Connect the ICSF Sessions: Inspiration and motivation in the General Sessions

How can agents, tech companies and brokerages all move Faster, Better, Together? Learn how this July at Inman Connect San Francisco*.* Buy your ticket here*, and* ***remember that Select members get a $100 discount****. Thinking of bringing your team? There are special onsite perks and discounts when you buy those tickets together too. Just* contact us *to find out more.*

Real estate is a fast-paced, high-stress business — and if you don't keep up with the changes that are happening and the opportunities available to reinvent your business, then you might end up like the thousands of agents every year who decide they've had enough and quit. The technology, players and consumer expectations are shifting and growing every day. To have a hope of keeping pace with the competition (and hopefully taking the lead one day), you need to find the inspiration and motivation.

The general sessions at Inman Connect San Francisco are designed to pique your interests and provoke your thoughts, featuring executives and experts who've built thriving businesses outside of real estate in addition to the biggest names in the industry, live on stage to share what they've learned. **You'll get an infusion of everything you need to build, grow, manage or sell a real estate business — all on one stage, in one week of programming.**

How do you stay positive in a world of relentless news cycles that constantly produce new reasons to be outraged? The CEO and executive producer of a thoughtful, mindful media outlet will tell you what she's learned in her job when Shabnam Mogharabi, who runs SoulPancake, explains how she built an empire out of positivity. And Tara-Nicholle Nelson, founder and CEO of SoulTour, will take the stage to share her view of humanity (it's not a total dumpster fire, and she'll convince you if you believe otherwise).

What does it mean to do business in a new way? One of the creative geniuses behind Pixar, Matthew Luhn, will talk about the leaders of his stories and how (and why) they make compelling

characters.

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Which big changes are coming first to real estate, and how should you prepare yourself as an agent, broker or team leader? Why are Redfin and Compass so successful, and what can you learn from them even if you don't plan on embracing a similar business model? When it comes to real estate, is it better to lead or follow the crowd? Brad Inman, Glenn Kelman, Robert Reffkin, Katie Clancy and many other experts and peers are going to share what they've learned and how they think so that you can take their wisdom home with you.

A little bit of inspiration and motivation can go a long way, and there will be inspiration and motivation for days at the general sessions at Inman Connect San Francisco, July 17 through 20 at the Hilton San Francisco Union Square.

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