Swanepoel T3 SUMMIT statistics

*Percentages on attendance from the 2013 and 2014 T3 Summits
6:30PM – 6:35PM  
OPENING AND WELCOME (grand ballroom)

6:35PM – 7:35PM  
T3 KEYNOTE: Delivered first at the T3 Summit
As best selling author of 25+ books/reports, Stefan Swanepoel has become one of the most respected analysts of trends and change impacting the real estate industry. Every year he delivers his annual vision and trends speech at the T3 Summit.

7:35PM  
T3 WELCOME RECEPTION (valencia ballroom)
7:00AM – 8:00AM  
CONTINENTAL BREAKFAST (grand ballroom foyer)

8:00AM – 8:05AM  
OPENING (grand ballroom)

8:05AM – 8:50AM  
T3 DISCOVERING THOUGHT LEADERSHIP
A Swanepoel Interview with Dale Stinton, CEO of the National Association of REALTORS®. Stefan explores his rise through NAR, his philosophies, the successes and struggles as well as his vision for Organized Real Estate, and the challenges and solutions he sees for the real estate professionals.

8:55AM – 9:40AM  
T3 ROUNDTABLE BRAINSTORMING ISSUE #1
HOW do we SHIFT the focus from an AGENT-driven Business to a BUSINESS-driven business?
Thought Leaders Participating on Stage:

1. John Coile (CEO Champion Realty)  
2. Dan Duffy (CEO United Real Estate)  
3. Jim Harrison (CEO MLSListings)  
4. Anthony Hitt (CEO Engel & Völkers)  
5. Bob McAdams (CEO RealLiving)  
6. Pam O’Connor (CEO Leading RE)

*Roundtable facilitated by Rob Hahn
9:40AM – 10:10AM  BREAK

10:10AM – 10:55AM  T3 DISCOVERING THOUGHT LEADERSHIP
A Swanepoel Interview with Richard Smith, Chairman of Realogy. Stefan explores the remarkable growth of this group as well as his vision for Realogy and the Industry. We discuss the enormous behind the scenes work he has done on Capitol Hill to improve homeownership.

10:55AM – 11:10AM  T3 TALK #1 - When Real Estate Decision Making Goes Bad
Join Matthew Shadbolt, newly appointed Director of Real Estate Products for the New York Times.

11:15AM – 12:00PM  T3 ROUNDTABLE BRAINSTORMING ISSUE #2
HOW does the REALTOR® Association of today become invaluable to your business by 2016?
Thought Leaders Participating on Stage:

1. David Charron (CEO MRIS)
2. Robert Moline (President HomeServices)
3. Todd Shipman (Chairman NAR Strategic Thinking Committee)
4. Greg Robertson (CEO W&R)
5. Chaille Ralph (Chairperson HAR)
6. Charlie Young (President ERA Real Estate)

*Roundtable facilitated by Jeremy Conaway

12:00PM – 1:30PM  LUNCH (valencia ballroom)
Buffet Lunch is provided.

1:30PM – 1:45PM  T3 TALK #2 - Hang W/ the Next Stage of Mobile Apps
DJ Swanepoel, a millennium who, at the age of 26, heads up marketing for a large mobile app developer in Southern California.

1:50PM – 2:50PM  T3 ROUNDTABLE BRAINSTORMING ISSUE #3
HOW does a brand become the primary decision/choice for the home buyer/seller?
Thought Leaders Participating on Stage:

1. Amy Bohuntinsky (CMO Zillow)
2. Sherry Chris (CEO BH&G Real Estate)
3. Michael Fischer (COO Coldwell Banker)
4. Bob Hale (CEO HAR)
5. Pamela Kabati (SVP Communications NAR)
6. Bev Thorne (CMO Century 21)

*Roundtable facilitated by Tracy Weir
2:55PM – 3:10PM  
**T3 TALK #3 – The Real-time Buyer Marketplace**

Buyer MLS didn’t work a decade ago so why would the market be ready for it now?

Industry veteran and entrepreneur John Heithaus shares recent advances in technology.

