



## Town Square Mortgage Presents “REAL Solutions for Today’s REALity” Event for Dallas-Area Real Estate Agents

Featured speakers are leading industry experts **Chris Heller, Elliott Eisenberg, Ph.D., and Glenda Baker**, who will share insights for business growth in today’s market

DALLAS, Aug. 25, 2022 — [Town Square Mortgage](#), a leading Dallas-based preferred mortgage lender, today announced that it is presenting **REAL** Solutions for Today’s **REALity**,” an exclusive event at which 300+ top-tier real estate agents will come together to learn how to create opportunities for **REAL** success in today’s market. The [event](#) will be held on Wed., Sept. 7, 2022, from 9:30 a.m. to 1:00 p.m. at the Westin Galleria in Dallas.

“We are proud to present this prestigious real estate event in partnership with our sponsors. From our prestigious speakers, the attendees will gain insightful information about today’s real estate market, future projections and how to cultivate leads for their ultimate business success,” said Lisa A. Thomas, CEO of Town Square Mortgage.

### **Featured Speakers**

#### **REAL Solutions to Grow Your Pipeline in Today’s Market**

Presented by **Chris Heller**, Author of the National Best Seller Book [Dominant Thoughts](#), Chief Real Estate Officer of OJO Labs and Former CEO of Keller Williams

- Learn what lead sources are most effective
- Gain a significant advantage through technology
- Understand what higher interest rates do for purchases
- Acquire insights into what buyers are looking for today
- Discover nuances that will push you to the next level

#### **The REALity of Today’s Market**

Presented by **Elliot Eisenberg, Ph.D.**, Internationally Acclaimed Economist and public speaker specializing in making economics fun, relevant and educational.

- Economic Outlook 2022–2023 (national and local)
- Inflation: How long will it last and the ramifications
- Mortgage rate forecast for the next 6 months and 2023

- Trajectory of the economy and what it means for the housing market
- What the housing market will look like going forward

### **REAL Marketing Through Social Media**

Presented by **Glenda Baker**, Top Atlanta Real Estate Broker with 1 million social media followers and ranked on Newsweek's "America's Best Agents" List

- Learn how social media can help you grow your business
- Acquire tips on how to become an influencer on Tik Tok
- Encourage new agents and motivate experienced agents
- Learn how to visualize success and overcome challenges
- Gain insights on marketing strategies to propel your business

Emcee: **Natalie Woods**, Host of Hot! On Homes

Hosts: **Lisa A. Thomas**, CEO, **Trent Annicharico**, Chief Revenue Officer, **Adam Welwood**, President & COO, Town Square Mortgage

Event sponsors include:

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  - Trotter Insurance Group

There is no cost to attend this exclusive event. Attendees must be Dallas-area real estate agents or brokers. Seating is limited.

For more information, visit the event [page](#) or contact Sandra Eckardt at [seckardt@tsmlending.com](mailto:seckardt@tsmlending.com).

## About Town Square Mortgage

Founded in 2009, Town Square Mortgage is a leading Dallas-based preferred mortgage lender dedicated to finding each client a home loan that meets their individual requirements. The company has built a strong reputation by serving the needs of homebuyers, real estate professionals and builders. Town Square Mortgage offers a full spectrum of home financing options. By having an in-house loan process, Town Square Mortgage has the resources and technology to provide clients and partners with a seamless loan process, personalized support and efficient closing timelines.

Town Square Mortgage has been named to the Inc. 5000 national ranking of the fastest-growing private companies in America six consecutive years. The company was named to the 2021 Inc. 5000 with a three-year revenue growth of 162 percent, more than double its growth from its 2020 listing. It ranked #23 on the prestigious [2021 Top Places to Work in Dallas-Fort-Worth](#) by the Dallas Morning News. It was also awarded a 2021 [Dallas 100™ Entrepreneur Award](#) by the Caruth Institute for Entrepreneurship at Southern Methodist University (SMU) Cox School of Business.

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