

Monday, Sep 16th

9:00am - 5:00pm	<p>PMI Association Systems Training: CINC Wasatch B</p> <p>Join the PMI Association Team for a full day of CINC training! You'll discover tips and tricks for mastering daily functions in CINC. Lunch and coffee are provided.</p> <p>PMI STR Systems Training: BeHome 247 Wasatch A</p> <p>Elevate your STR management skills with our one-day training on BeHome247, our new premier operating system. Learn to streamline operations, enhance efficiency, and boost profitability through comprehensive features and optimized property management processes.</p> <p>PMI Residential Systems Training: Rentvine Superior A/B</p> <p>Join us to challenge your skills with Rentvine and LeadSimple. We will discuss features and best practices to empower your business. Learn to utilize these systems to their full potential.</p>
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Tuesday, Sep 17th

10:00am - 12:00pm	<p>Summit Basecamp Maybird</p> <p>Join us at PMI Basecamp, a dynamic two-hour event designed especially for our new franchisees (though anyone is welcome to attend). Engage in a roundtable session to share and learn invaluable lessons from your first year as a PMI Franchisee. Enjoy a goofy "get to know you" activity and kick off our exciting "duck hunt" scavenger hunt.</p>
1:00pm - 1:30pm	<p>Summit Kickoff: Get Ready to Elevate Ballroom</p> <p>This engaging and entertaining session will ensure you're ready to make the most of every moment at Summit 2024. Join us to get energized, informed, and prepared for the days ahead!</p>
1:30pm - 2:00pm	<p>PMI Cares Amy Hart Ballroom</p> <p>Join Amy Hart for an insightful session on the transformative impact of PMI Cares initiatives. Amy will provide updates on the PMI Cares Match Program, highlight PMI Cares Week, introduce the members of the PMI Cares Board, and share the story of a family supported by our Summit fundraiser.</p>
2:00pm - 2:15pm	<p>FAC Update Ballroom</p> <p>Hear about exciting new updates to the structure of the Franchise Advisory Council.</p>
2:15pm - 4:00pm	<p>Breakout Sessions Various</p> <p>These threshold-focused, Growth Team-hosted breakout sessions offer targeted strategies for franchisees at all stages. The sessions will emphasize practical business development, leadership-driven innovation, and strategic growth and collaboration. Session-specific agenda coming soon!</p>

4:00pm - 5:00pm

PMI BRAND REVEAL - A New Era Begins
Ballroom

Hear from Steve Hart (CEO of PMI) about how our Brand Foundation set the stage for a new brand identity that will benefit your franchise. He'll take you through the journey that brought us here, then he'll unveil the brand! You'll also receive gifts to commemorate the event. You don't want to miss this!

6:30pm - 9:00pm	<p>Welcome Reception Sponsored by Rocket Station The Summit</p> <p>Join your fellow Summit attendees on a scenic tram ride climbing nearly 3,000 feet to Snowbird's mountain peak, offering unparalleled views of the stunning alpine landscape. Enjoy drinks, hors d'oeuvres, live music and the company of your PMI community.</p>
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Wednesday, Sep 18th

