



JOHN YOUNG

INTRODUCTION

Introduction for Special Needs talks:

In 2004, John Young merged his previous work experience in advertising, marketing, sales and management into a career as a REALTOR®. In 2009, his personal and professional life took a transformative turn when he became the parent of a non-verbal daughter with autism. Over the next decade, John's professional journey was shaped through his own personal experiences and by the many special needs clients, families and caregivers he encountered and served along the way. In 2019, John began speaking on serving clients with special needs and hopes that his presentations inspire a greater understanding that DEI is intended to address issues of accessibility, inclusion, diversity, and equity for ALL individuals. John brings his passion for helping others to everything he does and strives to make a positive difference in our industry for both clients and fellow REALTORS.

Introduction for the "Steal These Ideas!" marketing talk:

In 2004, John Young merged his previous work experience in advertising, marketing, sales and management into a career as a REALTOR®. When he started his real estate journey, he discovered that many successful REALTORS were not forthcoming about sharing ideas and instead suggested the same tired ideas of cold-calling, sitting at open houses and buying leads. His creative background and instincts told him there must be a more original, inexpensive and unique way to attract clients. Over the next two decades, John's success was shaped by trying new ideas to generate business then sharing those ideas with other REALTOR colleagues. John has spoken at the NAR Conference & Expo, at the Residential Real Estate Council's "Sell-a-bration" annual conferences, Triple Play, Genuine Hustle and for continuing education at numerous state associations—and today marks his first time speaking at [insert association name here]. John brings his passion for helping others to everything he does and strives to make a positive difference in our industry for both clients and fellow REALTORS.