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3:10PM – 3:40PM  
**BREAK**

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3:40PM – 3:55PM  
**T3 TALK #4 – The Black Swans of Real Estate**

T3 Exclusive: The three worst things that can happen to the real estate industry if all bets were off. Presented by Notorious Rob (Rob Hahn). Absurd or possibility? You decide.

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4:00PM – 5:00PM  
**T3 ROUNDTABLE BRAINSTORMING ISSUE #4**

How does Real Estate Leadership address the rising expectations of the home buying/selling process? Thought Leaders Participating on Stage:

1. Grier Allen (CEO BoomTown)  
2. Austin Allison (CEO Dotloop)  
3. Steven Berkowitz (CEO Move, Inc.)  
4. Lawrence Flick (CEO BHHS Fox and Roach)  
5. Steve Ozonian (CEO Carrington Real Estate)  
6. Phil Soper (CEO Royal LePage)

*Roundtable facilitated by Jeremy Conaway

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5:00PM  
**ADJOURN**

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6:30PM – 7:00PM  
**COCKTAIL RECEPTION** (valencia ballroom)

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7:00PM  
**T3 POWER DINNER** (valencia ballroom)

An opportunity to network with the most powerful and influential decision makers in the real estate business.

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**FRIDAY**  
April 11th, 2014

Leadership abundance with conversations involving the most fascinating people in real estate along with the most powerful cadre of CEOs and Thought Leaders ever assembled on one stage.
7:00AM – 8:15AM  CONTINENTAL BREAKFAST  (grand ballroom foyer)
8:15AM – 8:20AM  OPENING  (grand ballroom)
8:20AM – 9:05AM  T3 DISCOVERING THOUGHT LEADERSHIP
    A Swanepoel Interview with Dave Liniger, the “Most Interesting Man in Real Estate” and the founder of RE/MAX. Stefan explores the birth of an industry changing company, an extraordinary life as entrepreneur and adventurist, his remarkable recovery from near death, and his vision for real estate in 2020.

9:10AM – 9:40AM  THE REAL ESTATE TRANSACTION OF THE YEAR
    An analysis of the most expensive and strategic acquisition of 2013. We talk to both the acquirer and the acquired on stage to learn more about the reason, execution and future about this noteworthy transaction. Paul Levine (COO, Trulia) and Scott Smith (EVP, Market Leader) are interviewed by Rob Hahn.

9:40AM – 10:00AM  THE REAL ESTATE NEWSMAKER OF THE YEAR
    After one of the most surprising executive moves in years, Stefan Swanepoel sits down with Errol Samuelson to discuss his recent appointment as Chief Industry Development Officer for Zillow.

10:00AM – 10:40AM  EXTENDED BREAK
    To allow for check out before returning for a historic and unique industry event.

10:40AM – 11:50AM  THE MOST POWERFUL CEO ROUNDTABLE IN REAL ESTATE
    What Keeps You Up At Night? Six of the most authoritative CEOs, heading six of the largest real estate brokerage franchises/companies in the world, sit around the T3 Leadership Roundtable. For one hour they become "Colleagues and Collaborators" of an industry they all love very dearly. They share what they heard at T3, what troubles them the most in the industry, what they are the most excited about and what their individual visions are for the future of the real estate industry.

    1. Budge Huskey (CEO Coldwell Banker)
    2. Earl Lee (CEO Prudential Real Estate)
    3. Dave Liniger (CEO RE/MAX)
    4. Bob Moline (President HomeServices)
    5. Phil Soper (CEO Royal LePage)
    6. Mark Willis (CEO Keller Williams Realty)
    *Roundtable facilitated by Stefan Swanepoel

11:50AM – 12:00PM  CLOSING
    Stefan concludes the 2014 T3 Summit with his own synopsis of the issues addressed at T3 and the issues that still need attention. The 2014 T3 Summit recesses sharply at noon until the 2015 T3 Summit which will be hosted at the Four Seasons in Las Vegas from April 8th-10th, 2015.