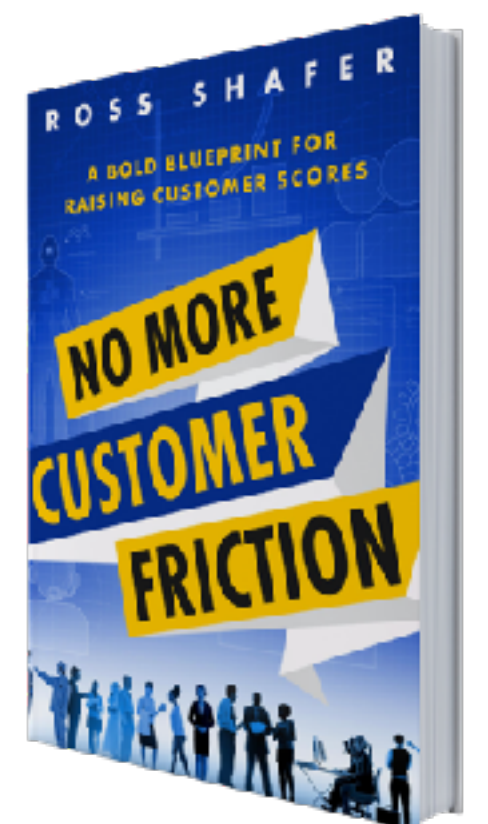
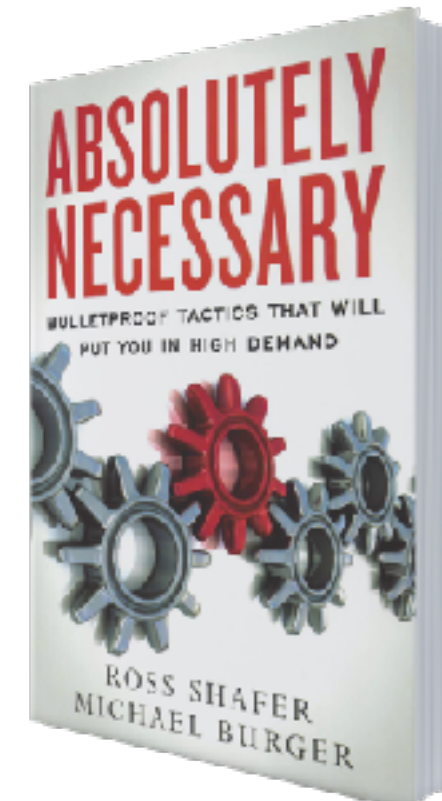
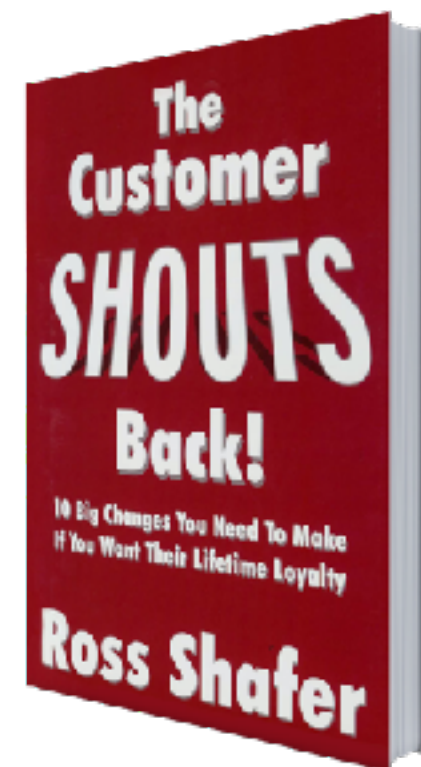
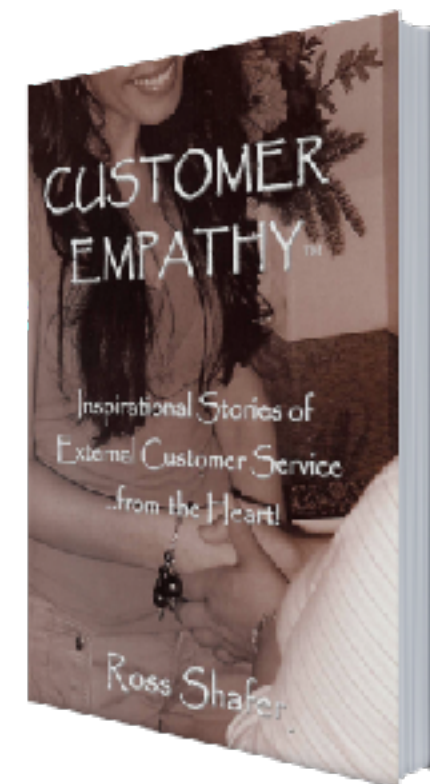
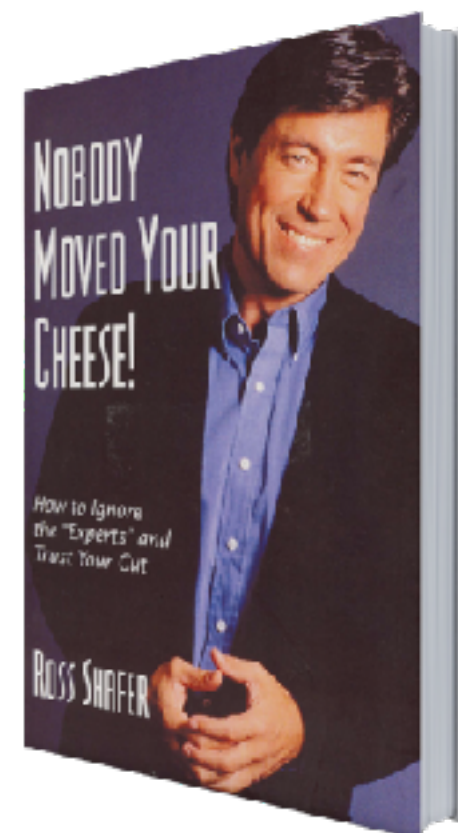


