KW CATALYST PARTNERS

MEGA CAMP 2026 ·

Day 2 Recap — CEO Summit

August 18, 2026

The biggest ideas from today's stage — condensed for top producers who want to build profitable high-impact businesses. Swipe up, save this, and put one idea to work TODAY!

Market & Industry Update — Gary Keller

- Unemployment sits at 4.1%, but the math behind it is weak — the labor force itself is shrinking (low hire, low fire) rather than growing. A "normal" month adds roughly 200K jobs; recent months have added closer to 60K, and July was negative.
- 2026 inflation is projected at 3.3% CPI (2.8% excluding food and energy) — trending away from the Fed's 2% target, while wage growth is barely keeping pace.
- Home prices are only about 5.4% above the long-term trend line. Looking back 20 years, buying "at the top of the moment" has consistently looked smart in hindsight.
- There are 51.3% more sellers than buyers right now, and roughly 80% of major U.S. metros are buyer's markets — but new home construction still trails the ~1.7M/year pace needed to close the inventory gap left by the last downturn.
- Mortgage rates track the 10-year Treasury yield (~4.47%) plus a risk spread (~1.9%) — not the Fed rate directly.
- The ROAD to Housing Act — the first bipartisan housing legislation in 40 years — leans on incentives, not mandates. Expect a 5– 10 year impact, not immediate relief.

"There's enough real estate being sold for any one of you to hit the goals you've established for yourself. You just have to do the work." — Gary Keller

Gary Keller — Becoming FearFit

- The 5 Selfs: Self-Worth (should be unconditional), Self-Identity (intentional — who you're choosing to become), Self-Image (reflective), Ego (the drive — harnessed in service of identity, not image), and Reps (the proof).
- When ego serves image, the goal becomes admiration and every criticism feels like a threat. When ego serves identity, the goal becomes growth and failure becomes information, not attack.

- The goal isn't to eliminate fear — it's to become someone stronger than fear. Roughly 90% of what people fear never happens; of the 10% that do, only about 1–2% turn out to be as bad as imagined.
- Two kinds of fear: rational (respect it — it's useful) and irrational (opinions and imagined outcomes — retrain it with better thoughts, coaching, and exposure).
- Confidence doesn't come before action, it comes from repeated action. That's the purpose of KW's daily huddle — role-playing hard conversations in a safe, non-judgmental setting until they become natural.

"Fear isn't the enemy — being unfit for fear is." — Gary Keller

Corey Pearlman — Stop Selling, Start Serving

15+ years in digital and social marketing

- The core question: are you the squawking parrot (self-serving, chasing attention) or the wise owl (serves others, value-first, plays the long game)?
- Don't be a jack of all platforms — focus on 2–3 (Instagram #1, Facebook #2; LinkedIn is underused for real estate — go build authority there).
- Go deep, not wide: fully use each platform's native features — Reels with text covers, Story polls, carousels that lead with the strongest slide first.
- “The riches are in the niches” — niche down to the one person who needs to hear your message. Talking to everyone means talking to no one.
- Be the show, not the commercial — build a consistent, episodic content series (same format, same cadence) so people come back for the next one.
- Be down with OPP (Other People's Posts): follow, comment, and engage on past clients' and referral partners' content. Participating beats posting.

"What's the ONE thing you'll take today?" — Corey Pearlman

Tommy Choi & Jess Lenouvel — Build an Audience That Converts

Tommy Choi (Chicago, community/food content) · Jess Lenouvel (Listings Lab, 5,000+ agents coached)

- The TCT framework: Traffic (build an audience that keeps coming back), Content (deliver consistent value), Transact (move the relationship off-platform — e.g., a Calendly link).
- CFA tactic — Comment For the Author and Comment For the Audience: specific, meaningful comments (not just a like) train the algorithm and start real conversations.
- Funnel build in 4 steps: Create (define exactly who you want to work with), Refine (build messaging around a specific subset of people, not zip codes), Product-ize, Launch.
- Simple house-tour formula: pick one exciting listing, shoot in 4K/60fps with a gimbal, edit fast cuts (CapCut), voice over your script, add captions — then just post it.

"When you speak to everyone, you speak to no one." — Jess Lenouvel

Leslee Owen — Winning AI-Powered Lead Gen

Founder, Movement Maker

- There's a new gatekeeper: an estimated 900M+ people now use AI overviews or AI-mode search, and roughly 82% of Americans use AI to research real estate questions.
- The Demand Engine has 3 parts: Signal (AI search optimization — get found and recommended in AI-driven discovery), Structure (a clean, easy-to-navigate site AI tools can understand and trust), Sales (integrations that turn visibility into pipeline).
- Different tools look at different things — ChatGPT favors digital press, LinkedIn, and reviews; Perplexity crawls fresh, current content in real time; Claude reads your actual site directly.
- Action step: audit your name across every major AI engine, make sure your name/address/phone are identical everywhere you're listed, and publish a clear brand-promise and FAQ page that answers what consumers are actually asking AI.

