



## Welcome, Genuine Hustlers!

“What is this day about?”

This is a question we’ve tried to answer for the past few months leading up to this event.

We were inspired by the original Genuine Hustle Denver Conference put on by Stacie Staub which focused on real success stories and the strategies behind them. For us, the most exciting part of this gathering is being with a community of like-minded agents.

In our planning of Genuine Hustle Tacoma we have attempted to build in many opportunities for networking and meeting new people. Our hope is that in addition to amazing new ideas for your business the people you meet become your greatest takeaway.

We’re honored you’ve chosen to join us!

Anne & Marguerite





# THE SPEAKERS



## JACLYN RUCKLE

MAINTAINING RELATIONSHIPS WITH  
THE OUTDOOR COMMUNITY

[Instagram.com/rei](https://www.instagram.com/rei)

I'm a problem-solver and storyteller who loves creative integrated marketing campaigns. I spend 9-5 managing the social media team @REI and 5-9 exploring Tacoma and the great Northwest. I spent a decade in public relations representing small mobile e-start ups (including a dating app!) to big brands like Microsoft, Blackberry, Motorola and Myspace.



## STACIE STAUB

BUILDING RELATIONSHIPS BEFORE, DURING,  
AND AFTER COMMUNITY EVENTS

[LiveUrbanDenver.com](http://LiveUrbanDenver.com) and [LiveLocalTeam.com](http://LiveLocalTeam.com)

Stacie is a homegrown expert, having lived across Colorado from Aspen to Boulder to Congress Park. With a Master's Degree in Marketing as well as an MBA, Stacie spent several years working her way through various industries - but it always came back to entrepreneurs. Buying her first home made her realize that every Real Estate transaction is like a little start-up: you buy it with the hopes of making it your own, and in the end making it attractive enough to sell for a profit. Buy low, sell high, stick with the strategy, and take a chance. It's what makes a house a home, and what makes a start-up a success!



## MICHAEL THORNE

USING VIDEO TO BECOME THE  
DIGITAL MAYOR OF YOUR COMMUNITY

[bhomeconsultants.com](http://bhomeconsultants.com)

Michael Thorne, of RE/MAX Little Oak Realty, is best known for his role as co-host of Mobile Agent TV, a Google Hangout show on which he and fellow RE/MAX Agent Dave Fauquier interview various real estate industry professionals. Michael became a licensed Realtor on his 19th Birthday and is a 24-year industry vet. In 2014, Michael was named to the "100 Most Influential Real Estate Leaders" list by Inman News.



**GREG FISCHER**

IDENTIFYING YOUR COMMUNITY:  
WHO ARE YOUR CLIENTS?

[BendGrowth.com](http://BendGrowth.com).

Real estate broker, technology specialist, writer, and producer with over 10 years of industry experience. Leading strategy, technology, and growth operations at Bend, Oregon's largest independent brokerage, Fred Real Estate Group. Advocating sound product development and content strategy at the mortgage industry's newest fintech startup, Approved. Covering marketing, technology, operations, and social issues affecting real estate at Next in Housing. Broadcasting interviews with Bend residents, entrepreneurs, artisans, city officials and other interesting characters about the past, present and future at Bend Station.



**KATIE LANCE**

ADVANCED EMAIL MARKETING  
TO REACH YOUR COMMUNITY

[KatieLance.com](http://KatieLance.com) and [GetSocialSmart.com](http://GetSocialSmart.com)

Katie is the CEO and Owner of Katie Lance Consulting and founder of the #GetSocialSmart Academy. With more than fifteen years of marketing and branding experience, Katie specializes in working with companies to help develop and implement their social media and content strategy. Since 2012, Katie's firm has worked closely with hundreds of companies in the real estate, mortgage and start-up space. She has been listed by Inman as one of the top 101 influential people in real estate. She has also been listed in the Swanepoel Trends Report as one of the 20 most powerful social media professionals in real estate.



### **CHAVI HOHM**

CREATING CONTENT FOR A TARGET COMMUNITY

[TeamDivaRealEstate.com](http://TeamDivaRealEstate.com)

Chavi had an unusual introduction to real estate. For years, she watched her wife, Kim V. Colaprete, be Seattle's Real Estate Diva. Most Realtor widows get used to the deal making while on vacation, but Chavi wanted to be part of the action. On a whim, Chavi left her good job at Starbucks to go work with Kim in real estate. She has used grit and creativity to build a top producing team at Coldwell Banker Bain in Seattle in one of the toughest real estate markets in a generation.



### **ALYSSA W. CHRISTENSEN**

PANELIST, CREATING CONTENT  
FOR A TARGET COMMUNITY

[HomeScribeCreative.com](http://HomeScribeCreative.com) and [DearEnglishMajor.com](http://DearEnglishMajor.com)

As the owner and managing editor of Home Scribe Creative in Seattle, WA, Alyssa W. Christensen is all about creating community-focused content marketing strategies for real estate agents. She has provided her top-notch professional services on everything from copywriting and content marketing to social media strategy and real estate branding. Alyssa is also the founder and managing editor of [DearEnglishMajor.com](http://DearEnglishMajor.com), a popular online resource and community for English majors. Alyssa is also author of the book *From Graduation to Career Ready in 21 Days: A Guide for English Majors*.



