

Upcoming Events

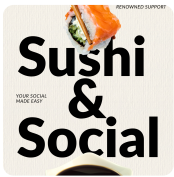
ERA American Real Estate · Generated August 20, 2026

Brand & Studio: Renowned Social: Build Your Brand & Stay Visible (Lab)

Thursday, August 20, 2026 · 10am-11:30am · Shalimar Training Center

Now that your Renowned profile is set up, it's time to use the social tools to strengthen your online presence. In this hands-on class, you'll learn how to create and share engaging content, showcase your expertise, highlight reviews and successes, and stay consistently visible to your sphere.

Leave with practical ways to use Renowned's social features to build credibility, increase engagement, and keep your real estate business top of mind.



Brand & Studio: Sushi & Social (Lab)

Thursday, August 20, 2026 · 11:45am-12:45pm · Shalimar Training Center

Be sure to let us know you're coming so we know how much Sushi to get. Grab some sushi and let's make the most of Renowned! ~~Whether~~ Whether you're getting started or looking to fine-tune your profile, you'll get hands-on guidance, answers to your questions, and tips for maximizing your online presence.

Brand & Studio: Renowned Social Build Your Brand & Stay Visible (Lab)

Tuesday, August 25, 2026 · 9:30am-11:00am · Gulf Breeze office

Now that your Renowned profile is set up, it's time to use the social tools to strengthen your online presence. In this hands-on class, you'll learn how to create and share engaging content, showcase your expertise, highlight reviews and successes, and stay consistently visible to your sphere.

Leave with practical ways to use Renowned's social features to build credibility, increase engagement, and keep your real estate business top of mind.



Market Intelligence/Realtor Zoom: For ERA New Appraisal Report & How to Prepare Your Clients

Wednesday, August 26, 2026 · 11:00am-12:00pm · Zoom

Come learn with Sue Botelho and Waterstone Mortgage. As we prepare for the new Uniform Residential Appraisal Report (URAR) to go into effect in November, join us for our upcoming Realtor Zoom on Wednesday August 26, where we will provide you with the knowledge and tools to set proper expectations for your clients when discussing their appraisal report including:

What could change for YOUR transactions?

Need to know dates for the report transitions

New section reports and their relevance to your client

New property details and ratings to be aware of

How to answer your client's FAQ's on the new report

New timelines, fees and contingencies

This webinar will prepare you for the upcoming appraisal changes you can use immediately to educate and prepare your clients to deliver the best overall experience. You don't want to miss this opportunity to stand out from the competition, add...

Tech ERA - A.I. Prompting Lab

Friday, August 28, 2026 · 11-11:30am · ERA University

This optional learning session will help you master AI prompting to help you take your business to the next level. You'll explore the CRIT formula, an established framework for generating better, more relevant responses from AI tools tailored to your business needs. Each AI Prompting Lab will focus on a specific topic. Whether it's attracting new leads, nurturing existing ones, or delivering exceptional client service, you can apply AI effectively across multiple stages of your business.



Market Intelligence/Appraisal Changes Lunch & Learn with Stacy Fretina

Wednesday, September 9, 2026 · 11:30am-12:30pm · Shalimar Training Center

APPRAISAL CHANGES ARE COMING. Will you be ready?

A Lunch & Learn Sponsored by Setco Services (RSVP for lunch order)

We'll talk about:

The New Uniform Residential Appraisal Report

Important reporting dates and implementation timelines

Changes to property details and ratings

What agents should be watching for in the new report

How to answer your buyers' and sellers' frequently asked questions

Expected appraisal timelines

Potential changes to fees

Contract and transaction contingencies to consider

How new appraisal requirements could affect your transactions



CEO:Power Up Masterclass with Christopher W. Brown

Thursday, September 10, 2026 · 11am-12pm · Zoom

Entrepreneurs are often told that growth requires being more available, more responsive, and more involved in every detail. But what if the next level of growth actually starts with stepping back? Join Christopher W. Brown, principal broker of NEXT New Homes Group, ERA Powered and author of *Permission to Unplug: Why Your Business Grows Faster When You're Not There*, for a powerful conversation on building a business that can grow without burning you out. Learn how strategic disconnection, stronger systems, and intentional leadership can help you protect your time, empower your people, and create a business that performs even when you are not in the room.

All Company Meeting

Monday, September 14, 2026 · 10:30-12:00pm · Shalimar Training Center

Tech Stack/Brand ERA - Prompt Like a Pro (Lab)

Friday, September 18, 2026 · 11am-11:30am · ERA University

Great marketing doesn't just happen—it's prompted. In this fast-paced session, you'll learn how to transform AI from a generic content generator into your personal marketing assistant. You'll discover the CRIT Formula—a simple, repeatable framework that turns scattered thoughts into polished newsletters, blog posts, and social media content that sounds authentically like you. Whether you're creating market updates, property descriptions, or engagement posts, you'll learn how to partner with AI strategically—not just use it randomly. You'll leave with clear formulas, live demonstrations, and a content multiplication strategy you can use immediately.

WHAT YOU WILL DO:

Learn the CRIT formula: Context, Role, Interview, Task

Follow along with live AI demonstrations creating real estate newsletters, blogs, and social posts in real-time

Apply the content multiplication strategy—turning one...