ROSS SHAFER

CONSULTANTS, INC



HOW TO STAY RELEVANT

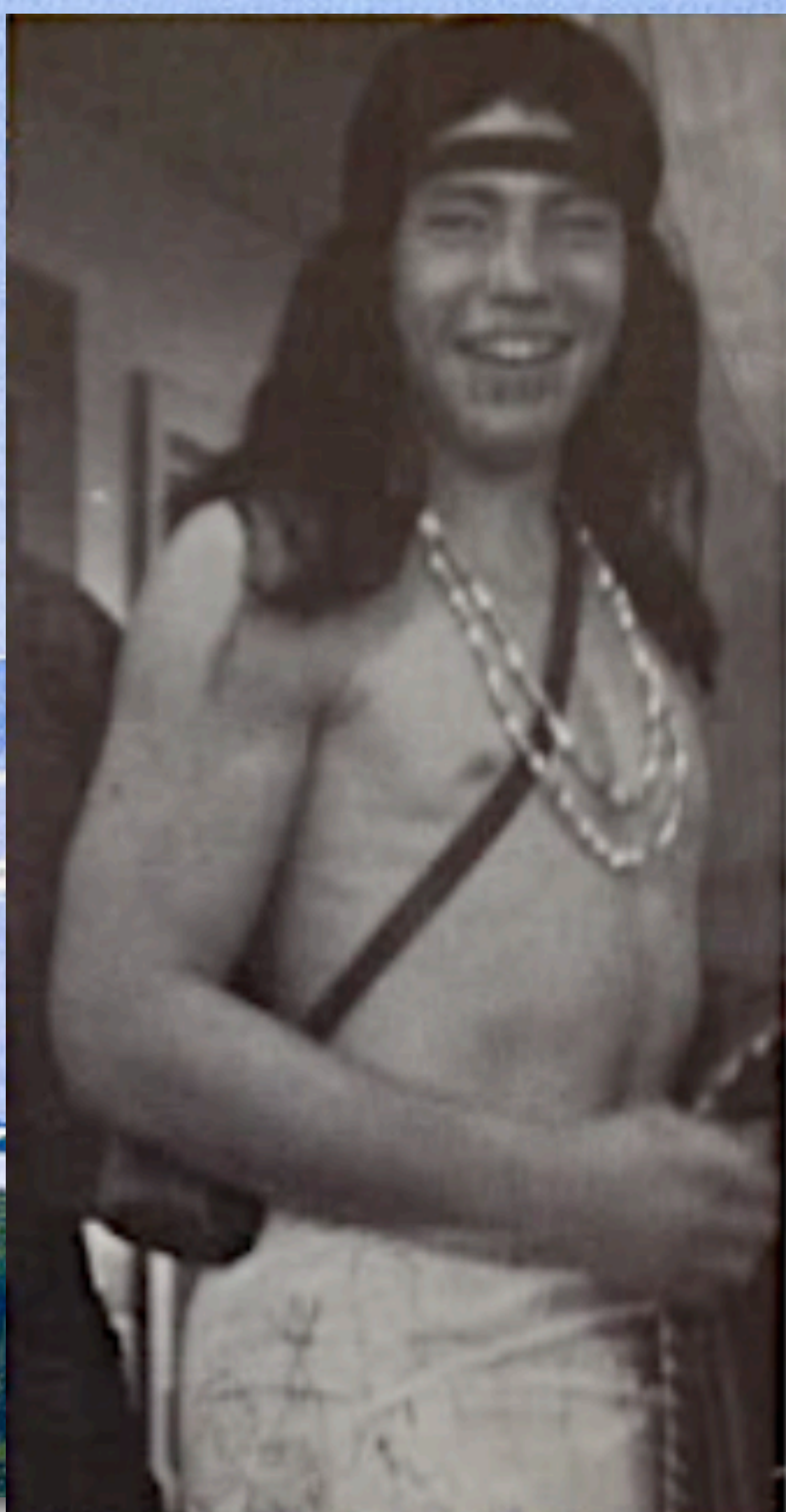
**(In an Disrupted Real
Estate Market)**

Ross Shafer

The background is a complex technical drawing in white lines on a blue gradient. It features various mechanical parts, cross-sections, and circular diagrams. Overlaid on this are several streams of binary code (0s and 1s) in a lighter blue color, creating a digital or data-driven aesthetic. The text 'What I'm Not...' is centered in a bold, dark blue font.

What I'm Not...





15-yr old
Ross Shafer

Blackfoot Nation


Chemeketa Reservation
(Salem, Oregon)

Puyallup Reservation
(Puyallup, Washington)





**Follow
the
Tracks
of the
Herd**

The background is a complex technical drawing in white lines on a blue gradient. It features various mechanical parts, cross-sections, and circular diagrams. Overlaid on this are several streams of binary code (0s and 1s) in a lighter blue color, creating a digital or data-driven aesthetic.

