



LEADCON 2021

MAY 19TH & 20TH

Orlando, Florida

Made Possible By These Fine Sponsors:





Optimize Your Leads The Right Way.

Join the biggest brands in using ActiveProspect for real-time lead optimization and consent-based marketing.



Trusted by some of the best brands in the home services industry:



“ActiveProspect has helped DaBella scale safely with numerous quality vendors and made it easy for us to know which leads to buy and which to not invest in.”



Dave Evans | Partner Manager



“ActiveProspect’s technology has been instrumental in validating TCPA compliance across a variety of partner campaigns. They are the unequivocal leader in lead certification.”



Zac Bitsoi | Director of Affiliate Mktg





LEADCON 2021

MEETING AGENDA

Wednesday May 19th

- 8:00am - 8:30am - Registration
- 8:30am - 8:45am - Introduction & Opening Remarks - Tony Hoty
- 8:45am - 9:30am - The Pillars of Winning Cultures in Home Remodeling - Tony Hoty
- 9:30am - 10:00am - Pillar #1 - Philosophies That Transcend - NBA Star - Pat Burke
- 10:00am - 10:30am - Pillar #1 - Philosophy - Mindset - Shark Tank's - Joe Altieri
- 10:30am - 10:45am - Morning Break
- 10:45am - 11:30am - Pillar #2 - People - Recruiting & Hiring - Chris Williamson
- 11:30am - 12noon - Pillar #3 - Process - Tim Musch - MarketSharp
- 12noon - 1:00pm - Lunch
- 1:00pm - 1:45pm - Pillar #3 - Process - Inbound / Outbound Calling — Megan Beattie
- 1:45pm - 2:15pm - Pillar #3 - Process - Lead Conversion - Active Prospect
- 2:15pm - 2:45pm - Pillar #3 - Process - Repeat Referral Review - Briank Kaskavalciyan
- 2:45pm - 3:00pm - Afternoon Break
- 3:00pm - 3:30pm - Pillar #3 - Process - Leave the Magic to the Professionals
- 3:30pm - 4:15pm - Pillar #3 - Process - Post Installation Visits - Kyle Powers
- 4:15pm - 5:00pm - Pillar #3 - Process - Pay For Performance - Tony Hoty

- 7:00pm - 10:00pm - Eat, Drink, Network, Share, Talk-Shop, Enjoy, Unwind.**



LEADCON 2021

MEETING AGENDA

Thursday May 20th

- 8:00am - 8:30am - Network / Mingle / Visit Sponsor Exhibits
- 8:30am - 8:45am - Welcome - Opening Remarks - Wednesday Takeaways
- 8:45am - 9:30am - Pillar #3 - Process - Consumer Communication - Mark Highbaugh
- 9:30am - 10:15am - Pillar #3 - Process - Employee Accountability - CEO John Anglis
- 10:15am - 10:30am - Morning Break
- 10:30am - 11:00am - Pillar #3 - Process - Internet Conversion - Bryan Behan
- 11:00am - 11:30am - Pillar #1 #2 #3 - Ask The Expert - CEO Panel
- 11:30am - 12noon - Pillar #3 - Process - Succeeding with Television - Ron Jumper RSA
- 12Noon - 1:00pm - Lunch
- 1:00pm - 1:20pm - Pillar #3 - Process - Succeeding with Radio - Richard Oatman
- 1:20pm - 1:40pm - Pillar #3 - Process - Nebulous Lead Generation - Frank Farmer
- 1:40pm - 2:10pm - Pillar #3 - Process Presenting Payment Options - GreenSky
- 2:10pm - 2:30pm - Inbound Call Process - Roll Play & Competition
- 2:20pm - 2:40pm - Event Marketing Process - Roll Play & Competition
- 2:40pm - 3:00pm - Canvassing Process - Roll Play & Competition
- 3:00pm - Prizes - Awards - Closing Remarks

**** Agenda Subject To Change Based Speakers Travel Schedules & Other Extenuating Circumstances ****

SPEAKERS LEADCON 2021



Tony Hoty

This Lead Generation Pioneer will present the most important pillars you will need to establish in order to succeed in 2021 and beyond! He will cover both best practices and NEXT practices!



Joe Altieri

This Shark Tank entrepreneur has appeared on the hit TV Show not just once but twice! His rise to fame within the home remodeling industry has inspired countless others to continue to follow their dreams!



