



# Lisa Fettner

Speaker / Referral Matchmaker / Branding & Marketing Maven

Sample Session Topics:

## REAL ESTATE

### > Expand Your Referral Horizons

Many agents are missing out on ways to grow their business through referrals. We'll review 65 different ways to grow and expand your referral business.

### > Managing Your Online Presence

Managing and growing your online presence is critical to real estate success these days. Learn 6 key tips to developing a consistent, effective virtual brand.

### > Maximizing Your Lead Gen ROI

Converting your lead generation efforts into closed deals can be challenging — especially those secured online. Learn 5 key tips to garner higher quality leads that close.

### > Harnessing Networks to Grow Your Profitability

Targeted towards brokers, this session shows you how to use referral networks to stay relevant, retain and recruit agents, and increase your overall business.

## MOTIVATIONAL

### > 6 Things Blurry Vision Taught Me to See More Clearly

Sometimes adversity teaches valuable lessons — many of which can be applied to your work life!

### > What I Learned from Giving Away 10,000 Prom Dresses

Being Co-President of the Princess Project (an organization that provides free prom dresses to teens) has taught me many things — many of which we can apply to our career and life.



CONTACT ME FOR MORE INFORMATION:

[lisa@referralexchange.com](mailto:lisa@referralexchange.com)

510-541-5628

*Custom topics available upon request*