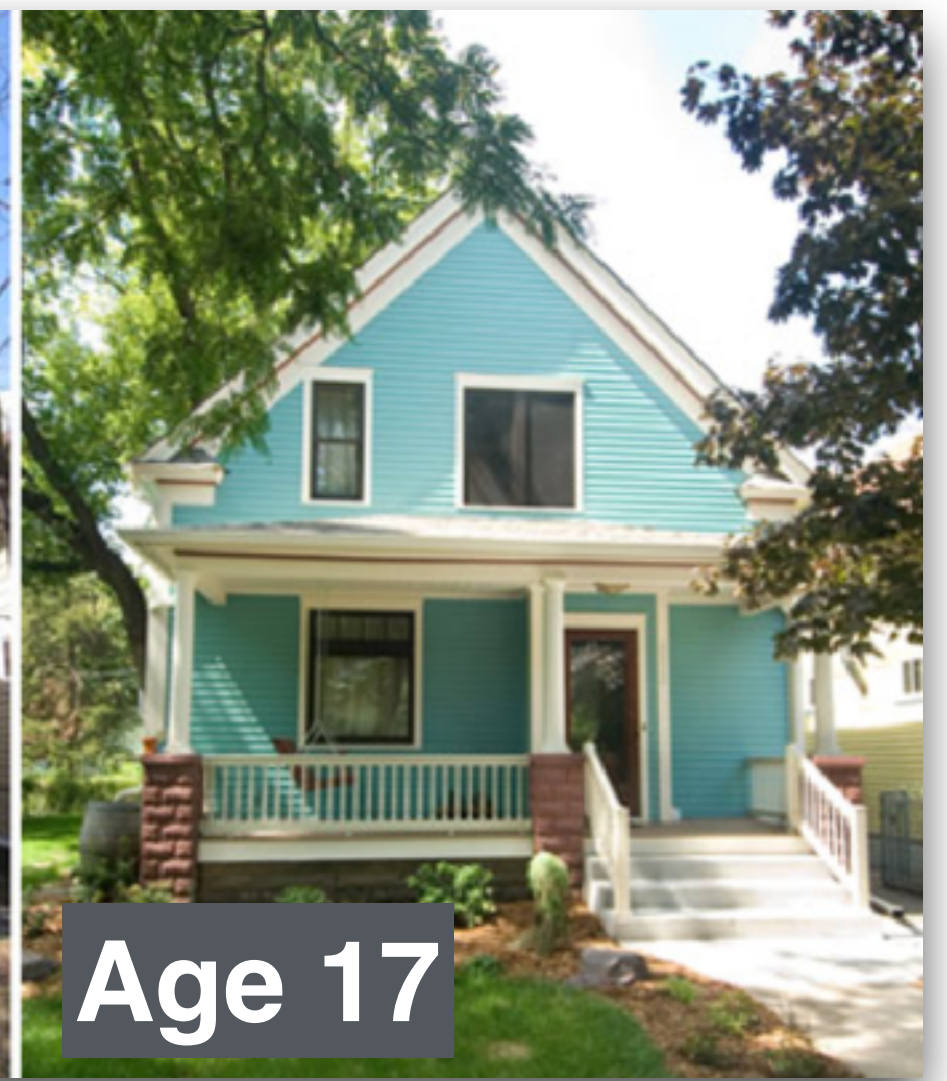
Quick Background...



