

# REACHING **NEW** HEIGHTS

## Wealth Conference 2010

21-22 November 2010  
Royal Pines Resort, Gold Coast

**Conference Agenda & Highlights**



### Who should go

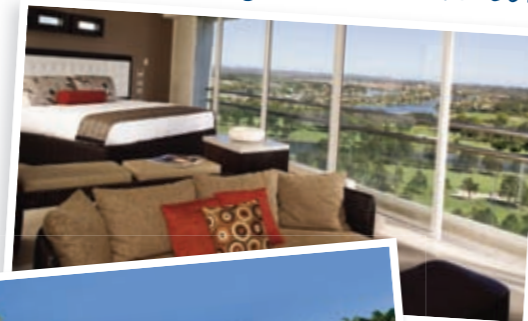
- ⚙ The Wealth Conference is designed for those businesses that are not satisfied with their level of growth or the momentum in their business.
- ⚙ It is designed for property managers who want to further their careers and find a new level of professionalism.
- ⚙ It is designed for teams who can sense that their potential is not being realised.

Most importantly, the 2010 Wealth Conference is designed for property management businesses that are ready for change.

### How to prepare

- ⚙ Review your Business Planning Binder
- ⚙ Make sure the Growth Worksheet (page 6 of your binder) is completed
- ⚙ Note down any areas you would like to work on

*Royal Pines Resort*



### Going as a team

We know from experience that going to the conference as a team is the best way to effect change in a business. This year's conference offers each team member different experiences and inspiration to help ensure your goals as an agency are reached.

### Secure your place

We are certain that the 2010 Wealth Conference is going to change the way you think about 2011 and beyond. Register now at [propertymanagement.channel5.raywhite.com](http://propertymanagement.channel5.raywhite.com)

If you want to start the weekend with a relaxing game of golf or tennis, don't forget to add the Saturday activities when you book.

**Ray White Wealth Conference 2010**  
**21-22 November 2010, Royal Pines Resort, Gold Coast**  
\$395 per person  
For bookings contact Joanna Blacklock on 07 3231 2104 or via email at [groupevents@raywhite.com](mailto:groupevents@raywhite.com)

# The 2010 Wealth Conference — Reaching New Heights

## Keynote Speakers

As the Wealth Conference enters its third cycle, we are more excited about our agenda than we've ever been before. We said last year that we want to be judged on not just the quality of our ideas for creating wealth, but also on our effectiveness in partnering with you to help you achieve your goals. While we think that we're pretty good at the first, we know that we haven't always lived up to your partnership expectations.

### That's all about to change over two days in November.

The overall focus of the conference is how we can reach new heights in knowledge, services and technology. For many offices, the Business Planning Binder will be an important first phase in this journey so we recommend that your team reviews the binder and bring along any questions or ideas to share.

### Day One — overview

**The first day is all about ideas.** We will open with some powerful investor research findings then discuss how we can all use these insights to strengthen our value proposition as a network.

#### To start this process we will present:

- ⚙️ A new business management platform
- ⚙️ Case studies from the network
- ⚙️ Open for inspection workshops
- ⚙️ 'Unlocking your Growth Potential'

Then of course it's time for the social event of the year. We've heard that some people come to the conference for the party alone, but don't take our word for it. Check it out for yourself!

### Day Two — overview

**The second day is about putting your ideas into action.** Working with the Business Planning Binder that you recently received, we will explore how to use the Growth, Systems and People resources to build a plan for 2011.

#### This day is dedicated to:

- ⚙️ Culture in a business
- ⚙️ Marketing and prospecting
- ⚙️ Revitalising careers and ambitions
- ⚙️ 'Staying Ahead of the Game'

At the end of the two days we will present something we have never done before — a national marketing programme for the network.

We know that the decision to come with your team to the Wealth Conference involves a significant investment of time and resources. We treat that decision seriously too, and we think that this year the conference will truly live up to your expectations.

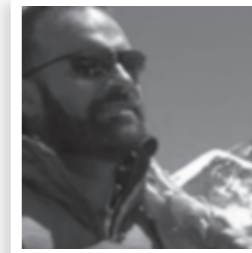


Brian White

Ben White



**Mark Bouris**  
Executive Chairman,  
Yellow Brick Road  
*"Staying Ahead of the Game  
—bring a new focus to what  
your clients want"*



**Stephen Boch**  
Principal, RW Seaforth  
*"Everest, My Journey"*



**Brian White**  
Joint Chairman  
*"Defining our new ambitions  
and what Ray White will stand  
for in the market"*



**Rob Robson**  
CEO, One Harvest  
*"Unlocking your growth  
by being creative in the  
business you're in"*



**Andrew Inwood**  
Principal, Coredata  
*"The truth of what Landlords  
want —no more, no less"*



**Ben White**  
Director, Property Management  
*"A new platform to run  
your business"*



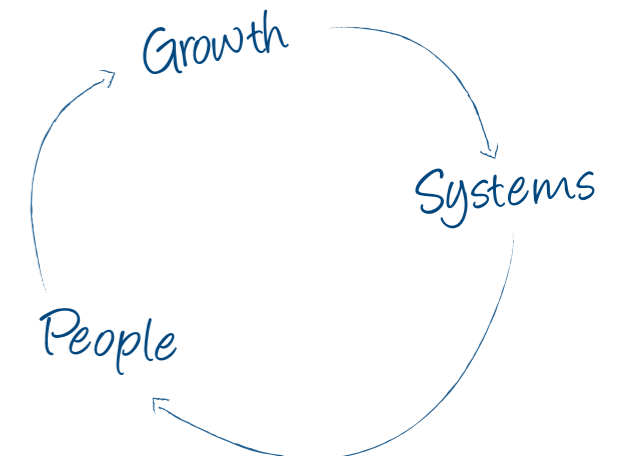
**Fergus Stoddart**  
Edge Custom Media  
*"Effective Content Marketing"*



**Mark McLeod**  
Chief Executive, Growth  
*"One Agency One Ray White"*



Our goal is for every office to have a clear plan of action for 2011 and to help you use the resources available to make those plans come to life.



The difference is in the **detail**