



REAL

THE

ESTATE AGENCY

SUMMIT

2026

REVENUE / ELEVATION / ACTION / LEADERSHIP

Thursday 11 June 2026

WELCOME

TO THE **FIRST**

REAL Estate Agency Summit

Welcome to The REAL Estate Agency Summit – the very first of its kind in Ireland.

The penny dropped with me as to how much we have to learn from successful international examples when attending events, mainly in the UK, that changed the way I run my company, Liberty Blue. I sat and listened to Tom Panos and other industry gurus, took pages of notes, went home, implemented those learnings and watched the results show up in our numbers. The same thought occurred every time: Irish estate agents need a day like this right here on their very own doorstep. Today is that day.

Learning and implementing equals growth - that is the simple promise behind every session today. So, take notes, ask questions, talk to the others and pick one or two ideas to put to work next week. That is where the value lives.

A heartfelt thank you to our speakers - Tom Panos, Kirsty Franks, Matt Giggs, Richard Rawlings, Steve Backley and Roger Black for travelling here and sharing their craft so generously.

And a massive thank you to our main event sponsor MyHome.

And thanks to our Gold sponsors Waterford City & County Council, Stage My Home and Giraffe360, and our hospitality sponsor Gallagher. This summit simply would not exist without your belief in us and in everyone in this room.

Thank you to our wonderful MC, Gina London, for guiding us skilfully through the day.

And finally, thank you to the team at the magnificent Theatre Royal Waterford for hosting us today, to look after you all who came here to be part of something brand new for Irish estate agencies.

Céad míle fáilte agus go raibh míle maith agaibh.

Regina Mangan

*Founder of the REAL Estate Agency Summit, M.D. of Liberty Blue Estate Agents,
Author of "How to Build a Smarter, Faster, Better Estate Agency"*

P.S. Join us after the Summit on the terrace in The Reg (a short walk from here) at 6ish for drinks and light refreshments.



Regina Mangan,
Founder of the REAL
Estate Agency Summit
and MD of Liberty Blue
Estate Agents

SCHEDULE

(subject to change)

- 8:30am **REGISTRATION** Coffee and networking.
- 9:15am **INTRODUCTION** Regina Mangan & Gina London.
The foundations of a successful business...and a successful summit.
- 9:30am **TOM PANOS** Australia's number one real estate coach.
Five Ways to Sell More Properties Right Now.
- 10:30am **KIRSTY FRANKS** Standing Out. Building Trust. Winning More Business.
How brilliant marketing grows a modern agency.
- 11:00am **COFFEE BREAK**
- 11:15am **MATT GIGGS** Adapt or Be Invisible: The 4 Pillars of the Great Estate Agent in 2026.
- 11:45am **PANEL DISCUSSION** Gina London in conversation with Tom Panos, Ray Cooke, Deirdre Phelan & Matt Giggs.
- 12:15pm **LUNCH** Networking, conversations and connection.

Afternoon Sessions

- 1:15pm **RICHARD RAWLINGS** Buyer Representation Lite.
How to add a profitable new revenue stream to your business.
- 2:00pm **PANEL DISCUSSION** The Future of Agency: Marketing and Innovation.
Joanne Geary, MyHome, Sean Mc Redmond, Kirsty Franks & Áine McLoughlin in conversation with Tom Panos.
- 2:45pm **COFFEE BREAK**
- 3:15pm **STEVE BACKLEY & ROGER BLACK** The Olympic Mindset.
Transferring Olympic performance into your business.
- 4:00pm **TOM PANOS** Time to Take Action.
Top take-aways, audience Q&A and your next steps.
- 4:45pm **SUMMIT WRAP UP**

Gina LONDON



Gina London is an Emmy-winning former CNN anchor and the CEO of Language of Leadership, Ltd., a global communications consultancy based in Dublin.

She advises senior executives at companies including Salesforce, PwC, KPMG, and SAP, helping them lead with clarity, credibility, and presence.

Gina speaks regularly at Davos-aligned forums on strategic leadership, communication, and ESG, and writes The Communicator, a weekly column in Ireland's Sunday Independent. She is also a frequent contributor to global media outlets including BBC, CNN, and FOX.

Tom PANOS



Widely recognised as one of the most influential coaches in global real estate, Tom Panos has spent over 30 years as an agent, business owner, auctioneer and coach. He works with many of the highest-performing agents across Australasia and is known for his direct, evidence-based approach to growth, leadership and performance.

Tom brings a rare combination of real-world agency experience, coaching psychology and practical scripts that agents can use immediately.

Kirsty FRANKS



Founder of Frank Marketing, Kirsty is one of the UK's most respected property marketing specialists. Formerly Group Marketing Director for Lomond and The Property Franchise Group, she has led large-scale marketing strategy across multiple estate agency brands.

Kirsty works exclusively with ambitious agents to help them stand out, build trust and win market share through clear strategy, strong branding and consistent marketing.



Matt GIGGS

A highly regarded UK estate agency leader and mentor, Matt Giggs has nearly 30 years' experience in residential property. He is known for his calm, considered approach and for helping agents build future-ready businesses grounded in leadership, personal standards and strong client relationships.

His philosophy is simple: depth beats volume, every time.



Richard RAWLINGS

Richard Rawlings is a multi-award winning international estate agency trainer. He is well-known as an inspirational, thought-provoking and effective industry leader, with over 40 years' experience in seeking out and sharing profitable estate agency methods, while adding enjoyment to ethical estate agency.

His "Persuasive Listing Skills" and "Raising Fees Instantly" seminars are legendary, and he is a judge on several awarding bodies.

Richard will be sharing his latest method of harnessing a light-touch form of Buyer Representation, that can easily be integrated into any estate agency business. Find out how Richard's claim of doubling your pipeline within six months is not as unrealistic as it sounds!



Steve BACKLEY & Roger BLACK

Two of Great Britain's most successful Olympic athletes, Steve Backley and Roger Black bring powerful insight into world-class performance, resilience and mindset.

Through their work with organisations worldwide, they translate Olympic lessons into practical tools for business leadership, focus and sustained performance under pressure.



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EXHIBITORS



propertylinks.ie

Property Links is a new online platform designed to transform how new homes are bought and sold. It streamlines the transaction for agents, solicitors, developers and buyers in one central workflow — delivering transparency, reduced costs and real-time information.



4property.com

4Property is a leading Irish property technology company supporting estate agents with websites, marketing, CRM, and AI-driven tools that help generate leads and grow businesses.



parkerlaw.ie

Parker Law is a full-service legal firm supporting private and commercial clients. Based in Waterford, we act nationwide with expertise in property law, offering efficient service and clear, practical advice in your best interests.



offr.io

Offr is the white-labelled client portal transforming real estate transactions. One intelligent platform handles client qualification, viewings, offers, legal documents and digital signing, giving agents complete visibility and control at every stage.



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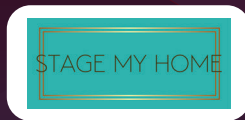
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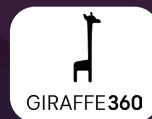
Join us for a complimentary welcome drink and canapés.

**Tower Hotel, The Mall, Waterford.
6:30pm til 8pm Wednesday 10 June.**

All attendees, sponsors, exhibitors and speakers welcome.
A great opportunity to network and mingle before the Summit.

AFTER PARTY

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The perfect finish to the Summit.

Come to our get together on the Terrace at The Reg to get to know our colleagues and enjoy a couple of drinks and tasty bites.

**The Reg, The Mall, Waterford.
From 6pm (ish).**