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# NAR YPN Advance

August 15th - 18th, 2023 - Chicago, Illinois



## OVERVIEW

I was very fortunate to recently attend my second YPN Advance, which was a much different experience than my first one in 2019. The event has grown from a one-day mastermind to a full two-day experience, attracting some of the brightest up-and-coming leaders from all over the country. There were approximately 270 attendees, and I was pleased to see many familiar faces from 2019, as well as meet many new people. The energy at the event is incredible, and the networking opportunities and idea-sharing are extremely valuable to the growth of our committee. The national network or YPN is truly one big family, and it is refreshing to see everyone cheering each other on.

My experience this year was also different because I was not there alone. For the first time that I can remember, CCAR approved a budget to send two NTYPN leaders, the Chair and Vice-Chair. Jordan Hargrove joined me for her first Advance, and it was great to be able to represent CCAR together and double our takeaways. Having committee leadership share in this experience is beneficial because I was able to "show her the ropes" and offer guidance. However, the most important aspect is that it is simply easier to feel comfortable when someone is with you. Although YPN'ers are all friends, it can be overwhelming walking into a room by yourself when everyone seems to know each other. Instead of feeling intimidated by a room full of new faces, we were able to jump right into conversations and make new contacts. Jordan and I work very well together, and it was great to see her flourish and get more excited about what we do on the NTYPN committee.

Throughout our 2 days at Advance, we heard from various panels, NAR leadership, and even Zillow Group, which was a main sponsor. My main takeaways are outlined below.

## TOP 10 KEY LEARNINGS, TAKEAWAYS, & QUOTES

1. Tracy Kasper shared her initiative to have a Realtor® in every High School in the US to teach value and financial literacy by June 2024. Our presence will offer guidance on how to achieve home ownership or start a business. There are approximately 24,000 High Schools in the US.

2. Tracy also shared there is a \$2,000 “Illuminated” grant available for events that attract community leaders and media, and talk about home ownership. Applications open 8-15-23.
3. “The direction you travel is more important than the speed.” - Tommy Choi (2019 YPN Chair)
4. “Take opportunities that you want to do, not things you feel obligated to do. It’s okay to say no.” - Krista Clark (2020 YPN Chair)
5. “Do something hard, something fun, and something for somebody else.” - Kenny Parcell (2023 NAR President)
6. Give people a job and they’ll stick around. Our next leader is likely sitting in the room and all they need in order to take the next step is to be asked.
7. RPAC is an insurance policy for your business.
8. Zillow presenting about adopting AI and *NOT* fighting it. They used a Napster analogy - Don’t lose 20 years and embrace it now to win market share. If the music industry had realized this decades ago, they would be in a much better position today.
9. Only 12 states *require* buyer representation agreements.
10. If you post too much on social media it will negatively impact your algorithms.



## SUMMARY

YPN Advance is an amazing experience and my favorite real estate conference. It is all about sharing, growing, and being the best version of yourself while remembering not to take yourself too seriously and have fun. I walked away from this year’s event feeling energized and excited for the future of our NTYPN committee.

If you are reading this, I want to thank you for believing in NTYPN and what we’re building. It is incredibly challenging (and rewarding) to build and sustain a culture that can grow year-over-year, and we could not do it without the support of CCAR and our association leaders.

Tracy Kasper said it best: YPN is not the future, we are the NOW. We are rising into larger roles and we are tasked with not only preserving traditions but creating new paths and leading our peers through changes in our industry and society.

I would not be the professional I am today if I had not found YPN many years ago. While I’m at the end of my NTYPN leadership chapter, I am excited to assume new responsibilities at CCAR and continue to watch our NTYPN flourish and incubate the next wave of leaders.



