMB, Master CGP, Addison Homes
Appealing to the Next Generations: Current Patterns, Behaviors & Preferences of Gen Z & Millennials	Brooke Collins, Builders Design; Marnee Duffus, Builders Design; Megan Eltringham, MA, The New Home Company
Attainability: Design Strategies to Keep Costs Down & Meet Consumer Demand	Jenni Lantz, John Burns Real Estate Consulting; Bill Hezmalhalch, FARA, AIA, WHA   Architects . Planners . Designers; David Copenhaver, AIA, BSB Design - Architecture and Planning; Paul Brady, NCARB, AIA, CGP, LEED-AP, Godden   Sudik Architects
Design for Every Lifestyle at Every Life Stage	Lita Dirks, MIRM, Lita Dirks & Co.; John Guilliams, AIA, KGA Studio Architects, PC
Designing for a Tighter Lot	John Hunt, MarketNsight; Alan Cablik, Cablik Enterprises; Chris Moore, DTJ DESIGN
Emotive Branding That Inspires Physical Design	Michael Saucedo, Norris Design; Kristin Peterson, William Lyon Homes; Chad Murphy, Hines; Teri Slavik-Tsuyuki, MS, tst ink llc
Floor Plans That Fit: Unique Solutions for Every Lot Size	Dan O'Malley, ALA, M/I Homes; Stephen Moore, CGP, BSB DESIGN; Steven Dewan, NCARB, Bassenian Lagoni
Good Design Sells: Interior Design & Finishes Today's Top Buyer Segments Demand	Doris Pearlman, MIRM, IIDA, Possibilities for Design; Jill Mastrostefano, P Four; Kate Pourhassanian, HRI Design
House Plan Designs that Can Set You Apart & Save You Thousands	Michael Walker, Walker Home Design

How Urban Solutions Are Framing Future Suburbs	Mollie Carmichael, Meyers Research; Bill Ramsey, AIA, NCARB, LEED AP, KTG Architecture + Planning; Garrett Hinds, Trumark Homes
Kitchen Hacks: Deliver "The Look" on a Budget	Deboni Sacre
Kitchens & Baths: Details, Finishes & Floor Plan Ideas for Different Price Points	Doris Pearlman, MIRM, IIDA, Possibilities for Design; Deryl Patterson, AIA, Housing Design Matters, Inc
Local Is the New Opportunity for 55+: 3 Examples for Matching Your Community to Your Market	Deborah Blake, The Ipsum Group; Carrie Roeger, NAHB 55+ BOT, Windsong Properties LLC; Matt Sauls, Pardee Homes; Justin Olear, Regal Builders, LLC
Lot by Lot: How to Build Communities Buyers Love	Craig Karn, ASLA, ULI, NAHB, PLA, Consilium Design; Michael Medick, KTG Architecture + Planning
Missing Middle Housing: The Perfect Bridge to the Missing Millennial & More	John Hunt, MarketNsight; Karen Parolek, Opticos Design, Inc.; Bruno Schickel, Schickel Construction Company
My House Is a Puzzle: Right-Sizing So All the Pieces Fit	Michael Woodley, AIA, Woodley Architectural Group; Doug Van Lerberghe, KEPHART community :: planning :: architecture; Wayne Visbeen, AIA, IIDA, Visbeen Architects
Reimagining Tomorrow's Homes & Neighborhoods: Attainability, Amenities & Great Design	Kristen Maher, Architect, MBA, Rancho Mission Viejo; Steven Dewan, NCARB, Bassenian Lagoni; Todd Lerner, WHA Inc; Paul Johnson, BA, MBA, Rancho Mission Viejo
Solving Water Worries: A New Web-Based Tool to Waylay Building Envelope Moisture Concerns	Diana Hun
Timeless to Trendy: What's Next in Curb Appeal & Elevations	John Guilliams, AIA, KGA Studio Architects, PC; Rick Overby, Stella Color+Design; Deryl Patterson, AIA, Housing Design Matters, Inc
What's Next in Single Family Architecture	Cassie Cherry, LEED AP, Danielian Associates Architects + Planners; Sarah Kaplan, LEED Green Associate, KEPHART community :: planning :: architecture; John Danielian, AIA, Danielian Associates Architecture + Planning; Mark Jones, AIA, LRK. Inc.
Winning Challenging Entitlements: Tips & Strategies for Getting Your Projects Approved	Chris Grady, KEPHART Community . Planning . Architecture; Jared Carlon, PLA, Norris Design; Phil Stuepfert, HR Green

