

Schedule of Events

Monday, October 11th, 2010

8:30am to 11:45am 3 Clock Hour Classes

12 Simple Ways to Increase Your Bottom Line

Speaker: Tom Lundstedt

I bet you know someone who has a regular old job with a regular old salary who's built a net worth over the years. Conversely, I bet you also know someone who makes tons of money but has no net worth. What's going on here? Well, the obvious answer is: money management (or mismanagement). Most people spend more time planning their family vacation than planning their bottom line and financial future – don't be one of them! This session will provide many simple tips guaranteed to put money in your pocket (and your clients' pockets too).

Stay Out of Trouble Today

Speaker: Jeff Coop

This course is designed to provide attendees with an update on legal issues that are important to real estate licensees and their clients. The topics discussed during the course include new legislation and recent changes to laws at the local, state, and national level as well as relevant case law developments, including a comprehensive discussion of the new Commercial Seller Disclosure Statement, recent Washington court decisions (including the Economic Loss Rules), and changes to the Truth In Lending and RESPA regulations. In addition, the course also provides critical information and reminders the practical implications of the law on real estate licensees' day-to-day business practices.

Transition

Speaker: Cindy White

Every licensee who obtained his/her license before July 1, 2010 must complete a 3-hour Transition Course before renewing his/her license after June 30, 2010. (Licensees only have to take this course once; it is not required for subsequent renewals.) This course explains the changes to the real estate license law that are effective as of July 1, 2010. It covers the new licensing requirements, the duties and responsibilities of each new type of licensee, new business practices, and how these new requirements affect real estate firms.

Trade Show Opens @ 9:30am

Join your fellow REALTORS® and visit vendors from the real estate industry.

Lunch Provided in the Trade Show from 11:45am to 1pm

1:15pm to 5pm 4 Clock Hour Classes

Real Estate Investing Made Easy

Speaker: Tom Lundstedt

This session will help you list and sell more property... and leave you laughing! Most REALTORS® lose business by not being confident about working with real estate investors. They lack the tools necessary to capture this rewarding market. This course is a must for anyone interested in learning how to double their income by working with investors. You'll learn how to analyze investment real estate before you purchase and how to maximize your tax savings. In addition, you'll be able to show your clients how to purchase with their IRA.

Mandatory CORE Curriculum : Current Issues in Residential Real Estate

Speaker: Annie Fitzsimmons

The Washington State Real Estate Commission and the Department of Licensing have adopted new rules that will require the completion of 3 clock hours of prescribed core curriculum. The 3.0 mandatory clock hours must be included in the 30 hours required for all active licensees. Topics Include: distressed property and short sales, new carbon monoxide statute, labor and industries requirements, real estate licensing law relating to the referral of title insurance providers, home inspector referrals, and licensees conducting property management and the firms policy on property management.

Move That House

Speaker: Dave Porter

Learn new ways to increase traffic to your homes and communities. Find out how to stage homes to show at their best by using "5 things you can do for under \$1000" to make them more appealing. Hear new marketing ideas that generate excitement. Learn the top do's and don'ts when listing a resale. Discover tips on what financing tools are still available.

Trade Show Reception 5pm to 6pm

Join us in the trade show to enjoy free hors d'oeuvres and a no-host bar while getting a last opportunity to visit industry experts. Don't miss your chance to win \$500! Must be present to win.

Call 1.800.748.7053 or visit www.warealtor.org for more information and pricing details.



Classes ranging from high tech to high touch will keep you informed and enthused. Washington REALTORS® Education is setting the industry standard. Join national speakers Tom Lundstedt and Walter Sanford. Don't miss hotline attorney Annie Fitzsimmons, as well as many local speakers at the best state education conference in the country!

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Four Easy Sign-Up Options

-  **Online:** www.warealtor.org
-  **Fax:** 360.357.6627
-  **Phone:** 800.748.7053
-  **Mail:** WA REALTORS® Education
PO Box 719
Olympia, WA 98507

Hotel Room blocks with Hilton Airport Inn Hotel call 1.888.235.4465 and use group code: WAR to get discounted price.

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Tuesday, October 12th, 2010

Morning Session

Full Session Option

8:30am to 12pm 4 Clock Hour Class

Bail Yourself Out / Getting Ready for a Recovery
 Speaker: *Walter Sanford*

For the most part, real estate agents have been hit hard. Most were not prepared for a "different" market. Most are still operating under non-profitable assumptions. Their brokers, companies, franchises, and associations offer positive reinforcement to motivate or generate activity from the troops; however, they need and want tools that are easy-to-implement, inexpensive, and fun.

Walter Sanford has been through tough markets – one in the early 80's, another in the early 90's, and now. He was one of the most successful REALTORS® in North America. Financially independent from his commissions earned in tough markets, Walter is one of the few trainers that the top agents turn to in tough times.

Tough times do not last; neither do agents who continue to do the same stuff. Recoveries can be long, years, in fact. If agents do not start doing the "right" activities now, it will be hard for them during the next boom with the needed resources to take advantage of all the business. One of the most exciting times in real estate is when "doing" real estate en vogue again. The buyers need to get involved in real estate, and the sellers are not yet become greedy. Will your agents be ready? Will you be ready?