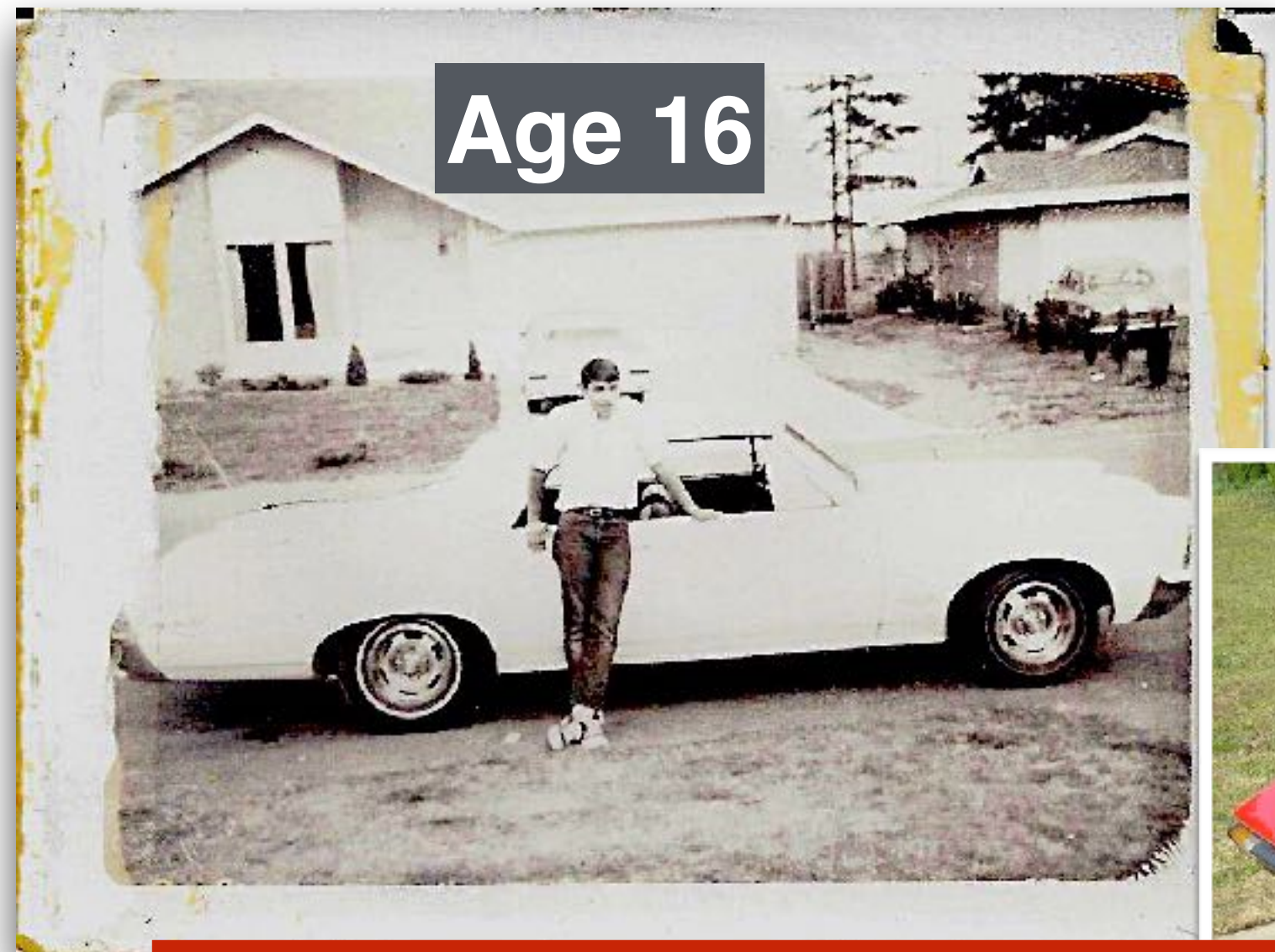
Age 13



Age 14



Age 17



Age 16



Age 29



Flipping Homes



Age 19

Flipping Vehicles

Restaurants/Food Service



Retail Clothing

Photography & Product Marketing



Building Industry



Flipping Broken Companies

SHAFER® PROJECTION TV

Turn your Den or Rec Room Into a Video Theatre

- 4 Ft. and 5 Ft. Screens
- Ceiling Models Available

At last the Northwest's largest maker of Giant TV Screen systems is offering direct to you, for your home, the same Projection TV usually seen commercially. Come, see and compare during this sale!

AS LOW AS \$997

SOUNDS O.K.