## IBS Live

Automation Is Your Superpower: Using Algorithms, AI & More to Help Buyers Create Their Dream Homes
Best of IBS Awards & Happy Hour
Blockchain in Construction: Real-World Applications That Benefit Builders & Trades
Building on iBuying to Simplify Home Buying

Disruptive Design: How Chicago Is Tackling the Future of Attainable Housing
How Startups, New Tech & Venture Capital Are Disrupting Business Across the Construction Value Chain
IBS 2020 Product Roundup: The Most Innovative Finds from the Show Floor
Japanese Simplicity & Precision Deliver High Quality, Efficient Modular Housing
Mapping the Future of Home Building
No Buttons Needed: The Next Frontier of Voice Control in the Home
Product & Technology Innovations: The New American Home® 2020
Product Innovations in Remodeling: The New American Remodel® 2020
Real Solutions for Building a 21st Century Workforce
Self-Powered Homes: Evolution or Revolution?
Sneak Peek at the Future of Building Materials
The Future of Mobility & Its Impact on Real Estate
Transformative Autonomous Mobility Solutions & Their Benefit to Developers, Builders & the Community
Under 40 Builders: Panel Discussion & Mixer
Why Housing is Long Overdue for Disruption

## Industry Trends

3 Air Changes Per Hour: Are You Doing It Right?	Steve Easley, MSc, Steve Easley & Associates
Addressing the Trade Shortage: Solutions You Can Implement Today	Scott Sedam, TrueNorth Development, Inc
Best in Show: The Latest Trends for Housing from the Consumer Electronics Show	Melissa Morman, BDX; Jacob Atalla, KB Home; Jay Moss, California Real Estate Broker, Woodside Homes; Jason Mathew
Business Transformation for the Post-Digital Age	Tom Goodwin, Zenith Media
Creating the Healthier Homes Your Customers Want at a Price They Can Afford	Jaclyn Toole, Assoc. AIA, CGP, NAHB; Jillian Pritchard Cooke, WWYW, MIRM, Wellness Within Your Walls; John Barrows, CGB, CGP, GMB, Master CGP, P3 Builder Group, Inc.; Alrich Lynch, LDG Consulting
Diversifying the Construction Workforce: Resources That Create Access & Opportunity	Amanda Giuliano, Tradeswomen of IG; Rachel Flint, CMP, CSP, MCL, Hubbell Homes; Katie Hughes, Girls Build; Teresa Mast, BS, The Davin Group, Inc; Ashley Nielsen, Build Like A Chick LLC