Kyle Powers

This well-established national trainer plans to unveil the step-by-step methodology that has enabled him to build million dollar marketing campaigns all over the country throughout the course of the pandemic.



Pat Burke

The first and only of his kind - this former NBA star owns the title of being the exclusive Irish-born player in the history of the league. He will share valuable coaching and leadership insights that took him from hardship to championship!



Megan Beattie

This marketing mastermind will outline the key essentials for properly handling inbound and outbound phone calls, highlighting all of the principles that helped her generate tens of millions throughout her career.



Chris Williamson

This proven recruiting master will share the fundamentals that have enabled him to place dozens of staff members for many of the top home remodeling companies in the United States and Canada.



John Anglis

This thriving CEO will reveal his proven blueprint for holding employees accountable in order to achieve peak performance, which allows you to work on your business instead of in it!



Tim Musch

This CRM engineer might be privileged to more critical data than any other professional in the home remodeling industry. He will share eye-opening industry metrics and conclude with several opportunities for growth.



Brian Kaskavalciyan

This customer relations expert will outline his magical strategies for creating a world-class customer experience that results in more repeat and referral business, as well as elevated review scores.



Frank Farmer

As a long-time veteran of the home remodeling industry, this pro will identify the differences among various forms of lead generation and share the best practices for handling leads that are generated through more nebulous channels.

NOTES

A large rectangular area enclosed by a dotted border, containing 18 horizontal lines for writing notes.

Social Media Scoreboard

Company	BBB GRADE	BBB Complaints	BBB Reviews	Google Rating	Google #Reviews	Facebook Rating	Facebook #Reviews	Yelp Rating	Yelp #Reviews	Angie's Grade	Angie's #Reviews	Home Advisor Rating	Home Advisor #Reviews
Your Company													
Competitor #1													
Competitor #2													
Competitor #3													
Competitor #4													
Competitor #5													
Competitor #6													
Competitor #7													

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CONSUMER PRICE GUIDE

FOR: EXTERIOR SIDING

Discover the Secrets Revealed From Mystery Shopping & National Price Comparisons

NATIONAL | 2017 EDITION

\$59.00

CONSUMER PRICE GUIDE

FOR: ROOFING

2017 NATIONAL EDITION

\$59.00

CONSUMER PRICE GUIDE

FOR: GUTTER PROTECTION

Discover the Secrets Revealed From Mystery Shopping & National Price Comparisons

NATIONAL | 2017 EDITION

\$59.00

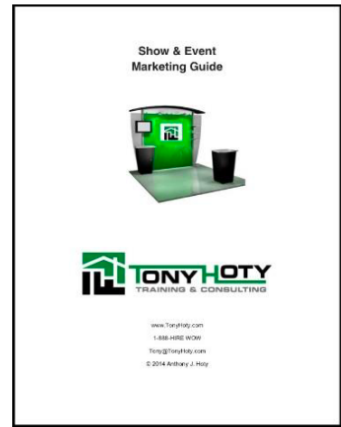
CONSUMER PRICE GUIDE

FOR: ENTRY DOORS

Discover the Secrets Revealed From Mystery Shopping & National Price Comparisons

2016 NATIONAL EDITION

Training Packages

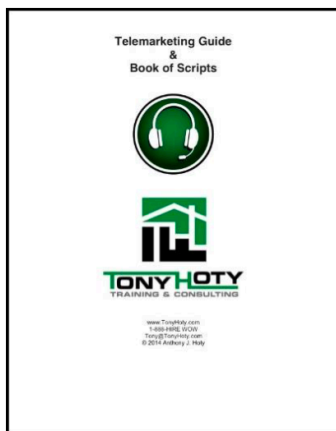


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When you have the right process in place,
you can train just about anyone to follow it...



Powered by:  Ingage

Supercharged by: 

The PIVOT tablet application helps employees maximize their potential to generate business through the most essential channels of repeat, referral, radius marketing and online reviews.

For more information contact: kyle@tonyhoty.com

Payment Authorization Form



Description of the
Products Purchased:

Customer Name: _____

Company Name: _____

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Phone: _____

Email Address: _____

Visa MasterCard Discover American Express

Card Number: _____

Expiration Date ____/____ Security Code: _____

Authorization: _____

PASSPORT CHALLENGE

Visit each of the sponsor exhibits for a chance to win a \$1,000 VISA GIFT CARD!!!

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