7:00am - 8:00am	<p>Mountain Yoga Flow: Fundraiser for PMI Cares Match Program The Cliff Spa - Floor 9</p> <p>Join Amy Hart, Executive Director of PMI Cares, for a serene mountaintop yoga session. Embrace the "Elevate" theme with mindful movement and breathwork. All proceeds go to supporting the PMI Cares Match Program!</p>
8:00am - 9:00am	<p>Breakfast Ballroom Lobby</p>
9:00am - 9:45am	<p>Keynote Address Steve Hart Ballroom</p> <p>Join Steve Hart for an inspiring keynote on elevating businesses through innovation and excellence. Gain insights on overcoming challenges and achieving greatness in property management.</p>
9:45am - 10:30am	<p>Why A Growth Culture Matters Jeremiah Cundiff Ballroom</p> <p>Join Jeremiah Cundiff for a focused session focused on national-to-local growth strategies. Two franchisees and their BDs will share insights and practical strategies that have elevated their businesses since they participated in the PMiGROW program.</p>
10:30am - 11:00am	<p>10X Through Acquisitions Aaron McElhiney, Hunter Goodall Ballroom</p> <p>Unlock exponential growth with our session on why 10X is easier than 2X, focusing on surpassing \$1M in revenue. Learn to prioritize the key 20% of actions driving 80% of outcomes, change processes to achieve big goals, and align with core values to propel your business forward.</p>
11:00am - 11:15am	<p>Tech Evolution: Old to New Lon Searle Ballroom</p> <p>Discover our recent advancements in royalty, compliance, and PMI assistance. See how we provide industry-leading solutions and get a sneak peek at upcoming innovations that will revolutionize your PMI business.</p>
11:15am - 12:00pm	<p>PMI Rebrand: What Happens Next Greg Allison Ballroom</p> <p>Join us as we showcase the exciting applications of our new logo and review the comprehensive plan and timeline for bringing our new brand identity to life. This session will provide you with a clear understanding of the branding changes and how they will be implemented across various platforms and materials.</p>
12:00pm - 1:30pm	<p>Lunch Break Ballroom Lobby</p>
1:30pm - 5:00pm	<p>Breakout Sessions: Choose Your Own Adventure Various</p> <p>Join us for "Choose Your Own Adventure" breakout sessions, hosted by your PMI Corporate Operations Team. Whether you're focused on Residential, Short Term, Realty, or something else, these sessions will provide tangible takeaways for the areas of your business that need elevating the most.</p>
7:30pm - 9:30pm	<p>Pillar Mixer: Flannel in the Fall Sponsored by Association Prime Eagle's Nest</p> <p>Join us for a night of flannel, fires, and lumberjack fun high above beautiful Utah!</p>

Thursday, Sep 19th

7:00am - 8:00am	<p>PMI Cares Fun Run Meet at Registration Desk</p> <p>Join the "Run to Elevate" 3K Fun Run to promote health, community spirit, and support for the PMI Cares Match Program. Perfect for all fitness levels, this scenic run supports vital community initiatives. Bring friends and family for a morning of unity and purposeful movement.</p>
8:00am - 9:00am	<p>Breakfast Ballroom Lobby</p>
9:00am - 11:00am	<p>Elevate 360: Pillar Insights and Innovations Ballroom</p> <p>Get a 360° view of the latest developments, innovations, and announcements from the PMI Pillar, Brokerage, and Franchise Experience teams.</p>
11:00am - 12:00pm	<p>The Property Manager Millionaire Canvas Jeremiah Cundiff, Edward Chambers Ballroom</p> <p>Participate in an interactive session designed to help you elevate your business to a \$1 million valuation. Engage in activities and discussions that will provide you with a clear action plan.</p>
12:00pm - 1:00pm	<p>Lunch Break Ballroom Lobby</p>
1:00pm - 4:15pm	<p>Breakout Sessions: Choose Your Own Adventure Various</p> <p>Join us for "Choose Your Own Adventure" breakout sessions, hosted by your PMI Corporate Operations Team. Whether you're focused on Residential, Short Term, Realty, or something else, these sessions will provide tangible takeaways for the areas of your business that need elevating the most.</p>
4:30pm - 4:45pm	<p>Summit Wrapup: Elevate 2025 Jeremiah Cundiff Ballroom</p> <p>Join us for a powerful session centered on the a message: "We Only Elevate Together." Discover how our collective efforts as franchisors and franchisees drive our brand's success. We'll also reveal the location for Summit 2025!</p>
6:00pm - 7:00pm	<p>Pre-Gala Cocktail Hour Ballroom Lobby</p> <p>Kick off the evening at our Pre-Gala Cocktail Hour. Mingle with your PMI community and set the stage for a fantastic Gala night.</p>
7:00pm - 9:00pm	<p>Gala Ballroom</p> <p>Enjoy a five-star meal in your formalwear as you celebrate your fellow PMI franchisees (and perhaps even take home an award yourself!)</p>