Engineering Entertainment: The Science & Design Behind Successful Home Technology Integration	Steven Rissi, ESC-D, ESC-T, ESC-N, CTS, ISF II, HAA II, Net+, DMCE, & ACE II, CEDIA
From Offsite Solutions to Permanent Modular Deliveries: Products & Processes That Will Change the Way You Build	Margaret Whelan, Whelan Advisory; Ryan Melin, Innovative Construction Group; Steve Glenn, Plant Prefab; Steve Basten
Home Trends, Buyer Preferences & Must-Have Features for 2020	Rose Quint, MA Economics, NAHB; Donald Ruthroff, AIA, Dahlin Group Architecture Planning
How to Profit with Zero: What Other Builders Know That You Don't (Yet)	Sam Rashkin, R.A., Retooling the U.S. Housing Industry; Gene Myers, Thrive Home Builders; Geoff Ferrell, Mandalay Homes; Scott Sanders, BrightLeaf
Keeping Up with the Jetsons: A Builder's Guide to Leveraging Smart Home Tech in 2020	Dave Robau, LEED AP, National Energy USA
Personalization, Customer Preferences & Tech: Double Conversion Through Digital Transformation	Yanky Li, CPA, CMA, CPA (Aus), PMP, OpenHouse.AI; Al Trellis, Home Builders Network
Preparing for the Smart Home Decade: Making Tech a Standard, Not Just an Option	
Success with Virtual Assistants: Inviting Alexa to the Party	Steven Rissi, ESC-D, ESC-T, ESC-N, CTS, ISF II, HAA II, Net+, DMCE, & ACE II, CEDIA
The 2020 Housing & Economic Outlook	Robert Dietz, PhD, NAHB; David Berson, PhD, Nationwide Insurance; Frank Nothaft, PhD, CBE, CoreLogic
The Smart Home Explained: Understanding the Spin	Ian Bryant, CEDIA ESC-T, Crestron Silver Master Certified Programmer & Commercial Lighting Certified, AMX ACE Programmer, BIAMP, BSS, QSC, ISF & HAA Certified., CEDIA
Who, What, Where & Why: Making the Most of the Latest Industry Trends, Demographics & Analysis	Robert Dietz, PhD, NAHB; Ali Wolf, MSc, Meyers Research; Carl Reichardt, MBA, BTIG; Danielle Hale, MS, Move, Inc./Realtor.com; George Ratiu
Will Younger Buyers Want the Boomers' Homes?	Chris Porter, John Burns Real Estate Consulting

## Multifamily

Developing Mixed-Income Multifamily Housing	Jason Arechiga, The NRP Group; Caleb Roope, The Pacific Companies; Gregory Hand, WNC & Associates Inc.; Jeffrey Woda, Woda Cooper Companies, Inc.
Exploring an Opportunity Zone Program for Multifamily & Affordable Housing Development	Raj Bandla, JD, Locke Lord LLP; Michael Novogradac, CPA, Novogradac and Company, LLP; James Tassos, National Council of State Housing Agencies; Alfonso Costa, JD, MSc, U.S. Department of Housing and Urban Development (HUD)
From Stacked Flats to Live-Work Units: Innovations in Attached & Multifamily Housing	Mike Sullivan; Walter Hughes; Dean Schwanke, National Association of Home Builders
Getting Started in Attached, Multifamily & Rental Housing	Michael Dickens, IBACOS; Greg Simmons; Gary Hensch, CPA, Redstone Homes; Rick Dalton, MBA, Dalton Communities

Make Modular Construction Work for Your Next Multifamily Project	Vaughan Buckley, Volumetric Building Companies
Single Family Lifestyle in a Multifamily World	Steve James, AIA, DTJ Design; Angela Harris, MS, BS, AA, LEED AP MIRM, CMP, ASID, IIDA, TRIO; John Thatch, AIA, LEED AP, DAHLIN Architecture Planning; Richard Gollis, The Concord Group, LLC
Today's Multifamily Community Amenities & Design Trends	Rich Ellis, MBA, Boston Properties; Phyllis Hartman, Hartman Design Group Inc.

