

What We Covered

Executive Recap | September 2nd, 2026

THE SHORT VERSION

Three opportunities were covered: in-house consulting, bringing Darryl in to speak, and the POWER Association™ Partnership Program. This recap captures the key pricing, structure, commitments, examples and next steps so you can review the meeting without needing to watch the full replay.

Three Opportunities

01: IN-HOUSE CONSULTING

Direct access to Darryl for association-specific guidance.

\$750/hour

10-hour package minimum

02: BRING DARRYL IN TO SPEAK

Customized member, leadership, or event programming.

\$10,000 + travel

45 minutes to 3 hours

03: POWER ASSOCIATION™ PARTNERSHIP PROGRAM

Ongoing member training, recruiting/retention value and recurring revenue potential.

Two paths

Association partnership

1. In-House Consulting

Investment: \$750 per hour, purchased in a 10-hour package minimum (\$7,500).

- Designed for areas where an association believes Darryl's experience can help.
- Hours can be used over time as needs arise.
- For formal strategic planning, Darryl will discuss your needs individually and explore how he and leadership strategist Matthew Ferrara may be able to support your association.

2. Bringing Darryl in to Speak

Speaking fee: \$10,000 for a session from 45 minutes up to three hours.

Additional session: \$5,000 for a second session at the same conference. A third session can be discussed if needed.

Travel: \$2,000 flat travel fee in addition to the speaking fee.

- Possible uses include annual conventions or expos, installations and awards, membership drives, leadership retreats, standalone member education days and POWER AGENT® program kickoffs.
- Content is customized around the association's goals, and Darryl provides a recorded invitation video to help promote the event.
- Topics discussed included How to Become a POWER AGENT® in Real Estate, How to Design a Career Worth Smiling About™, The Value of a REALTOR®, plus listing, buyer, open-house and leadership topics.

3. POWER Association™ Partnership Program

An ongoing partnership designed to strengthen member value, provide skill-building training, support recruiting and retention, and create recurring revenue potential for the association.

POWER AGENT® Member Access Levels

POWER AGENT® LITE \$37/month	POWER AGENT® ESSENTIAL \$67/month	POWER AGENT® PRO \$97/month
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Lite includes live Monday group coaching with Darryl, weekly Wednesday training, the POWER AGENT® designation and directory access. **Essential** adds a larger library of marketing pieces, forms, checklists, on-demand training and community resources. **Pro** adds the AI tools discussed during the session.

Path A: Promote & Earn

NO PROGRAM COST TO THE ASSOCIATION

The association promotes the program to its membership; members decide whether to enroll. The association earns 20% recurring revenue on member enrollments at the applicable membership level.

- Path A can be upgraded to Path B at any time.
- Path A is not a one-year commitment. If the partnership ends, recurring revenue payments to the association also end.
- A kickoff webinar is included at no charge. An in-person kickoff seminar can be selected instead at Darryl's regular speaking fee.

Path B: Full-Membership Model

\$2 PER MEMBER / MONTH

The association covers every member at the POWER AGENT® Lite level. Members may upgrade to Essential or Pro, and the association earns 20% on those upgrades.

- Path B is a one-year commitment.
- Designed for associations that want to make the training a member-wide recruiting and retention benefit.
- An annual live seminar from Darryl is included, with the speaking fee and travel waived. A 1,500-member minimum applies to the live-seminar component.

Economics Darryl Illustrated

PATH A EXAMPLE

4,000 members • 7% enrollment

Approx. \$55,000 in annual association revenue

PATH B EXAMPLE

5,000 members • \$2/member/month

\$120,000 annual association investment

- Using an \$82 average upgraded membership value, the example illustrated that approximately 12% member upgrades would bring the Path B model to roughly break-even.
- Associations considering Path B should budget for the first year as though no members upgrade, rather than assuming the program will immediately pay for itself.

Launch & Ongoing Support

- Each association receives a dedicated portal showing enrolled members, access levels, activity, upgrades and revenue/payment information.
- Darryl's team and the association team build a coordinated marketing plan together.
- Plan for a 4-6 week pre-launch marketing period, coordinated between both teams.
- Marketing assets, logos, content, custom-sized promotional pieces and a shared campaign calendar are housed in the association portal.
- The goal is coordinated promotion between both teams, so emails, texts, ads and other outreach are timed together rather than duplicated.
- Monthly meetings are planned for the first six months after launch to review participation, promotion and results.

\$5,000 SETUP FEE WAIVED THROUGH SEPTEMBER 30

Any association that signs the agreement by September 30th, 2026 will have the \$5,000 setup fee waived. The program does not have to launch by September 30th; the launch can be scheduled for a later date.

Key Questions Answered

Can we maintain relationships with other speakers, coaches, or companies?

Yes. There are no restrictions on maintaining other speaker, coaching, or training relationships.

Will marketing collateral and launch support be provided?

Yes. Darryl's team will meet with the association team, develop the rollout plan, provide marketing assets through the portal and coordinate the promotional calendar.

Can we start with Path A and move to Path B later?

Yes. The relationship can be adjusted from Path A to Path B later.

How is a Path A kickoff handled?

Every Path A association can receive a no-cost kickoff webinar. A live seminar can be chosen instead at Darryl's regular speaking fee.

Does this work for smaller associations?

Consulting and speaking are available regardless of association size. The 1,500-member minimum applies to the Path B live-seminar component.

What Happens Next

If you're interested in consulting, bringing Darryl in to speak, or exploring the POWER Association™ Partnership Program, **contact Julie Escobar at 813-957-2989 or julie.escobar@darrylspeaks.com**. She'll answer any questions and help you determine the appropriate next step.

1

Confirm interest

Contact Julie Escobar at 813-957-2989 or julie.escobar@darrylspeaks.com to let us know which opportunity you'd like to explore.

2

Review the agreement

For the POWER Association™ Partnership Program, agreements signed by September 30th, 2026 qualify for the \$5,000 setup-fee waiver.

3

Choose a launch date

The launch can occur later in 2026, in 2027, or on another agreed timeline.

4

Build the rollout

Exchange assets and create the coordinated promotional calendar.

5

Begin pre-launch marketing

Begin the agreed campaign in advance of member access.

6

Review and optimize

Meet regularly after launch to review participation, promotion and results.