Breakout Option #1

8:30am to 9:20am 4 Clock Hour Classes/Sessions

Blazing Your Personal Brand Speaker: *JJ Johnston*
 This course presents creative real estate marketing and memorable advertising strategies to successfully position you as the outstanding REALTOR in your marketplace. You will learn the component parts of a powerful branding campaign and how to enhance your image as a recognizable real estate expert. You will hear how to create specific benefit driven techniques and materials in a cost effective manner. You'll gain insight to create a message and a strategy to promote the brand called YOU. Plus, you'll hear some of the best personal promotion concepts and humorous antidotes learned from experience by a working, 25 year veteran REALTOR®.

9:30am to 10:20am

Current Conditions in the WA Economy Speaker: *Glenn Crellin*
 Surviving and prospering in the real estate brokerage business requires Realtors® not only to understand the marketing of properties, but also what is driving the market. This class will cover the hierarchy of influences driving real estate markets in Washington, from international considerations to property specifics, but will concentrate on those statewide or regional influences. Attendees will learn about little-known tools which you can use to differentiate your service to clients and demonstrate the value of working with you — whether you represent buyers or sellers, landlords or tenants. Course content will be valuable to residential and commercial REALTORS® alike.

10:30am to 12pm

Social Media Marketing Speaker: *Brett Allen*
 This introductory course enables Realtors to clearly understand social media marketing. Students will gain the foundation required to create and implement their own social media marketing plan and know how to quantify its success. This course introduces social networking (Facebook, Twitter & LinkedIn) and personal media channels (blogging, YouTube & Flickr). Students also learn to use a client conversion model for finding and converting contacts into clients that generate in-bound warm-market referrals.

Breakout Option #2

8:30am to 9:20am 4 Clock Hour Classes/Sessions

NWMLS Speaker: *Debra Wuts*

9:30am to 10:20am

Proven Production Strategies for any Market Speaker: *Mac McCullough*
 "Proven Production Strategies for any Market" is a class that will move new agents into sales production rapidly and experienced agents to the next level in their business. The class material covers basic core producing activities like working your sphere of influence, results prospecting, effective communication and time management, along with the latest up to date internet marketing strategies.

10:30am to 12pm

Adding Online Auctions to Your Marketing Strategy Speaker: *Mike Schoonover*
 ON-LINE AUCTIONS are the fastest growing area of the real estate auction business! Auctions are a fantastic and exciting way to sell real estate quickly in any market. Join us as we open the door on how Real Estate Brokers can profit from the Time-Defined, Accelerated Marketing programs of Real Estate Auctions. Learn some of the legal aspects of Auctions, how to find a reputable firm and auctioneer to work with. Get answers to the important questions of: "What will it Cost?"; "What is required of the Brokers?"; "How do Brokers get paid?"; and "Is this a good thing for my client?"

Noon to 1:15pm

Keynote Lunch Ticketed Event
 Topic: *Finding the True Heroes* Speaker: *Richard LeMieux*

Afternoon Session

Full Session Option

1:30pm to 5pm 4 Clock Hour Class

The Last Agent Standing - Survival Tips for Down Markets Speaker: *Walter Sanford*

Would you rather move than continue to practice real estate in this town? Walter Sanford shows you how to stay alive, profitable, and growing by implementing and maintaining systems that are impervious to roller coaster market conditions. Remember, "big fish" are at the top of the food chain! There are hundreds of opportunities in a slow market and Walter will detail how to capitalize on them!

Breakout Option #1

1:30pm to 2:20pm 4 Clock Hour Classes/Sessions

Being GREEN in Washington State Speaker: *Mike Schoonover*
 Take a walk on the Green side in this quick romp through the world of Sustainability/Green, be prepared to take home a bunch of 25 Ideas to how to BE GREEN, MARKET GREEN, and MAKE GREEN. This fast paced hour will explore at least 25 ways for REALTORS® to position themselves out front in the Green Movement. Explore ideas in how to Green: your Office, your Home, your Listings, learn what Green buyers are looking for, How to market your Greenness and turning Green into Green(\$).

2:30pm to 3:20pm

To Be Determined Speaker: *To Be Determined*

3:30pm to 5pm

5 Free Things from the Internet Speaker: *Pili Meyer*
 In these stressful economic times, savvy business people are finding ways to expanding their business on a shoestring. The internet offers a lot of free resources if you just know where to look. This class will take you to Pili's 5 Favorite Freebies. As a bonus, there will be 2-3 Really Good Bargains.

Breakout Option #2

1:30pm to 2:20pm 4 Clock Hour Classes/Sessions

Blogging: Taking Center Stage of Your Local Market Speaker: *Brett Allen*

Blogging provides a great opportunity for Realtors to become the branded spokesperson for real estate within their local real estate market. Learn all about blogging including, which services to use, how to deliver the specific information your niche market earnestly seeks and cannot find anywhere else, and how to create powerful blog articles that build your reputation, expand your brand, and invoke warm-market inbound referrals. Blogging allows you to take advantage of zero-cost media distribution to the exact people that value your real estate insights. Isn't it time to give them what they want?

2:30pm to 3:20pm

Social Media Marketing Speaker: *Brett Allen*
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3:30pm to 5pm

Top 5 Broker Management Issues & How to Handle Them Speaker: *Jan Ellingson*