

**Kyle Paris**  
(972) 922-3509  
KP@kyleparisrealtygroup.com

# Texas Realtors

## 2024 Winter Meeting

February 9-13, 2024 - Austin, TX



### OVERVIEW

Winter Meeting is my favorite “Realtor Conference” for several reasons. Mostly because the attendees are volunteers who are eager to be there and are trying to make a difference in the Realtor community. It’s also convenient because it’s close to home while still feeling like you’re getting away, and many of our members can make the trip without incurring large travel expenses.

This was my third trip to Winter Meetings, and it was easily the most fulfilling, educational, and fun experience yet. I remember my first trip, during which I often felt lost and isolated. I ate meals by myself and it didn’t seem like anyone cared to notice that it was my first time being there. During that trip, I promised myself that I would go out of my way to enhance the experience for future attendees and ensure other “first-timers” felt welcome and included.

Fast forward to this year and I couldn’t be prouder of how NTYPN showed up! This group of professionals embraced the opportunity to attend the Winter Meetings and we undoubtedly made our presence known. It’s particularly impressive to witness the enthusiasm of our affiliate members who want to be there as much as our Realtor members. Together we genuinely function as a collective unit and appreciate each other’s presence. We had a great group dinner at Odd Duck on Saturday evening and attended the TREPAC Pickleball event on Sunday evening. Even though only 1 of our teams won a match (yay Jordan & Meredith!), it was great to have something to focus on and a reason to get together before the conference.

In addition to having a lot of fun, we were also there to learn. Everyone agreed that Terry Watson was an amazing opening session keynote speaker. I can put him in my top 3 real estate conference speakers, which was a nice surprise because I had *no clue* who he was walking in. His energy and message flowed nicely, and it felt unforced while being very relatable.

I attended several great sessions and forums but my favorite was titled, “Experts Exposed” and it was hosted by the Professional Development Committee. It was a panel discussion and Q&A with great guest panelists. Scott Kessner and two lawyers from the Broker-Lawyer committee gave out

a ton of useful information and insight, along with things that are on their radar. Another favorite of mine was an informational panel discussion focused on Best Practices for Brokerages with TREC's lead counsel, Vanessa Burgess, as one of 3 lawyer panelists. Texas YPN hosted another forum I enjoyed and it was a presentation about Brokerage Spokesperson Media Training. During this session, they asked for volunteers a couple of times, and guess who jumped up to volunteer? CCAR NTYPN!

## TOP 10 KEY LEARNINGS, ANNOUNCEMENTS, & QUOTES

1. Compete on value not price. - Terry Watson
2. Telling people to "calm down" or "relax" has the opposite effect. - Terry Watson
3. Compensation NOT commission.
4. If you're going to file a TREC complaint, you need to own it. Don't put TREC in the middle for "squabbles".
5. Not all education is "good" education.
6. Buyer/rep forces us to explain our value upfront.
7. There's been a shift away from core competencies.
8. Agents need permission to record (in a listing for social media) from the seller and listing broker.
9. New agents aren't at the highest risk of getting sued. Agents licensed for 7 years (on average) are the greatest risk.
10. Protect your mindset before speaking on camera and resist the urge to ask for forgiveness if you are nervous.

## SUMMARY

I am extremely grateful I had the opportunity to attend the 2024 Winter Meeting and represent CCAR. It is a *long* trip but I always come home with more knowledge and stronger relationships, and I hope the stories we share with other members make them want to attend with us next year.

The \$1,000 budgeted for YPN is extremely helpful to offset the cost of travel for our up-and-coming leaders. The lodging expense is a huge deterrent to would-be attendees and without this budget, a majority of YPN that came down wouldn't have been there. I am hopeful that we can build on the momentum we have established and continue to inspire more CCAR members to get involved. Maybe next year we can increase the budget to \$2,000 so we can accommodate more members and continue to invest in the amazing young talent at CCAR! :)

Respectfully submitted



2024 Secretary/Treasurer