

More Leads, More Sales, **No Excuses**

International Builders Show 2011

Presented By



Myers Barnes MIRM

Sales Trainer

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Mike Lyon

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Kevin Oakley

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Steve Shoemaker

Marketing Director

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About the Presenters

Myers Barnes MIRM :: Sales Consultant

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Those in the building community are familiar with the name Myers Barnes. He has become a leading business authority on new home sales and company growth.

As a nationally recognized business insider, he is in touch with the challenges and opportunities confronting companies every day and is able to translate it into a how-this-can-help-you format.

His business acumen provides corporate America with a wellspring of knowledge, experience and tried-and-true strategies.

Myers Barnes is a proven professional who delivers consultancy excellence, has broad experience and approaches solutions from an integrated perspective.



Mike Lyon :: Online Sales/Marketing Consultant

www.doyouconvert.com :: (918) 401.0711

Mike Lyon has “real world” knowledge and first-hand experience in the realm of online marketing and sales for homebuilders. He delivers his information from the trenches and draws from his diverse background in online advertising, digital design and internet sales.

He is a highly sought after consultant and has contributed to the success of homebuilders all across the nation. He is the bestselling author of ***Browsers to Buyers: Proven Strategies for Selling New Homes Online*** and the newly released ***Social Media Guide for Real Estate***



Myers Barnes :: Mike Lyon :: Kevin Oakley :: Steve Shoemaker

About the Presenters

Steve Shoemaker :: Marketing Director

www.ideal-homes.com :: (405) 573.5630

Steve Shoemaker is the director of marketing for Ideal Homes – headquartered in Norman, OK. Ideal Homes is the largest builder in Oklahoma and the recipient of numerous local and national awards including the 2005 Gold National Housing Quality Award, 2007 “America's Best Builder”, and most recently 2010 "Builder of the Year" by Professional Builder Magazine. At Ideal Homes Shoemaker and his team manage all programs designed to drive qualified foot traffic to 17 community model homes. He oversees brand management, research, advertising, public relations, web development, customer relations, REALTOR® relations, special events, and sales support.



Kevin Oakley :: Marketing Director

www.heartlandcustomhomes.com :: (412) 779.8758

Kevin Oakley is a branding and marketing expert in the new home construction industry. He believes results matter, brands aren't dead, and that it's not easy – but it is simple. Kevin is the Director of Marketing and Sales Training at Heartland Homes, a member of the Builder 100 and Pittsburgh's number one custom home builder.

Kevin also writes a weekly blog dedicated to new home branding and marketing insights at www.BrandPossible.com. You can interact with Kevin on Facebook, Twitter, Skype, and LinkedIn via his blog or by calling him at 412-779-8758.