## Project Management

5 Best Practices for On-the-Go Field to Office Communication	Paul Wurth, Buildertrend
Advanced, Location-Based Estimating: Better Estimates, Smarter Training & Successful Verifications	Steve Bertasso, MBA, MiTek USA, Inc.; Shania Lauzo Vega, EdgeHomes, LLC
Are You a Project Manager or a Project Witness?	Norb Slowikowski, MA Industrial Relations, Slowikowski & Associates
Bridging the Margin Gap: 12 Tactics to Increase Profit Without Collateral Damage	Scott Sedam, TrueNorth Development, Inc
Building Homes Faster: Strategies to Reduce Construction Cycle Times	Mark Hodges, Blueprint Strategic Consulting
Creating a Profitable, Winning Partnership with Trade Partners	J. Bradley Simons, CGB CGP MCGP, Wesminster College
Dealing with Demanding People: Maintain Control & Protect Your Profit	Fred Reikowsky, Licensed Professional Business Coach, Legacy Business Leaders, LLC
Deliver What You Sold: Total Quality Assurance Through Every Step of the Home Building Life Cycle	Joe Stoddard, Mountain Consulting Group
Distance Collaboration: How Technology & Teamwork Are the Future of the Construction Process	Bob Wilhem, WHA (William Hezmalhalch Architects); Brad Blank, Winchester Homes; Mike Kozlowski, PE, Apex Technology; Tim Beckman, MBA, Simpson Strong-Tie
Do More in Less Time: Integrating Technology & Software into Your Business Operations	Bryan Kaplan, RSE, PHIUS Builder, Construction Consulting
High Performance Homes: Getting Your Money's Worth	Todd Gamboa, Building Trust LLC
New Rules for Creating an Exceptional Customer Experience	Mark Hodges, Blueprint Strategic Consulting
On Schedule & On Budget: Yes, You Can Have Both	Timothy Faller, Remodelers Advantage
Reducing Cost + Improving Construction Quality: Can You Have It Both Ways?	Gord Cooke, Engineer, Construction Instruction; Justin Wilson, Construction Instruction; Mark LaLiberte, Construction Instruction; Sam Rashkin, R.A., Retooling the U.S. Housing Industry
Technology on the Tool Belt: The Keepers & The Sleepers	Erik Cofield, CGA, MiTek

The Construction Checklist: Your Secret Weapon for Fewer Mistakes, More Profits & Satisfied Clients	Bryan Kaplan, RSE, PHIUS Builder, Construction Consulting
The Demise of the Punchlist	Todd Ullom, CGC, Builder Partnerships
The Expectations Game: How to Create a Winning Customer Experience From the Start	Dan Houghton, Buildertrend; Ed Earl, MBA, Priority One Projects; John Crabbe, CGB, Crabbe Homes; Nick Schiffer, NS Builders

## Sales & Marketing

10 Practical Ways to Use Virtual & Augmented Reality to Increase Your Bottom Line	Tim Costello, BDx
10 Ways to Shorten the Buying Cycle	Jeff Shore, Shore Consulting; Ronda Conger, CBH Homes; Will Duderstadt, M/I Homes, Inc.
2020 NSMC Super Sales Rally: How to Win More Sales & Live an Unleashed Life	Mary Marshall, Forrest Performance Group; Mollie Elkman, Group Two Advertising; Myers Barnes, MIRM, Myers Barnes Associates, Inc.; Quint Lears, MIRM, Master - CSP, New Home Sales, LLC
4 Disruptive Technologies Redefining the Homebuying Experience	Erik Martinez, Blue Tangerine LLC
5 Mistakes Builders Make with Google Ads & How to Fix Them	Andrew Peek, Google AdWords & Analytics Certified, Do You Convert
A Metrics-Powered Customer Journey: Better Leads, Faster Sales & Seamless Experience	Bassam Salem, MS, MBA, MPhil, AtlasRTx, a Mindshare Venture; Pierrette Tierney, MA, Magleby Construction
Blending Quality & Quantity: How to Strategically Grow Your Followers on Facebook & Instagram	Chelsey Keenan, Group Two Advertising
Build Your Brand, Build Your Business: Becoming the #1 Choice in a Crowded Market	Gerry O'Brien, CSP (Certified Speaking Professional), MBA, .What Big Brands Know
Builder Branding: A 10-Step Process to Gain Competitive Advantage & Create Employee Loyalty	Dave Miles, 2016 NAHB Legend of Residential Marketing; MIRM; CSP; CASH, Milesbrand
Can I Geofence the Whole Town? The Misconceptions & Best Practices of Homebuyer Geofencing	Robert Cowes, BBA, MBA, SmartTouch® Interactive; Tanner Ross, SmartTouch Interactive; Clint Henderson, HomeBuilder Proximity
Cell Phones That Can Sell Homes	Shirleen Von Hoffmann, MIRM, CSP, BROKER, CMP, Home Builders Edge; Christopher Brown, CSP, MIRM, CMP, NEXT New Homes Group, NEXT Crafted, Inc
Clash of the Titans! Marketing Megaminds Debate Today's Hottest Topics	Dennis O'Neil, O'Neil Interactive, Inc; Kevin Oakley, Do You Convert; Lucy Wohltman, Zillow Group; Will Duderstadt, M/I Homes, Inc.; Kristi Allen, WoodCastle Homes; Alaina Money-Garman, Fresh Paint & Garman Homes
Coming Together as a Collaborative Sales & Marketing Dream Team	Meredith Oliver, MCSP, MIRM, Meredith Communications; Kerry Mulcrone, MIRM, CSP, CMP, Kerry & Co.
Content & Messaging That Will Turn Your Website Into a New Home Buyer Magnet	Mark Law, BDx



