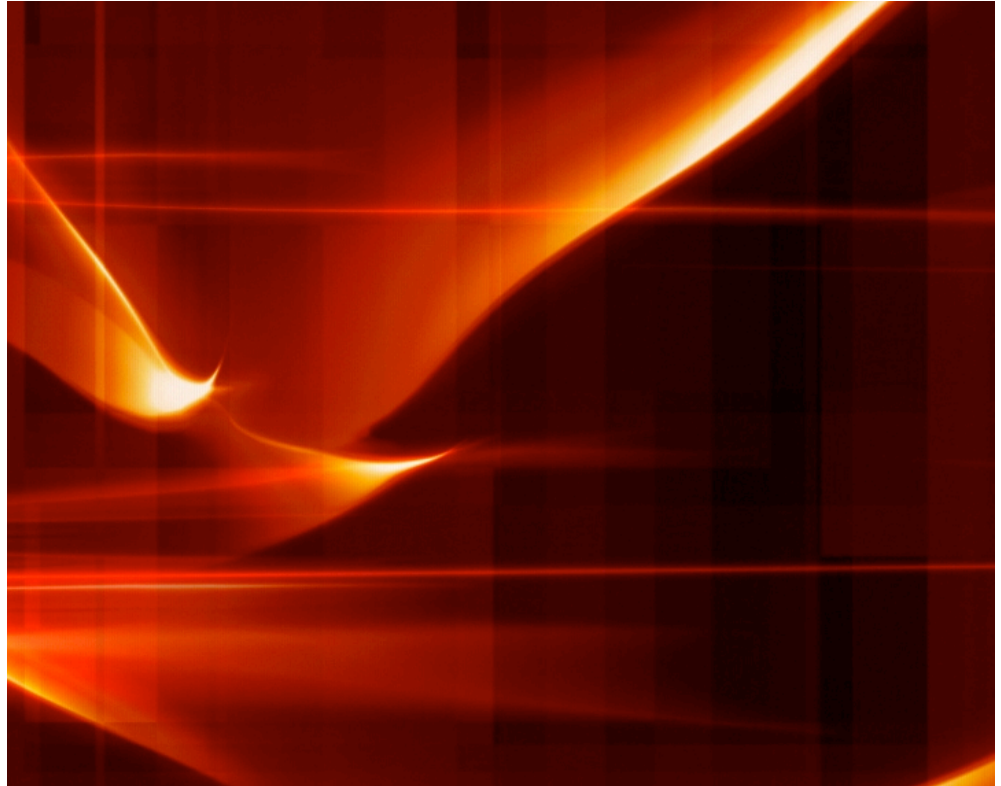


CREATING YOUR SUCCESS

Jerry Matthews, Advisor

Business cycles are normal. Even in real estate. So, too, is taking advantage of the many opportunities in either an up or down cycle.



Creating your Success: How to use a tough market to build a better future

All businesses have cycles. So does real estate. The real estate market has changed and the impact on Realtors® has been quite dramatic. But with change and cycles there is always great opportunity.

Presented by Jerry Matthews, “Creating your Success”, is an exploration of current real estate trends and future projections in the midst of a business cycle shift. It then explains new concepts that could change the industry in the future. Finally, comments on practical steps to take now are offered. The areas of consumers, real estate business, and technology are highlighted.

Presentation Points

Transactions Redefined
Technology Leverage
Consumer Power
Physical or Virtual

Social Media
Communications Revolution
Transparency and Trust
Personal Impact

The session can be a separate presentation or a workshop to develop solutions among participants. It is ideal for a Broker Conference, Membership Meeting, Leadership Orientation, or Convention. “Creating your Success” is focused on conquering the current tough market for future success. Get ready for a new cycle and an awesome world ahead.

Jerry Matthews, Advisor

Jerry Matthews is the presenter for “Creating your Success”. Jerry assists organizations and individuals in creating a successful future.

Jerry specializes in making presentations on future trends, facilitating strategic planning, executive coaching, and recruiting. During his 27 years of experience as CEO of the Illinois and Florida State Realtor® Associations he created a vast array of new programs, products and services. He is recognized for interpreting future trends and concepts through presentations and videos.

In the past few years Jerry has made over 200 presentations (keynote speeches, leadership conferences, and visioning workshops) on future trends. He has also completed 120 Strategic Planning events.



“Jerry’s vision and strategic insight are legendary. No one is better able to anticipate and address emerging issues.”

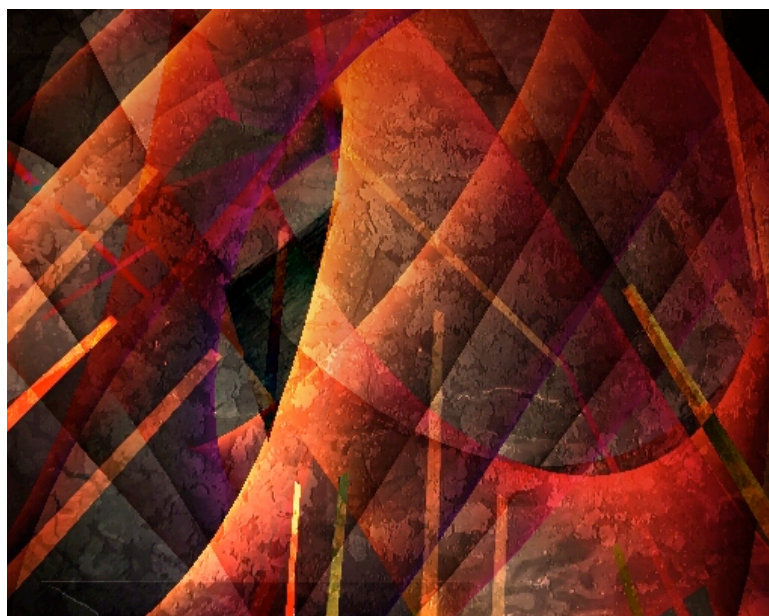
**Joel Singer, CEO
California Association of Realtors®**

“Jerry has the unique ability to cut through the haze and provide clear direction.”

**Bill Chee, Broker
Past President, National Association of Realtors®**

Many of these were multiple planning steps (surveys, focus groups, trends presentations, shareholder sessions, planning retreats, implementation). In addition to coaching and executive searches, Jerry advised on MLS and Association mergers. These events were throughout the US and Canada.

Personal interaction with thousands of professionals gives Jerry a deep understanding of business challenges and changes. This creates accurate trends presentations and realistic strategic sessions. And he thoroughly enjoys the action – the debate – the creativity – the fun – of future planning and interactive presentations.



Jerry has a BS degree from Samford University, an MBA from Florida Atlantic, and holds the CAE designation as well as a Black Belt in Karate. He is a Professional member of the National Speakers Association.

You deserve an exciting and successful future. Jerry will assist you in knowing and creating that future.