

**Learn | Share | Create More Thrilled Customers | Grow Your Business**

# Home Service Leadership Summit



**Sep 27-29 2024**

**Wyndham Grand  
Jupiter, Florida**

## Strategic Development

The InOvate *Leadership Summit* is a powerful opportunity to “work on your business instead of in your business.”

You'll be joining a select group of service company owners from across the country to uncover new, big picture ideas that will help improve business performance.

Building on the success and impact of the *Best Practices Summit*, this conference will be a deep dive into strategic leadership with insights from expert speakers and extensive discussions of ideas and tactics for improved success.

### Key Topics

- Defining Mission, Vision, and Values
- Simplifying Business Plan Development
- Finding Your Competitive Advantage
- Service Company Pricing Strategy
- Customer Acquisition Strategies
- Find Them & Keep Them HR Tactics
- Asset Protection Knowledge & Tactics

Exclusively for business owners, this summit is designed to help you embark on a transformative journey, joining big ideas with practicality, to uncover new opportunities for learning, networking, and smart business growth.



Wyndham Grand Jupiter at Harbourside Place

## \$1000 / Attendee - What's Included

Access to the 3-day event, Wyndham room block discount (first-come, first-served basis), breakfast and lunch buffets, and a guarantee\* you'll take away tools to immediately improve the direction of your business. Attendees are responsible for flights, hotel, and food beyond the four meals provided during the event.

## Limited Availability - Register Today

To ensure maximum impact, this conference is limited to 30 invitation-only attendees. Secure your place among home service industry leaders and experts by calling today or registering online at <https://summit.inovate.com/>

\* **GUARANTEE** If you don't feel InOvate's Leadership Summit made a real impact to your business performance after 6 months, we'll reimburse your \$1000 in full, no questions asked.



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**Summit.Inovate.com**

# *Home Service* **Leadership Summit**



# **Agenda Overview**

## **Defining Vision, Mission & Values**

Exploration of key foundational elements—featuring Vistage Worldwide Chair, Chet Tart—for strengthening your business and how aligning these core principles can serve as a guiding light, propelling your business towards enduring success.

## **Simplifying Business Plan Development**

Utilizing insights gained from defining your mission, vision, and values, you'll learn the power of developing a 1-Page Business Plan, distilling complex ideas into actionable steps for growth and confidence in your future.

## **Finding Your Competitive Advantage**

Explore the power of identifying and leveraging your competitive advantage, through KPIs or CRIs, working through marketing strategies tailored to your business with internationally renowned key note speaker and best selling author, Jaynie L. Smith.

## **Service Company Pricing Strategy**

Navigate the intricacies of pricing strategy with precision and confidence. From single-family homes to multi-family complexes, from service contracts to product installations, learn how setting pricing that emphasizes your company's value can be a game changer.

## **Customer Acquisition Strategies**

Discuss concepts and tactics covering a spectrum of strategies, from traditional advertisements to the power of Word-of-Mouth (WOM) referrals, from harnessing the reach of social media demand to leveraging the potency of Pay-Per-Click (PPC) campaigns and reviews.

## **Find Them & Keep Them HR Tactics**

Hiring, recruiting, retaining, incentives, comp plans: Your team is the heartbeat of your business. Explore strategies for attracting top talent, retaining valuable employees, and designing compensation plans and incentives that inspire loyalty and drive performance.

## **Asset Protection Knowledge & Tactics**

Safeguard the fruits of your labor with robust asset protection strategies. From legal safeguards to insurance considerations, equip yourself with the knowledge and tools necessary to fortify your business against unforeseen challenges and secure its long-term viability working with leading author of top legal books, Hillel Presser, Esq, MBA.

## **Bolster Your Network**

Probably the most powerful part of InOvate Summits is your interaction with other smart people who have built successful home service businesses. You'll have the opportunity to sound board ideas at the event and build relationships that can deliver great ideas down the road.