



CASE STUDY: ALLEN TATE REALTY

Audience

- 1000 Realtors of North Carolina's largest realty company.

Objectives

- Motivate and energize group at annual sales rally with a fun and upbeat keynote.
- Help realtors to face market changes with an open mind and a fresh perspective.

Issues

With change and uncertainty in the real estate market, the executive team wanted to bring in a program designed to help people to laugh about the changes they were facing.

Solution

The O'Shea Report presented their keynote program "Change 180."

Prior to the program, Tim and Kris researched the organization and interviewed people at various levels to see what stressors and changes they were facing. Based on their findings, The O'Sheas customized their program to help the group to release tension around their relevant issues through laughter.

Inspired by the news premise of The O'Shea Report, the meeting team at Allen Tate Realty themed their entire meeting around the news, complete with the CEO playing Walter Cronkite.

Results

- Industry issues viewed with a fresh perspective
- Hysterically laughter about daily industry challenges.
- Increased good-will within the company.
- High-fives from the COO and Senior VP backstage.
- A positive buzz about the rally after the event.

Testimonial

"Thanks very much for being part of the 2008 Allen Tate Spring Sales Rally last month. Our Realtors thoroughly enjoyed your presentation, and I've received many positive comments about 'The O'Shea Report.'

Your unique style and quick wit was refreshing and entertaining. We appreciate the time you spent talking with our Realtors and staff before the event to prepare a customized program that was appropriate and timely for our group.

As the leading real estate company in the Carolinas, Allen Tate always strives to deliver the best service to our customers. It's certainly a pleasure to work with professionals like yourselves who share that philosophy of excellence."

--Pat Riley, COO Allen Tate Realty