



## Transform: A New Association for a New Time

The real estate business will be different after this downturn. Expectations of associations will also change. Associations can position now to be a different kind of organization when the market cycles back. To grow - to change - to leap forward - to even become a completely new organization.

The most successful businesses in every industry increase market share by evolving during recessions. They do it through new solutions, innovation, and creating a new business model. Associations can do the same.

### Critical issues:

- What innovative approach can we take to address critical problems?
- Is there a possible new model of Associations?
- What new programs or services will be most valuable in the future?
- What are the new demands of our members?
- How can we advance the changed profession?
- Can we create an organization of real value to members?

“Transform: A New Association for a New Time” addresses the trends affecting real estate and proposes a new model for associations to implement to be of value in the future. It can be used as a separate program or as a workshop platform to develop detailed solutions. The session is ideal for a single association planning session or a gathering of Association Executives and Realtors at a leadership conference, regional meeting or education program.

Together we will build a new future association of value for the members.

## Jerry Matthews, Advisor

Jerry Matthews is the presenter of “Transform: A New Association for a New Time”. Jerry assists organizations and individuals to create a successful future.

Jerry specializes in making presentations on future trends, facilitating strategic thinking, 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 nationally for interpreting future concepts through live presentations and videos.

As a consultant for seven years Jerry has made over 200 presentations (keynote speeches, leadership conferences, and creative 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®

Many were multiple planning steps (surveys, focus groups, key player interviews, shareholder sessions, trends presentations, planning retreats, implementation). Jerry has also advised on numerous MLS and Association mergers. These events were throughout the US and Canada.

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

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

Jerry has unique experience from inside and outside the Realtor organization.

He will assist you in creating a successful future.