Cracking the Changing Code: Understanding Today's New Homebuyer	Mollie Carmichael, Meyers Research; Diahann Young, MBA, Pulte Group; Peter Brumme, MBA, BDX
Creating & Executing a Smart, Effective Marketing Budget	Mitch Levinson, CAPS, CGP, CSP, MIRM, MBA, Marketing Relevance; Tim Basilica, Level Homes; Jeanne Conger, CGB, CGP, Bella Vista Homes and Princeton Classic Homes
Facebook Is Your Friend: Successfully Mix Posts, Ads, Messenger & More for Maximum Return	Carol Morgan, MIRM, CAPS, CSP, Denim Marketing
From Online Lead to Onsite Sales Team: Creating a Seamless Buyer Journey	Jen Barkan, NAHB - Online Sales Counselor of the Year 2016, Do You Convert; Allissa Smith, Pardee Homes; Andy Gottesman, M/I Homes; Ingrid Prince, Trendmaker Homes
Getting Value from Visual Content: It's Not As Expensive As You Think	Kevin Weitzel, USMC, Outhouse, LLC; Jimmy Schaefer, CSP, RealReach Marketing & Productions; Kelly Fink, MIRM, CAPS, Broker, The Providence Group of Georgia LLC; Carol Morgan, MIRM, CAPS, CSP, Denim Marketing; Rob Krohn
How to Use Pinterest to Sell More Homes	Anya Chrisanthon, New Construction Marketing Podcast/KW Greater West Chester
Location-Based Marketing for Today's Home Builder	Bill Doughty, Group Two Advertising
Marketing Automation: Best Practices to Increase Leads & Grow Your Business	Jeremy Heilpern, Ammunition
Marketing by the Numbers: Skyrocket Your Sales & Marketing ROI with Fail-Proof Metrics	Meredith Oliver, MCSP, MIRM, Meredith Communications; David Betcher, ECI Software Solutions; Matt Riley, Group Two Advertising
Marketing or Sales: Whose Job Is It Anyway?	Kimberly Mackey, New Homes Solutions Consulting; Quint Lears, MIRM, Master - CSP, New Home Sales, LLC; Anya Chrisanthon, New Construction Marketing Podcast/KW Greater West Chester
Mind-Blowing Technology on the Cheap That Gives You an Edge	Christopher Brown, CSP, MIRM, CMP, NEXT New Homes Group, NEXT Crafted, Inc
Mobile Marketing: How to Fix the 7 Costly Mistakes You're Most Likely Making	Joe Reuth, Google Adwords Mobile Certified, Google Adwords Certified, Builder Marketing Edge
New Rules for New Home Shopping: Realtor.com® & Zillow Share Lessons for Engagement, Personalization & Easing Pain Points	Nate Johnson, Move, Inc./Realtor.com; Laura Eddy, Zillow Group
Overcoming Sales Objections Like a Rockstar	Ryan Taft, Certified Speaking Professional, NSA, Shore Consulting, Inc.
Personalize & Customize Your Website Experience: The Key to Generating More Online Leads	Chris Behan, Socius Marketing
Presale Without Fail: The Secret to Launching New Communities with Maximum Results	Kevin Oakley, Do You Convert
Reaching New Audiences: How to Market, Sell to & Serve a Wider Range of Buyers	Kelly McDonald, McDonald Marketing
Right-Sizing Your Website for Your Specific Needs	Robert Cowes, BBA, MBA, SmartTouch® Interactive; Dennis O'Neil, O'Neil Interactive, Inc
SEO Demystified: The Truth About Getting to the Top	Megan English, O'Neil Interactive; Dennis O'Neil, O'Neil Interactive, Inc

