

Fun University Seminar

Course Description

We researched some of the most successful companies to find common denominators between them. We were shocked to discover that the most consistent link between great companies is their ability to have fun. Whether this is achieved through company policies, the customer experience, or the work environment, "fun" is an obvious and central element of each company's success. Next, we researched Realtors, and found the same principles at work--the most successful Realtors make selling real estate fun for their clients and team members. Whether you believe the success leads to fun or fun leads to success, the link is undeniable.

In the first 35 minutes of this dynamic seminar, we dive into the importance of having fun by examining the success of such companies as Apple and Google. In the remaining 40 minutes, we explore 5 areas of business that Realtors must reexamine to conquer this market. Along the way we provide many practical ways that any Realtor can make their work fun, for both them, and their clients. It is packed full of great ideas for agents who are brand new to agents who have been in business for decades.

After the conclusion of the seminar, we will take the final 15 minutes to share how our email program can make their work more fun. We will teach you how to have a meaningful presence online and show how we can help you do so with our weekly email campaign.

Speaker Biographies

Casey & Corey Wright have been making an impact on the Real Estate community through their cutting edge marketing program and dynamic public speaking since early 2004. Casey is a graduate of Cal State Los Angeles, where he received his degree in Communications. Before forming WBC, Casey was an award-winning screen play writer and an accomplished actor. His current position as Chief Editor allows him to fulfill both his personal passion and professional expertise. Corey completed his undergraduate studies at Point Loma Nazarene University, and went on to receive his MBA from San Diego State University. Corey loves working with people, which is why his position as Sales and Operations Manager suits him so well.

Shortly after forming WBC, the Wright Brothers realized they had a natural talent for public speaking. They began by offering seminars to boards throughout Southern California, and quickly became a popular draw wherever they went. In 2007, they began filming monthly podcasts which could be viewed online by anyone, and traveled throughout Southern California with their popular "Tech Tip" seminar series. Later that year, they were asked to be featured speakers on Tech Tuesday at the annual CAR Expo, where they received the highest reviews of any Tech Tuesday seminar. In 2008, they headlined their first International speaking event in Manila,

Philippines at a Business Development Conference in front several hundred of the most influential businesspeople in Asia. That same year, Casey & Corey co-taught two graduate level business courses for the MBA program at Point Loma Nazarene University in San Diego. Most recently, the brothers have been invited to industries outside of real estate to speak at corporate events and sales meetings.

The Wright Brothers are known for their energy, passion, and detailed preparation—three characteristics that have become the hallmark of their presentation style.

Course Outline

- Introduction and welcome

- Why Fun is so Important
 - Fun is more productive: an inside look at Google's intriguing work environment philosophy
 - Fun creates a better client experience: an inside look at Apple's focus on the customer experience
 - Fun is more memorable: an inside look at The Daily Show's improbable success

- 5 Areas to add Fun Into Your Business
 - Redesign Your work environment – take a page out of Google's book
 - Take a chance, share yourself – let your clients get to know you
 - Make the home buying experience, an experience – change your outlook on selling homes
 - Mix it up, think outside the box – use technology to be more productive
 - Be open to the unknown – Find opportunities in hard to find places

- Conclusion – Las Vegas, the most unlikely of success stories