For Home Demonstration Information CALL COLLECT (206) 848-8300

119 Hi Ho Shopping Center
Puyallup, Wash. 98371

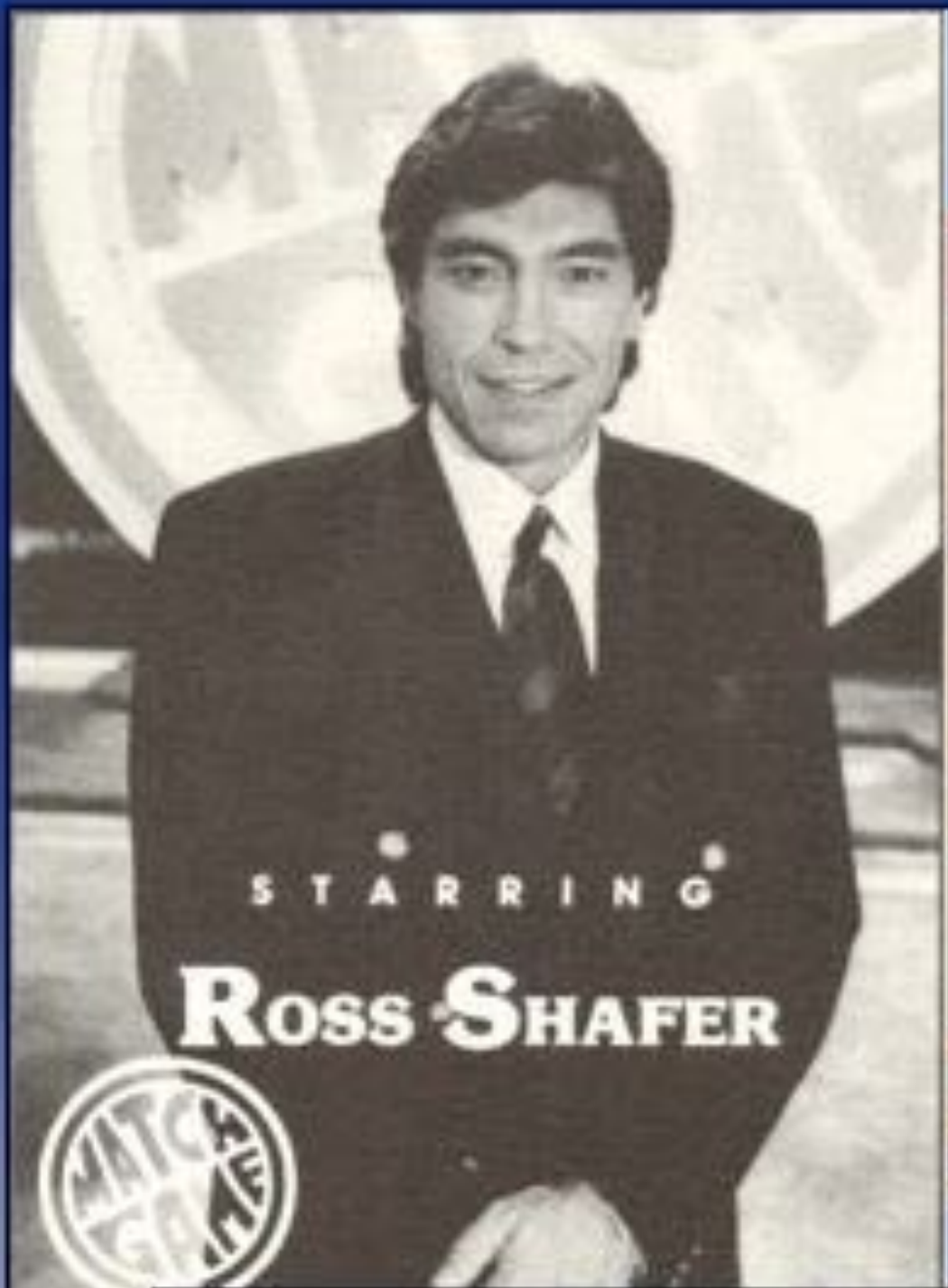
STUDIO in Puyallup

SHAFER
PROJECTION TELEVISION

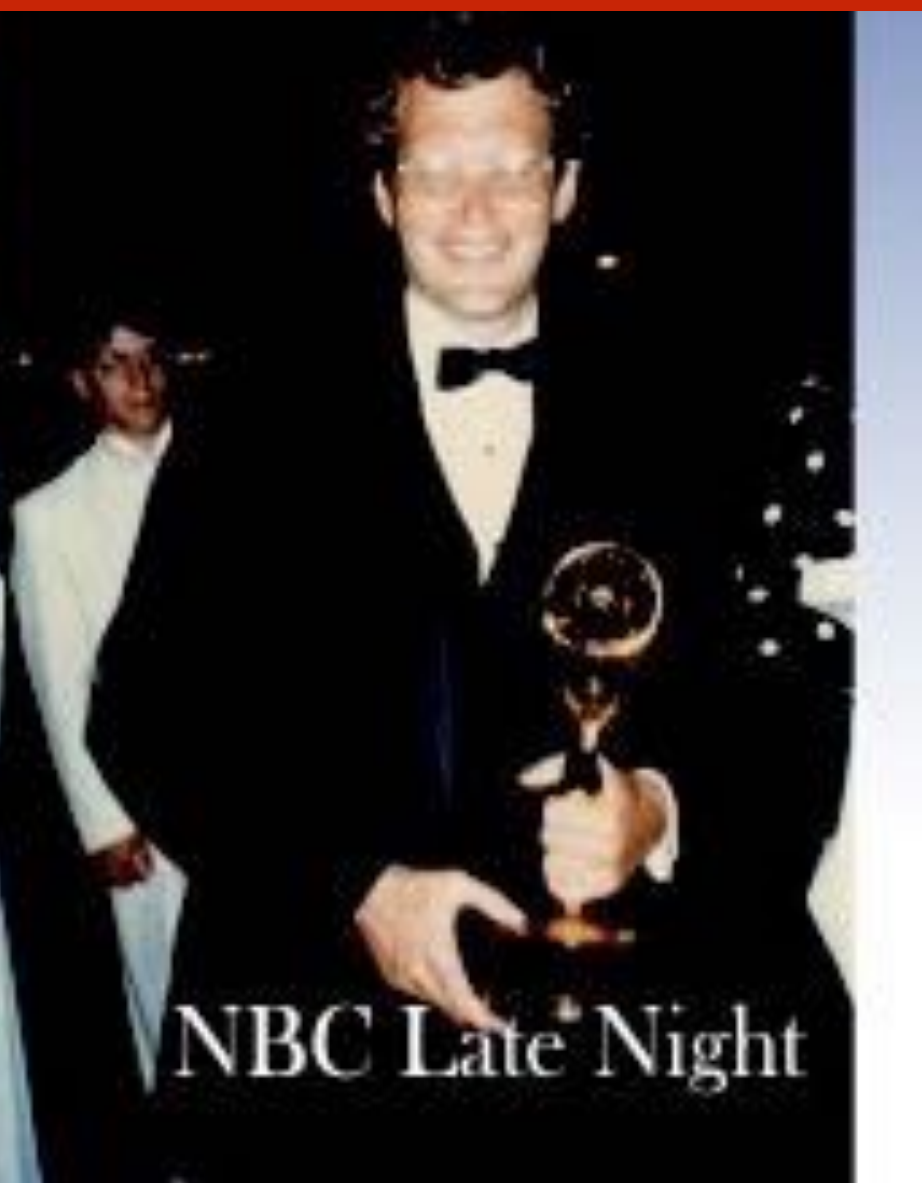


TV & Film Production





Talk & Game Host



The background features a complex overlay of architectural blueprints and binary code (0s and 1s) in shades of light blue and white, set against a darker blue gradient. The blueprints include various geometric shapes, lines, and technical drawings, while the binary code is scattered throughout, creating a digital and technical atmosphere.

Real Estate Sales During Covid-19

An illustration featuring a man on the left and a woman on the right. The man is wearing a blue suit jacket, a yellow tie, and dark trousers, and is carrying a brown briefcase. He is holding a large brown pencil horizontally across his shoulders. The woman is wearing a yellow sweater and a blue skirt, and is holding a large brown pencil vertically. Both individuals are standing on a thin black oval line drawn on the ground. The background is a light beige color with several stylized virus icons in blue and yellow scattered throughout. In the center of the image, there is text in a bold, red, sans-serif font.

Virtual Staging
Staggered Showings
Social Distance
Closings

Low Inventory in your neighborhood

LIST NOW!





BEFORE: Bought for \$1.5mil



AFTER: Sold for \$2.3mil

TECHNOLOGY

- *Comp. Analysis
- *Social Marketing
- *Websites



Humalogy



+



STAY RELEVANT

World Class

**Expertise is Your
Unfair Advantage**

World's Greatest Shooter



1,127 Free Throws in a Row



STAY RELEVANT:

Get Creative...