Show Me the ROI: Digital Tools That Generate Measurable Leads	Mandy Holm, Denim Marketing; Kelly Fink, MIRM, CAPS, Broker, The Providence Group of Georgia LLC
Smarter, Not Harder, Social Media Marketing	Elton Mayfield, ER Marketing
Successes & Failures of Niche Marketing to Multicultural, Single & Generational Buyers	Tanner Ross, SmartTouch Interactive; Ivelys (Evie) Tavarez, Blackburn Communities
Technology in Your Sales & Design Centers: Bridging the Online & Offline Worlds	Melissa Morman, BDX
The 6 Key Metrics for Managing Sales as Efficiently as Production	Rick Storlie, CMP, CSP, MCSP, New Home Sales Coach
The Power of Social Media: A Chat with the Industry's Top Influencers	John Hourihan, Vintage Builders Inc.; Amanda Giuliano, Tradeswomen of IG; Brek Goin, Hammr / Builders of Insta; SARA Bendrick, C-27, Sarita Landscape Design
The Sale Begins with Your Website: Providing Comfort & Avoiding Complication	Megan English, ONeil Interactive; Jenna Verrecchio, ONeil Interactive; Beth Russell, Stylecraft
The Two Faces of Social Media	Stephanie Smith, Immersion Active; Kerrie Gilbert, Gilbert & Sheppard Group / a Division of Immersion Active
The UnSalesperson: Breaking All Closing Boundaries	John Palumbo, MIRM, Sterling Group; Morgan Palumbo, Woodland Homes
Transformational Coaching: Implement Smart Habits that Measure & Predict Consistent Sales Results	Ralph Williams III, Sales Solve Everything
Video Tips & Tricks for New Home Sales	Shirleen Von Hoffmann, MIRM, CSP, BROKER, CMP, Home Builders Edge; Christopher Brown, CSP, MIRM, CMP, NEXT New Homes Group, NEXT Crafted, Inc
Vlogging: Connect with Clients & Grow Your Business Using Video	Dave Cooper, DaveCooper.live
Want More Sales? Then Make Your Homes Easier To Buy!	David Payne, Invent Dev Inc.; Kimberly Mackey, New Homes Solutions Consulting
What Do Geofencing, Facebook Ads & PPC Have in Common?	Mandy Holm, Denim Marketing; Kelly Fink, MIRM, CAPS, Broker, The Providence Group of Georgia LLC
What Your Competitors Don't Know About Marketing to 55+ & How You Can Use It to Your Advantage	Beth Haynes, CAPS, Regal Builders, LLC; Barbara Wray, Wick Marketing; Kerrie Gilbert, Gilbert & Sheppard Group / a Division of Immersion Active
Why Buy New vs. Existing? Higher Performance Is the Answer	Todd Gamboa, Building Trust LLC
Your Prospect's Brain on Marketing: Messages That Stick, Those That Don't & Those That Get the Sale	Brian Flook, MIRM, Power Marketing