

Brian Perry Inspires at High-Energy Real Estate Conference



Sacramento, CA – October 9, 2025 – Brian Perry, Broker Associate/Realtor® with Compass, spoke at ROG Talks – Stories Worth Sharing, on September 18, 2025 in Roseville, CA. Located at Union Brick by Wedgewood Weddings, Realty One Group’s event themed, “Leading the Future of Real Estate” gathered accomplished real estate professionals from various brokerages to ignite meaningful conversations. This high-energy experience created by agents, for agents, celebrates real stories from those who are making a difference in the industry. ROG Talks elevates both people and the real estate industry.

ROG TALKS 2025 offered sales associates the chance to network with top real estate professionals and ambitious peers, connect directly with featured speakers for insider tips & advice, hang out with event hosts and speakers in a fun, relaxed setting to swap ideas, ask follow-up questions, and spark new opportunities. Event host and founder, Greg McClure, emphasized the importance of authenticity in branding, “Your brand isn’t just what you sell — it’s who you are. Stay authentic, be genuine, be real, and the right clients will seek you out.

Perry was invited to address the topic, *The Agent's Secret Weapon: Expert Negotiation Tactics*. In the Q&A, he shared insights related to his marathon running, highlighting the importance of personal achievements outside of real estate in building client relationships. "When people know you do things outside of real estate, in a big way, whether it's you're a good family person, or you run marathons, or whatever it is you do well outside of real estate, it really helps with real estate. It brings people to you.", said Perry. He also emphasized the significance of agents answering the phone, writing clear contracts, and focusing on their strengths.



Perry joined a distinguished lineup of real estate contemporaries such as Steve Lamothe, Jay Friedman, and Laura Eklund. Presenters included speaker Tony Giordano, 2x National and International Best-selling Author and Instagram ranked #4 in the World Most Influential in Real Estate, offering a truly motivating story of resilience and inspiration having built a successful mortgage business, losing everything in the 2008/2009 recession, to becoming a real estate agent and rebuilding everything he lost. Other featured speakers included Ryan Lundquist, creator of the nationally recognized Sacramento Appraisal Blog; Katie Lance, social media expert and author of #GetSocialSmart; Jackie Tait, founder of Team Three 23 with Realty One Group Mountain Desert; and Jayson Flory, author of Empowered AiGents.

Brian Perry brings the same grit that powered him through a 2:49 marathon to his 20+ years in real estate, delivering concierge-level service and expert guidance to clients both coming from the Bay Area and in Greater Sacramento. A top-ranked industry leader and member of elite agent network groups, Brian is passionate about architecture, design, and real estate development, and is known for creating stress-free transactions – even for clients with non-traditional schedules. His deep community roots, dual-market expertise, and innovative approach make him a standout voice in today's market.

For more information about Brian Perry, please visit www.brianperry.com.