Flor de Maria McNally — Database Is Still King

100+ deals a year, author

- Result: 390 referrals this year — sourced entirely from the database (past clients, current clients, friends, and allied/agent partners).
- System: every new contact completes a short, non-negotiable intake form (Google Form → Sheet → Zapier → Command), which auto-enrolls them into 3 smart plans — an 8-day follow-up cadence, a thank-you/next-steps sequence, and a monthly neighborhood-nurture email.
- The "63rd touch": a closing-gift house party for every buyer, with a 4-week save-the-date runway — every guest who RSVPs gets added to the database too.
- Cadence: everyone gets at least one intentional call a year, plus in-person events 3x/year built around contribution, not asking for business.

Shaun Nepstad — Building a Winning Culture

Founder, Killer Culture Academy

- Core definition: "Culture is anything you create or tolerate." It doesn't improve on its own.
- The Minivan Leadership metaphor: parked cars (won't buy in), silent riders (present but passive — silence isn't agreement, it's avoidance), and backseat drivers (unlicensed voices trying to steer). Leaders have to hold the wheel.
- Roles bring clarity → clarity brings unity → unity brings momentum.

- C.A.T.E. — Culture Always Trumps Everything: if the experience is bad, everything downstream feels bad. What's clear in a leader's head has to be repeated three times — in the head, in hand (written), and in the team (spoken) — before it's actually clear to anyone else.
- Companies with healthy team culture see bottom-line results reported up to 756% higher.

"You'll never be better than the team you build." — Shaun Nepstad

Pete Ruiz — Winning the Listing Appointment

Former Major League pitcher, now a top expired-listings agent

- Mindset first: check in with yourself mentally before every listing presentation the way an athlete

checks in before a game. • Framework: Prep, Price, Present. “Prep slow, sell fast.”

- Prep includes a pre-listing inspection (home, pest, roof), decluttering so buyers can mentally detach, and cosmetic fixes (carpet, landscaping, window washing) that shorten a nervous 2026 buyer's mental checklist.
- Every home has 3 real “wows” — the job is making sure those outshine the distractions.
- Case study: a listing with 14 weeks of prep ($43K spent by the seller on prep vs. $3,800 on marketing) sold in 46 days with no credits or repairs, in a market averaging 100+ days on market.

"You're not expected to be a marketing guru — you're expected to help your client win the beauty contest online, because 90% of buyers start there." — Pete Ruiz

Ryan Tucker — Listing Marketing, Pricing & Positioning

Competes in a market where 90% of sales go to 10% of agents

- Before every listing appointment, find out who else is being interviewed and study everything public about them — reviews, past sales, how fast they respond to leads.
- Send a pre-appointment package (intro video, bullet-pointed marketing plan, past results/reviews, and comps) before the seller sits down, so a realistic price expectation is already forming.
- Ask the seller their number before giving yours — most sellers will tell you, which becomes your starting leverage point in the conversation.
- Positioning options to walk through with sellers: price aggressively, price at market, or price above and wait — each has real trade-offs.

Josh Anderson & Rebecca Hill — Marketing Gets Attention, Brand Gets

Remembered

Red Talk

- Core distinction: marketing is what you put out (videos, emails, mailers); brand is what people believe about you after they've experienced it. “More activity does not create a stronger brand.”
- Reframe: stop building single-path funnels — build an entire “playground” with many doors (their number: 27) so prospects can watch, read, or listen however they prefer, at their own pace.
- No single touchpoint has to do all the work — repeated exposure, repeated value, and repeated small wins compound into trust, until “somebody mentions your name.”

"Sellers don't list because they discover you on a day — make sure you're the one they already trust long before they call." — Josh Anderson & Rebecca Hill

Sarah Reynolds — Winning the Pricing Conversation

$1.4B in sales over the last 12 months

- Cautionary story: 8 active listings in a shifting market — 7 sellers took her advice to reduce price and sold; one didn't, fired her, and the home eventually sold 18 months later, roughly $160K under where it should have.
- Core distinction: “Educated sellers make empowered decisions. Uneducated sellers make emotional decisions.” Teach before you price.

6 KEYS TO WIN THE PRICING CONVERSATION — BEFORE YOU RUN THE CMA

- 1. Discover the real, emotional reason behind the move — not just the logistical one.
- 2. Reframe the list price as a marketing strategy, not a number they're agreeing to accept.
- 3. Get sellers thinking like buyers (price, condition, location, size) instead of what they paid or

what a neighbor got. • 4. “Sold is old, active is competition” — buyers shop what's currently on the market, not closed comps. • 5. Time on market steals equity — set that expectation before day one, not at day 30, 60, or 90.

- 6. Listen to the market's feedback once it's live: strong showings with no offers signals a price issue, not a marketing issue. *"People argue with what they're told. They don't argue with what they discover."* — Sarah Reynolds

Phil M Jones — From Problem Solver to Problem Seeker

Author and speaker on influence and language

- The shift: AI has made "answers" a commodity — the real value is in becoming exceptional at finding problems worth solving before the client even asks.
- Start with WHO: get specific about exactly who you want to help. Vague targeting means the market chooses you instead of the other way around.
- The Priority Ladder — Immediate → Urgent → Important → Essential → Aspirational: meet people at the priority they're actually feeling, not the one you wish they felt.
- Effective communication needs all three: Moment (the right time), Modality (the right channel), Message (the right words) — get the moment wrong and even perfect words won't land.
- A simple, permission-based script for offering help: "When was the last time... Would it help if... When would be a good time...?" *"Better beats best, if you give it enough time."* — Phil M Jones

WANT TOMORROW'S NOTES TOO?

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