

Real estate experience. Ideas your audience can use.

Practical lessons from building businesses at the intersection of real estate, media, tech and AI.



ACTIVE AGENT · COMPANY CO-OWNER · SPEAKER

Justin Konikow is an active real estate agent, speaker and co-owner of PRIME Real Estate and PRIME Media Productions. He shares practical lessons in media, technology, sales and leadership from building the businesses with his wife, Shannon. Justin hosts PRIME People and contributes to REM and BUZZ.

FOR REAL ESTATE PROFESSIONALS, BUSINESS OWNERS & TEAMS

Keynotes, panels and workshops shaped around your audience, event and goals. Media, practical AI and people-first sales and leadership, grounded in the work of building PRIME.

Watch Justin in conversation: [content and media](#)

Explore talks and discuss your event

Booking inquiries: info@primebrokerage.ca

Three ways to move the conversation forward.

Content that converts

Build trust before the first conversation.

For Real estate professionals, business owners and sales teams.

- Identify the questions your best clients need answered.
 - Build a repeatable content workflow around the work you already do.
 - Connect content to a clear next step and measure useful demand.
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Practical AI. Human judgment.

Put technology to work without losing the relationship.

For Business owners, team leaders and client-facing professionals.

- Find a useful first workflow to improve with AI.
 - Build review steps around accuracy and client information.
 - Keep human judgment and relationships central to the service.
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People before profits

Build a business you can stand behind.

For Sales teams, entrepreneurs and leadership communities.

- Translate values into everyday sales and leadership decisions.
 - Use clearer expectations to strengthen client relationships.
 - Create habits and accountability that support consistent execution.
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Experience in the room. Perspective beyond it.



Sell It · panel



Keyspire · investor audience



LHBA · panel & moderation

SELECTED EVENTS & TEAM TRAINING

Sell It · Keyspire · BUZZ Conference · Farm Credit Canada
No Agent Left Behind · PRIME Mastermind

LHBA Lifestyle Home Show: panel moderator and speaker across two consecutive editions. York Property Management: training for the sales and leasing team.

SHIFT FAST LIVECAST · SPEAKER

An online business event hosted by Kim Walsh-Phillips, with a speaker lineup including Kevin O'Leary, Brian Kurtz and Rich Schefren.

Event announcement

MORE SPEAKING & TRAINING

Agent First Summit: guest session on real estate content creation. REM virtual conference supporting SickKids Foundation: featured in the advertised speaker lineup.

Explore speaking photos, source links, media and recognition

Make the next step simple.

BIO FOR YOUR EVENT MATERIALS

Justin Konikow is an active real estate agent and co-owner of PRIME Real Estate and PRIME Media Productions, built together with his wife, Shannon. His work spans residential, luxury, commercial, agricultural and investment real estate, combining property expertise with in-house media production and digital marketing. On stage, Justin shares practical approaches to building trust, creating useful content and putting technology and AI to work with human judgment. He hosts the PRIME People podcast and contributes to REM and BUZZ. His speaking and training experience includes Sell It, Keyspire, BUZZ Conference, Farm Credit Canada, the LHBA Lifestyle Home Show and the Shift Fast Livecast. He has also trained York Property Management's sales and leasing team. His Lakefront Luxury work includes 18 filming days across multiple seasons and markets. Justin is based in Southwestern Ontario.

TO DISCUSS A BOOKING

Share your organization, event date and location, audience, preferred format, topic and budget range. A tailored proposal can then address the scope, preparation and logistics.

Discuss your event

info@primebrokerage.ca

READY-TO-USE ORGANIZER ASSETS

Download bios, introduction and photos

Based in Southwestern Ontario. Keynote, panel and workshop formats are discussed around your event. Confirm the event description and final introduction during booking.