

JPAR GOES 'UNCONVENTIONAL' IN CONVENTION FOR AGENTS NATIONWIDE

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By RISMedia Staff September 10, 2020, 4 pm Reading Time: 1 min read 

JP & Associates REALTORS® (JPAR) will be hosting a two-day virtual conference—UNCONVENTIONAL—open to JPAR agents, brokers, franchisees and guests.

In the upcoming virtual convention, JPAR Founder, JP Piccinini, will open with updates on the future of JPAR and how the company will be positioning itself to continue exceeding expectations for the agents and franchises, with notes on future growth and expansion. Mark Johnson, CEO of JPAR Brokerage, will be sitting down with Brian Buffini, founder and chairman of Buffini & Company, and Nick Vujicic, bestselling author and motivational speaker, to discuss how agents can not only survive during these turbulent times, but thrive to grow their business. Geoff Lewis, president and chief executive officer of JPAR

Franchising, will host breakout sessions featuring franchise owners and other guests on some of the topics in growing a franchise operation, including marketing, team building, agent motivation and top producer recruiting.

Chief Technology Officer Justin Tracy will be joined by key guests to unveil the company's latest technology, including the newly remodeled B.O.S.S.S. company intranet, Bomb Bomb's integration with kvCORE, the new JPAR Sure Sale platform and the latest JPAR mobile app.

UNCONVENTIONAL is being held as a two-day virtual event on Sept. 16 and 17 from 10:00 a.m. – 6:00 p.m. EDT.

For more information, please visit www.jpar.com.



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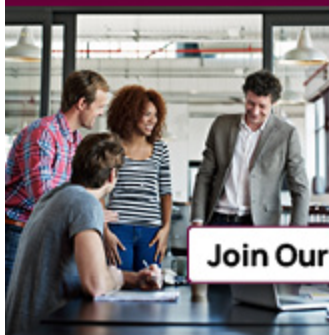
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A COMMUNITY OF LEADERS CONTROLLING THEIR FUTURE

How LeadingRE provides a path for brokerage growth

By Robin LaSue

In a real estate industry being reshaped by consolidation, franchise expansion, technology investment and changing capital models, brokerage owners are being forced to make big decisions about the future of their companies.

The pressure is real. Integrals are tight. Agents expect more. Consumers are more informed and more demanding. Technology is changing how firms compete, communicate and deliver value. Across the industry, companies are searching for a model that looks very different from what it did even a few years ago.

For some, that path may mean selling to or partnering with a larger organization or adopting a more centralized model. But for many brokerage owners, the question is often not how to grow without giving up what they have built. How do I offer agents and clients more while maintaining control of my company's direction, culture and reputation? How can I gain access to resources and infrastructure I need in my market?

That's where Leading Real Estate Companies of the World® (LREC) comes in. The industry as LeadingRE sees it is powerful opening.

The future of real estate is not only about consolidation. It is also about

Paul Roscoe, president and CEO of LeadingRE. "They are defined by what they uniquely possess: local knowledge, strong relationships, entrepreneurial agility and authentic brands that are deeply connected to the communities they serve."

LeadingRE brings these firms together through a global network and an ecosystem that includes not only Leading Real Estate Companies of the World®, Century 21®, Real Brokerage®, and RECO Group®, but also its UK-based network Redfin International (see page 44) and its Canadian-based American Realty Network. Together, these brands create a platform for growth

that is built around connection, quality and local authority.

The message to brokerage owners is clear: You do not have to choose between keeping your identity and gaining access to the world. You can do both.

A Different Kind of Scale

Scale matters in today's market. Brokerage owners need technology, marketing, research, training, business intelligence, recruiting support and more. They need access to new ideas and new opportunities. They need to show agents that their company is modern, connected and positioned for the future.

But not all scale is the same.

In many models, scale comes with compromise. Brands grow by standardizing operations, centralizing decision-making and eating local firms



Photo: Mike Roscoe, July 2024, 10

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