Look Outside the

Real Estate Industry

Hotel Events

FRIDAY 78° HIGH 78° LOW 68°
SATURDAY 77° HIGH 67° LOW
SUNDAY 76° HIGH 66° LOW
9:34



Group/Event	Room
GENERAL ELECTRIC	
BREAK OUT SESSION	
A	

STUDY THE WRONG INDUSTRY

Committee	Maxis Ballroom	10:00 AM - 11:00 AM
Morrow Technologies		
Client Appreciation Lunch	Grand Ballroom 1 & 2	11:30 AM - 1:30 PM

Association of Human Nature Convention



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[LOCATIONS](#)

[MENUS](#)

[GIFT CARDS](#)

[BANQUETS & MEETINGS](#)

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[Hours of Operation](#)

[Menus](#)

[Corporate Events / Banquets](#)

[Calendar](#)

[In the Neighborhood](#)

[All Denver, CO Locations](#)

[View All Locations](#)







LARAMAR

**55,000
units**



STAY RELEVANT

**Why Have Buyers
Expectations
Changed during
COVID?**

THE

amazon



‘EFFEECT’

hulu

comcast
xfinity

NETFLIX

amazon

Google





MDLIVE[®]

Virtual Care, Anywhere.

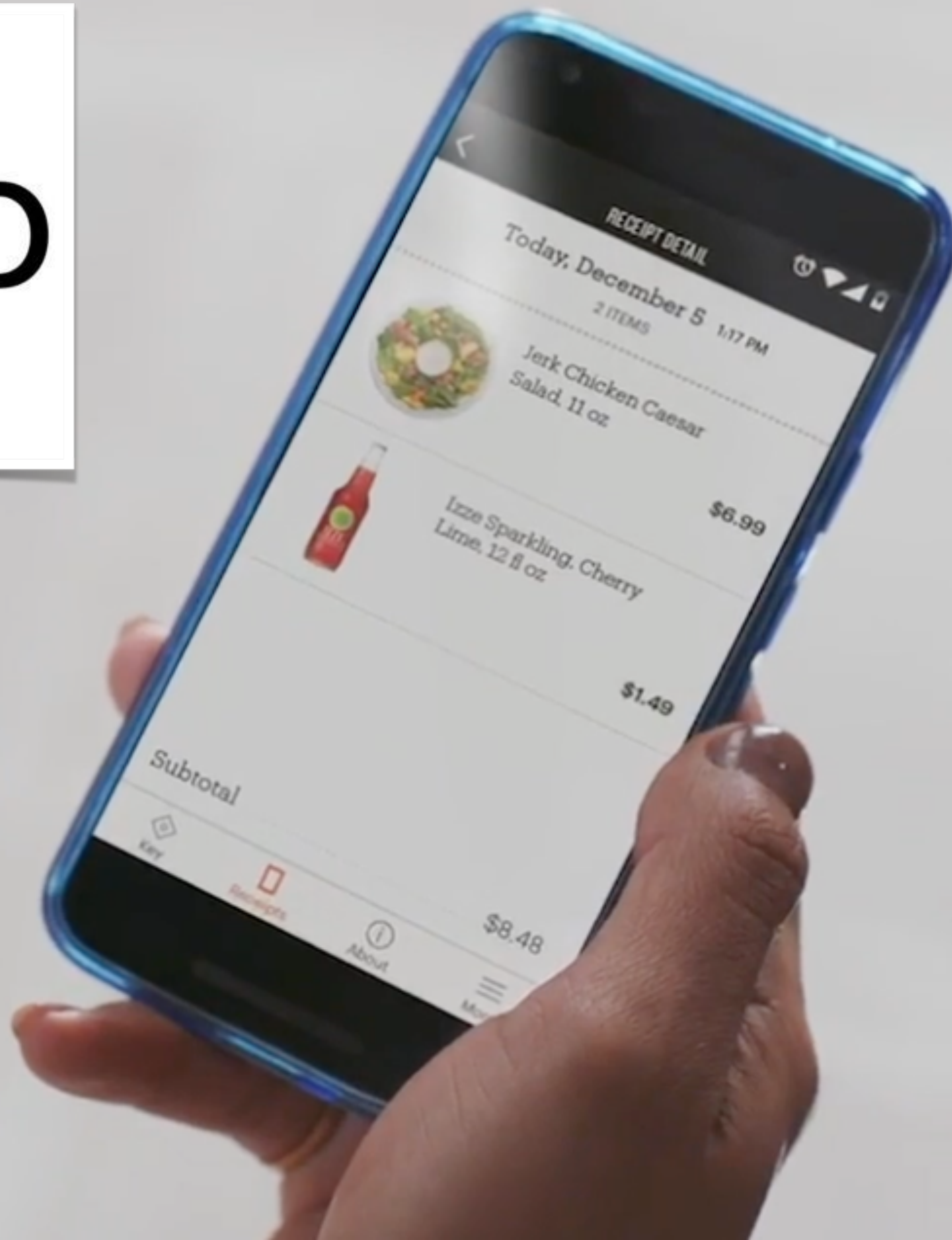
American Well[®]

Teladoc⁺



amazon go

3,000 cashier-less stores



Shocking Data!

**DON'T
Obsess
About...**



CSAT (Customer SATisfaction)



“Determine what customers want and deliver that. You don’t necessarily have to exceed expectations.

The bigger risk to loyalty is when you fail or disappoint them.”



