What happened when I Connected: An international affair

Esther Offringa is a Realtor based in the Netherlands who was excited to see how the U.S. market was doing. Here's what Offringa had to say about her experience at this year's Inman Connect New York.

What was your favorite session, and why?

My favorite session was definitely Being a doorman… for John Henry. His enthusiasm, the way he didn't let mischance set him back was so inspiring.

We're not your typical real estate conference. How did this compare to others you're used to?

We were here in 2016 with a small group from the Netherlands for the first time. I think a "first time" is always more overwhelming / more fabulous. I think we had newer gadgets then.

This time, quite a few (new) good apps were pointed out. Also many good user tips on Facebook this time. In the Netherlands, we work similar but at times very differently; we always learn at Connect in many ways about different subjects that we then convert to make them useful for our office.

What was the most meaningful thing you took away from your time at Connect?

Can’t choose! Let me tell you about a couple of my “to do” things I wrote in these 3 days:

6 phases to real estate mastery

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- 1 hour a day texting, social media, snacks etc.
- Go live on Facebook!!
- Check website w/ Katie Lance!!!
- Get more USP pointed out in your reviews!
- Get a community FB page
- We don’t look for buyers, we have the best marketing plan to sell your house!
- Tell the neighborhood about an open house
- Authenticity (heard that word quite a lot)

Which session surprised you the most?

This time I connected more with other agents than in 2016. For example, I met Nicole Beauchamp, and we started to compare our methodologies of working. We both think the client is super important to consider the entire decision-making process. A buying client without an agent also needs time and advice to weigh their options.

Besides the incredible speakers and informative sessions, what won you over?

My lunch with Inman Ambassadors — Melissa Salazar and Joseph Magsaysay! We had such an inspiring talk and exchanged our experiences and differences about marketing in our countries (Canada, USA, and Holland). Really made some solid friendships.

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