

Charlottesville, VA



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Charlottesville Young Professionals Network (YPN)

(Est. Dec. 2011)

Planning Committee Minutes

Wed., October 11, 2023, at 10:00 a.m.

ATTENDANCE

Present: Katelyn Mancini (Chair), Board Liaison: Robert Bailey, Jossef Baron, David Deutsch, Tiffany Jenkins, Ivy Haines, Sarah Monceaux, Megan Rodgers

Staff Liaison: Teresa Kirkhart, Lauren Graf

Absent: Brentney Kozuch (Vice-Chair), Jenny Tapscott

CALL TO ORDER

The meeting was called to order by Chair Katelyn Mancini at 10:03 a.m. A reminder of the anti-trust and purpose of YPN was reported.

MINUTES

The July & September Meeting Minutes were approved at 10:04 a.m.

OLD BUSINESS

The October Latte & Learn is scheduled this Fri., Oct. 13th, 9 – 10 a.m. and is being paid for by DEI. Katelyn Mancini will discuss the charity because she is on their board. There are 20 registered attendees, and Chair Katelyn Mancini has challenged the YPN Planning Committee to recruit one person to attend the event.

On Tues., Dec. 5th, the classroom is open and available for the Salvation Army Angel Tree drop-off event. Salvation Army Bell Ringing dates have been revealed: December 8th and December 9th. YPN is taking the 8th for the Bell Ringing, leaving December 9th open for CAAR members to volunteer at Barracks Road Barnes & Noble. Volunteers are encouraged to wear REALTOR® apparel and take photos, which will be sent to Staff Liaison Lauren Graf. The YPN Bell Ringing volunteer schedule for Fri., Dec. 8th is as follows:

Sarah Monceaux & Zoya will be on the 10 a.m. – Noon shift.

Tiffany Jenkins & Ivy will be on the Noon – 2:00 p.m. shift.

Megan Rogers & David Deutsch will be on the 2:00 – 4:00 p.m. shift.

Katelyn Mancini & Jossef Barron will be on the 4:00 – 5:00 p.m. shift.

Angel gifts are due by December 1st, with the gift drop-off event on December 5th (YPN Planning Meeting is changing to that date as well). The drop-off location remains Teresa Kirkhart's office. There may be an announcement of the number of tags completed and an expression of gratitude to those who contributed at the December 7th GMM.

Board Liaison Rives Bailey announced that the Arc of the Piedmont Santa Fun Run will take place on December 2nd on the Downtown Mall.

The goal is to meet all of the 2023 charity goals for AHIP and Arc of the Piedmont at the November 2nd GMM. Tiffany Jenkins can volunteer at the table.

NEW BUSINESS

The Kick-off event is scheduled for February 1st at Decades Arcade.

Wet 'n' Wild is now on May 21st and is called Waterpalooza.

A list of Latte & Learn topics will be sent out with the top two topics chosen by Monday, and then they will be put to a vote. Along with the topics, the members will suggest a new charity or two to use for 2024. Use this link for suggestions:

<https://bit.ly/YPN2024Suggestions>

ADJOURNMENT

The meeting was adjourned at 10:48 a.m.

Next Meeting: Wed., Nov. 8th, 10 – 11 a.m.

NAR Meetings & Conventions Committee
Class Topics

1. Safety
2. DEI
3. Fair Housing
4. HR for AES
5. Volunteer management
6. Leveraging business/affiliate membership relationships
7. Business planning
8. Appy hour
9. Navigating the market
10. Managing multiple offers
11. Competing with all cash offers
12. Alternative financing
13. Pricing strategies
14. Dealing with the new normal
15. Marketing and branding
16. Planning for retirement as an independent contractor
17. Niche marketing
18. Affordable housing
19. Teams
20. How will broker maintain agents
21. Mental health and work life balance
22. Knowing real estate scams
23. Time to replace your headshot
24. Safety - 5 signs you're at risk
25. Brokerage is closing...what should I anticipate
26. Ali certification from LGBTQ+
27. Proper pronouns and why
28. Tax implications from perspective of independent contractor
29. Onboard a virtual assistant
30. What's not covered by your E&O
31. Critical conversations around race
32. Business succession
33. Artificial intelligence
34. Market shed
35. Use of social media - new platforms -
36. Principal brokers attending conference
37. DOJ lawsuit update
38. How to handle answers for consumers
39. Diverse market panel - what's happening and how they are adjusting to the shift
40. DEI topics
41. Seasoned agent classes
42. Flood insurance
43. How to avoid being the agent no one wants to work with
44. Working with builders
45. Creating inventory
46. Mental health
47. Grass is not always greener with another agent
48. Competing against experienced agents
49. Brokers - new agent turn over
50. Decline in membership numbers
51. Handling video surveillance
52. Rising Dual agency
53. Leadership devo for brokers, teams, and boards
54. Revenue stream diversification for associations
55. 1-2 year agents who are high producers
56. Art of personal communication
57. Non-digital client follow-up
58. Value of association involvement - how to get started
59. What to do with his business card when you leave
60. Building and utilizing your database
61. How to run your business to retire - tax CPA professionals
62. Shifting marketing mindset
63. Talking points to overcome negative housing news
64. Utilizing tax saving tips for agents - CPA
65. Running your business like a business
66. Risk management for broker and agents - pitfalls to avoid
67. Property management
68. Recent real estate purchases by large conglomerates
69. Wholesale panel - attorney gen, gov affairs director; Q&A; legalities
70. Niche marketing
71. Sustainability, environmental issues
72. Smart growth and community outreach
73. Making RPAC digestible and communicable to local officials
74. Repurposing commercial properties
75. Demystifying the commercial realtor
76. First time home buyer
77. Appraisal
78. Look at NAR committees - present to interested members
79. Social media
80. AI
81. Working with diverse cultures - mini at home with diversity
82. Working with underserved markets
83. Team structures - panel

Already Used

84. Inventory
85. Exit strategy for book of business
86. Marketing yourself
87. Organize your marketing
88. Mental health - setting boundaries; teaching clients
how to treat you
89. Antitrust
90. Tax incentives
91. Ways to stay out of trouble
92. VA buyers
93. Working with foreign buyers
94. Use chat GBT - AI