



**2024 Midyear Conference**

**Westin Washington, DC Downtown**

**Thursday May 9, 2024**

**8:30 a.m. to 9:30 a.m.**

**“The Art of Specialization”**

The most successful people specialize. Agents will learn the process of choosing a specialization and the steps to successfully market and brand themselves as the "go to" person in their field.

Don't miss this unique opportunity to transform your mindset and quickly grow your business and ROI.

**Presentation Outline:**

What is Specialization?

Why Specialize?

How Do You Specialize?

Types of Specialization

The Process of Specialization

The Benefits of Specialization

Group Exercise

Homework Assignment (optional)



**Meet Kimberlie Barrett**

CRB, GRI, CBR, CIPS, TRC, CMP, MINC, AHWD

Kimberlie Barrett is Founder/Broker/Owner of a unique, independent boutique real estate and training agency. She has over 35+ years of experience in the real estate business and is passionate about sharing her experience and knowledge to help agents discover real estate success.

Kim is not only an entrepreneur, she is a visionary and industry thought leader, speaker, trainer, mentor, consultant, author, columnist, radio host, inventor and humanitarian activist.

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