CES (Customer Effort Scoring)

“Service organizations create loyal customers primarily by reducing customer effort; **NOT by delighting them in service interactions.**”

Eliminate the



Moments



**“Thanks for
calling.
My name is Jason.
How can I
provide you with
outstanding
customer care?”**



The background features a complex, light blue technical drawing or blueprint with various lines, circles, and arrows. Overlaid on this is a pattern of binary code (0s and 1s) in a slightly darker blue, creating a digital and engineering aesthetic.

STAY RELEVANT
Eliminate Friction
from Every
Transaction



GE Capital

“To improve our customer service training, some departments will be closed.”



TOYOTA

OF PUYALLUP



customer first.



Freshly baked Otis-Spunkmeyer cookies.

The background is a light blue gradient with a complex technical drawing overlay. The drawing consists of various geometric shapes, lines, and circles, resembling a mechanical or architectural blueprint. Interspersed throughout the drawing are strings of binary code (0s and 1s) in a lighter blue color, some of which are slightly blurred or faded, creating a sense of depth and digital connectivity.

STAY RELEVANT

**Be More Curious
About Your Clients**



Be Personally & Professionally CURIOUS



Me

**“73% of managers
are discouraged
by employee
communication
skills”**

*“This week, YOU will be
our Chief Trending Officer.”*

TREND SPOTTING WEBSITES

<http://www.springwise.com> (My favorite weekly updates)

<http://www.forbes.com/sites/stevecooper/2013/11/19/how-to-become-a-trendspotter/>

www.Trendhunter.com (Cool inventions)

<http://dupress.com/periodical/trends/business-trends-2014/>
(Deloitte University)

<http://www.gartner.com/newsroom/id/2603623> (Technology trends)

<http://www.infoq.com/research/software-trends-2014> (Software trends)

<http://www.businesswire.com/news/home/20140101005013/en/Forrester-Top-Global-eCommerce-Predictions-2014#.U-GCYIYQ7wI>

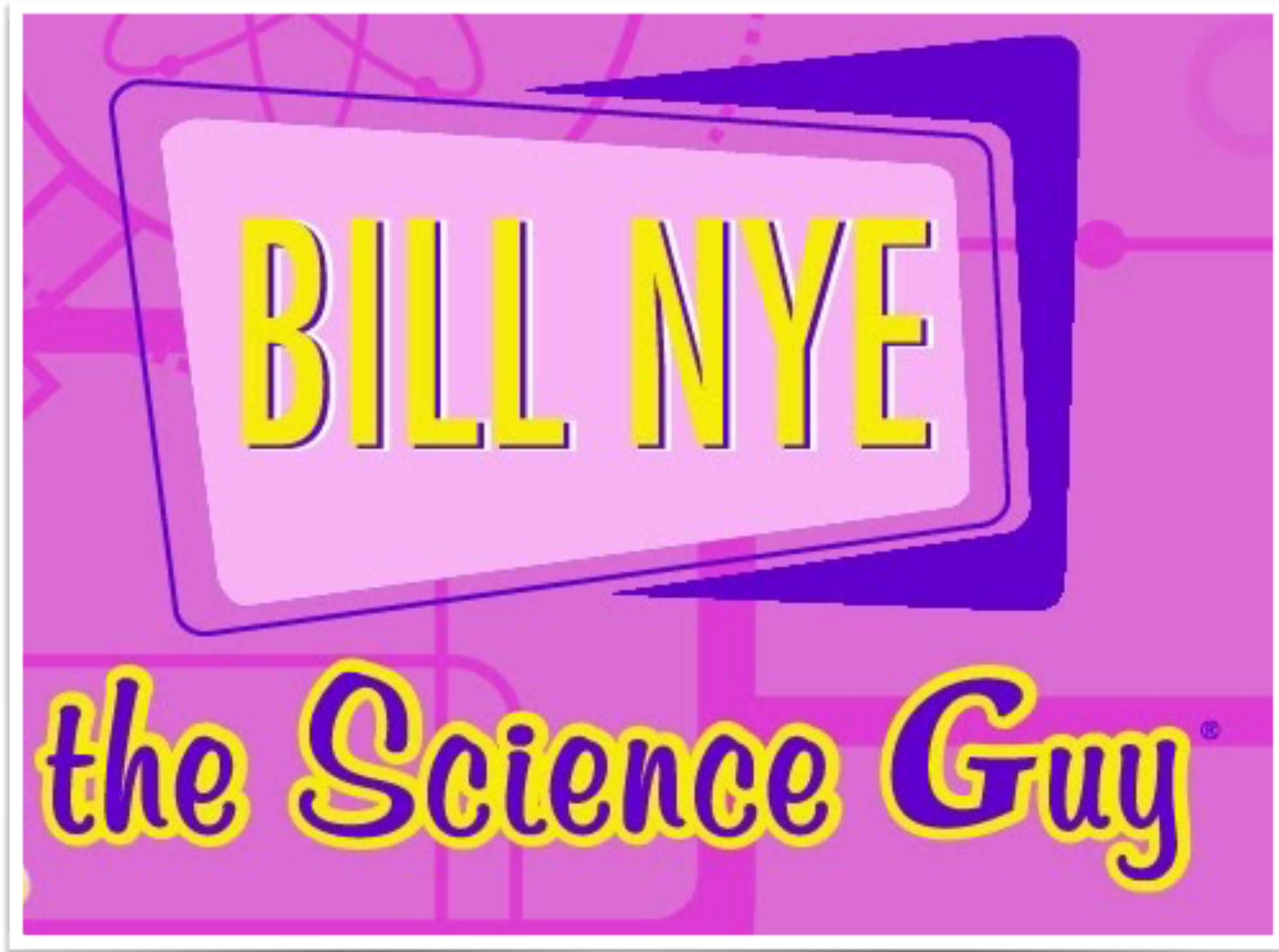
(Business Wire & Forrester Research)

The background features a complex pattern of white architectural blueprints and binary code (0s and 1s) on a light blue gradient. The blueprints include various technical drawings, lines, and symbols, while the binary code is scattered throughout, some appearing as glowing trails.

