

YOU'RE INVITED TO



RAPV Reads

Turning Pages & Turning Keys



Monthly Business Book Club

We had so much fun with this one, we had to take a second month to continue the conversation!

Join us for a relaxed conversation about key takeaways and how you can apply them to your business. Whether you read every page or just skim the highlights, all members are welcome to join the discussion!

MAY BOOK: *“Awaken From The Real Estate Industry Matrix: Why Thriving Realtors Are Choosing to Rebuild Their Businesses” by Eric Putoto*

MAY MEETING: *Friday, May 29th 11am - 12pm at RAPV
225 Park Ave, 4th Floor, West Springfield, MA 01089*

*This brand new release is available for free on Kindle Unlimited
We hope you'll turn some pages with us!*

Kindly RSVP to Mandy at mandy@rapv.com by Wed, May 26th



Turning Pages & Turning Keys



RAPV Reads

Book Club Discussion

AGENDA: May 29th, 2026

1. Welcome & Introductions (5 min)

2. Icebreaker Round (10 min)

Answer a fun industry question

3. Book Overview

Book: *Awaken From The Real Estate Industry Matrix*

Author: Eric Putoto

Key Idea From the Book: The book challenges REALTORS® to rethink the traditional real estate business model and move from being **transaction-focused order-takers to trusted advisers who deliver meaningful value to clients.**

4. Main Discussion

(See discussion guide below)

5. Reflection Round

(See discussion guide below)

6. Choose the Next Read

Next Meeting: Monday, June 22nd, 2026

RAPV READS: Book Club Discussion Guide

Book: *Awaken From The Real Estate Industry Matrix*

Author: Eric Putoto

Key Idea From the Book: The book challenges REALTORS® to rethink the traditional real estate business model and move from being **transaction-focused order-takers to trusted advisers who deliver meaningful value to clients.**

Discussion Questions

1. The “Matrix”

- What do you think the author means by the *Real Estate Industry Matrix*?
- Do you think most agents realize they’re operating inside it?

2. Order-Taker vs Adviser

- Do you think the industry operates more like order-takers or advisers today?
- What would it take to truly operate as an adviser?

3. Differentiation

- What actually differentiates agents in today’s market?
- How can REALTORS® create a **durable competitive advantage**?

4. Consumer Experience

- What parts of the home buying or selling experience frustrate clients most?
- What would a truly exceptional client experience look like?

5. Industry Future

- How will technology change the role of REALTORS®?
- What parts of the job will always require human expertise?

Reflection

What is ONE change you could make or idea you want to try in your business based on this book?