### **TYLER CHISM**

PANELIST, CREATING CONTENT  
FOR A TARGET COMMUNITY

[LiveInEverett.com](http://LiveInEverett.com)

Tyler Chism is an entrepreneur and Realtor from Everett, Washington with a background in content marketing, sales, and graphic design. He co-runs three small businesses: a creative firm called Milltown Creative Co., a community blog called [LiveinEverett.com](http://LiveinEverett.com), and a real estate team at Lamoureux Real Estate in Everett, WA.



### **GARRET HUNT**

PANELIST, CREATING CONTENT  
FOR A TARGET COMMUNITY

[LiveInEverett.com](http://LiveInEverett.com)

I started selling real estate in 2012. In October 2015, my friend Tyler and I started a blog about the good things happening in our city, LiveInEverett.com. Live In Everett has completely changed my real estate business. The blog currently gets over 10,000 visitors/month and has been featured in local newspaper and radio. In 2016 we put on an event that over 10,000 people attended.



### **SHARON STEELE**

PANELIST, CREATING CONTENT  
FOR A TARGET COMMUNITY

[SharonSteeleRealEstate.com](http://SharonSteeleRealEstate.com)

For the last 8 years, Sharon has made community her purpose in real estate. Sharon has become the oracle of the community through her blogging and social media efforts which share all the details of what it means to live, work and play in the Cranford/Westfield area. Before entering real estate, Sharon taught pre-school and the energy that job entails has been transferred to a passion in helping others fulfill their dream of owning a home.



### **SETH PRICE**

PARTICIPATION BRANDING: EMPOWERING  
YOUR COMMUNITY IN CO-CREATION

[TheRoadtoRecognition.com](http://TheRoadtoRecognition.com)

Seth Price is a marketer, motivator and media maker—an executive and entrepreneur. Having consulted for more than 300 companies the past 20 years, he's recognized as a business-builder and digital marketing specialist. He's the author of *The Road to Recognition: The A-to-Z Guide to Personal Branding* and is currently the Chief Instigator at Placester, home of the Real Estate Marketing Academy, a top educational resource for real estate professionals visited by more than 100,000 marketers each month.



### **AMY CURTIS**

DEALING WITH TROLLS IN YOUR COMMUNITY

[AmyCurtis.com](http://AmyCurtis.com)

Amy Curtis is a sales associate with Coldwell Banker and the leader of the Amy Curtis Group. She lives in Lockport, IL and works throughout the southwest suburbs of Chicago. Amy has a passion for empowerment and gives her the opportunity to empower her clients through her work as an agent.



### **KENDYL YOUNG**

CONNECTING YOUR COMMUNITY WITH YOUR BRAND

[GlendaleAndBeyond.com](http://GlendaleAndBeyond.com) and [GlendaleDiggs.com](http://GlendaleDiggs.com)

In 2013 I launched my own company, DIGGS, where we have a deep respect and empathy for our clients. We spent months tearing apart every detail of the real estate experience and rebuilt everything from the customer's point of view. As a result, the DIGGS client is better prepared, less stressed and more in control of the process. They also have more fun. In all my endeavors, I delve deeply, I care passionately, and I try to live and work with few regrets.



### **SARITA DUA**

HOW TO IMPLEMENT ALL OF THIS & STILL TAKE  
100 DAYS OFF FROM YOUR COMMUNITY

[AskSarita.com](http://AskSarita.com)

Sarita Dua is a top-producing agent serving the Portland area since 2003. Passionate about work-life balance, Sarita shares her philosophy and offers tips to help other agents embrace a more well-rounded life without sacrificing productivity and results.



### **VALERIE GARCIA**

FACING YOUR FEARS + SERVING YOUR COMMUNITY

[ValerieGarcia.com](http://ValerieGarcia.com)

As a sought-after international speaker, Valerie is known for delivering encouragement and truth with her signature straightforward style and sense of humor. By focusing on the importance of overcoming fear, adapting to new ideas, and putting the customer first, Valerie's sessions speak to the very heart of our real estate industry. She is Director of Training for RE/MAX INTEGRA and has directed education initiatives for over 17,000 RE/MAX associates across North America. She has spent over 17 years educating and teaching Real Estate professionals.



### **NATE BOWLING**

INTERSECTING PATHS: THE TANGLED KNOT OF RACE,  
CLASS, EDUCATION & REAL ESTATE

[NateBowling.com](http://NateBowling.com)

In his eleventh year of teaching, Nate Bowling is veteran of the United States Air Force Reserves and a 2014 recipient of the Milken Family Foundation's National Educator Award, the 2016 Washington State Teacher of the Year, and was one of four finalists for 2016 National Teacher of the Year. He blogs about teaching and educational equity issues at [natebowling.com](http://natebowling.com) and his writing has been published in the *Washington Post*, *New York Observer*, *Huffington Post* and *Seattle Times*. Nathan teaches AP Human Geography and AP Government & Politics at Lincoln High School, in his hometown of Tacoma.



FOR BIG IDEAS