STAY RELEVANT
Elevate Your
Superstars Quickly

“Not-That-Wild” Willy





ROSS'S FREE RESOURCES

www.YouTube.com/User/RossShafer

ROSS SHAFER
Funniest Expert on *CHANGE*

Visit Ross Shafer's Website

Relevant Leaders Club
The Relevant Leaders Club (by Ross Shafer) uses innovative case examples to help both young and highly experienced leaders find relevant business solutions for motivating your workforce, creating leadership...

Download All

Why is the Lifespan of a Company only 15 Years? Leadership Speaker | Ross Shafer

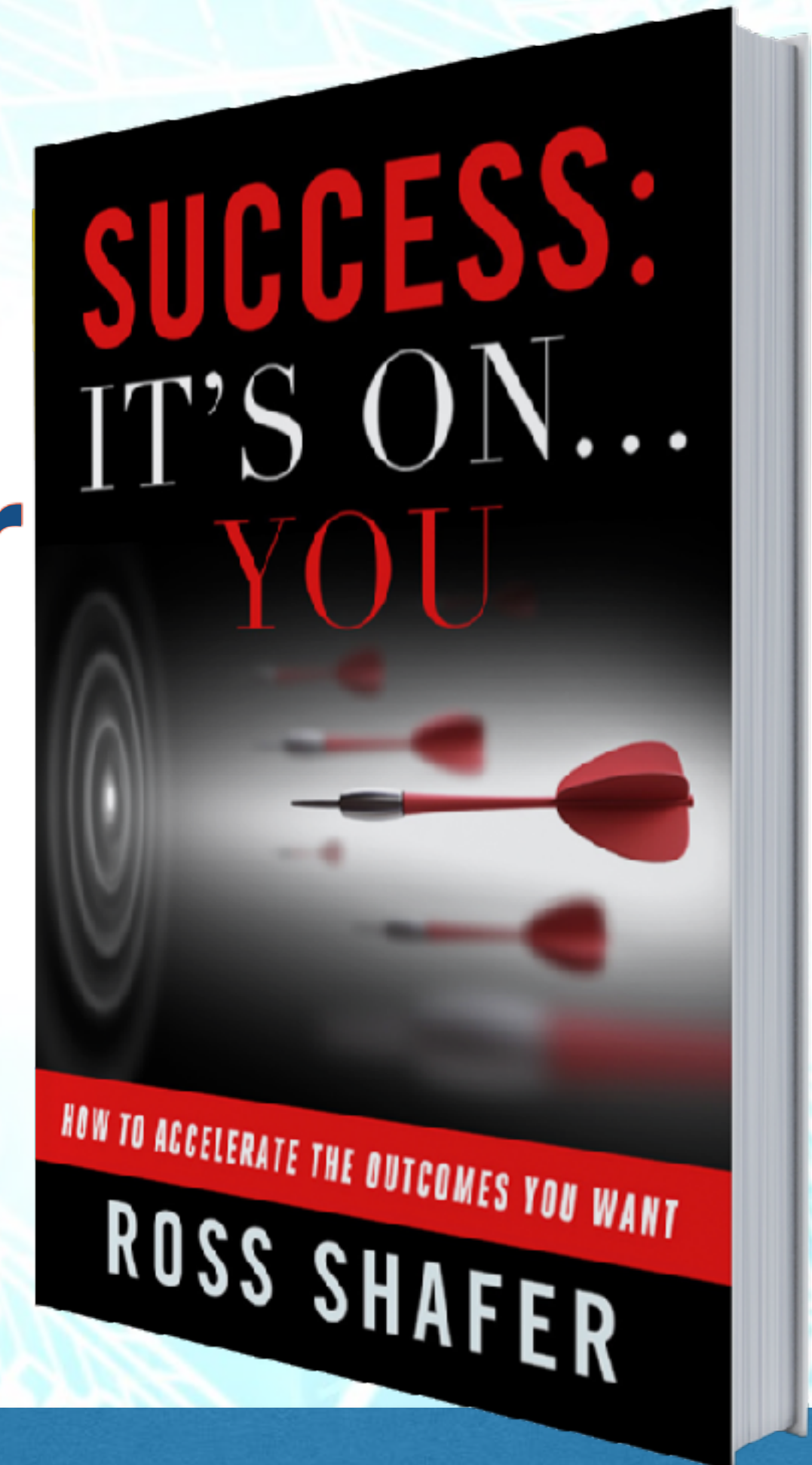
How to Pitch Your Big Ideas to the Boss | Leadership Speaker | Ross Shafer

Should You Change Your "Leadership" Persona? | Leadership speaker | Ross Shafer

How Can Leaders Make Better Decisions? Leadership Speaker | Ross Shafer

How Can Small Office Financial Advisors Beat The Big Guys? | Leadership Speaker | Ross...

You



Download (2) Free e-Books

Instead of chasing your Standard of Living...



Aspire to a better... Standard of **LOVING**



**Encourage Your
Team Members
to Think...**

'Like a Video Game'





Ross
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