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October 10th & 11th, 2011

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*Schedule of Events* ►

## Monday, October 10th, 2011

8:30 – 12noon 4.0 hours (pending approval)

### Marketing 101™

Speaker: Terry Watson

Stand out from the other 880,000-plus REALTORS® as unique, useful, and service-oriented in this no-holds-barred, “wild, wild West” marketplace. Be known as a quality service provider by learning about cutting-edge marketing data, strategies, and tools. This is marketing intelligence you can share with consumers to make your sales soar and their transactions the best they can possibly be. Package your expertise so that consumers will understand it and know it will benefit them.

### Mandatory Core Curriculum — Current Issues in Washington Residential Real Estate

Speaker: Annie Fitzsimmons

This is the state mandated core curriculum course. Each licensee must complete this class once per license renewal. Topics Include; Distressed Property & Short Sales, New Carbon Monoxide Statute, L&I Requirements and more.

12noon – 1:15pm Lunch

### What's Next for the Housing Market

Speaker: Ken Fears, Manager of Regional Economics

The U.S. housing market has changed dramatically since 2010 and is likely to continue to evolve in response to the economy and regulation in the years to come. NAR Economist Ken Fears will discuss current trends in the national housing market and economy and how those trends will develop locally.

1:30pm – 5pm 4.0 hours (pending approval)

### Real-World Agency in a Social Media World

Speaker: Terry Watson

This course will provide real estate professionals with guidance about how to correctly implement the concept of agency.” It explores how agency relationships work and offers tips on how to properly work with the public in such relationships.

### NAR Code of Ethics

Speaker: Jan Ellingson

This course provides agents with the latest in high customer service standards through a look at the Code of Ethics and the changes that have been implemented for the current year. Learn how to avoid the pitfalls of an ethics violation and what the process is when a violation does occur. Learn the options for settling disputes with clients, customers and other practitioners. Learn how to run your business ethically! This day is filled with real life experiences, practices and exercises, and thought provoking information.

5pm – 6pm International Dessert & Wine

Guest Speaker, Dr. Arun Raha, Washington's Chief Economist: “The Impact of Global Events on Washington State's Trade and Economy.”

*Re-Energize after a day of learning and “Eat Dessert First”!*

Please join us for delicious desserts, a glass of wine and the company of your colleagues, while gleaning some great insights from Washington's Chief Economist, Dr. Arun Raha. Dr. Raha will give a brief presentation on how global events have been affecting trade and economy in WA State and how this may affect your business.

Dr. Raha is not the “usual” economist...If you haven't had the pleasure of hearing Dr. Raha before, he is well known for his forecasts and his great sense of humor!

Cost: Online registration \$30.00 per person or \$35.00 at the Door

### Arun Raha, Ph.D., Executive Director and Chief Economist

Dr. Arun Raha is Chief Economist for the State of Washington and Executive Director of the Economic and Revenue Forecast Council. He is responsible for preparation and presentation of quarterly forecasts of Washington's economy and General-Fund revenues. He also advises state legislative committees and other government agencies regarding economic and revenue activity in the state.



Continued ►

Tuesday, October 11th, 2011

Tradeshow opens at 9:30am

Morning Breakout Option #1	Morning Breakout Option #2	Morning Breakout Option #3
<p><b>8:30am to 9:20am</b>  <b>Multi-Generational Work Place</b>  <i>Speaker: Pili Meyer</i></p> <p>Ever wonder why you can't seem to communicate effectively with certain agents or clients? Have trouble getting people to a staff meeting? Tired of people who never return calls? Welcome to the Multi Generational Work Place! In this brief introduction to the topic, learn 1) how to adjust your style so that you can be most effective with both clients and colleagues and 2) how to adjust your expectations to lessen your own frustration. We've had personality differences, cultural differences and now we have generational differences. For the first time, there are 4 generations in the work place and that really does change our culture.</p>	<p><b>8:30am to 9:20am</b>  <b>When Article 12 meets Social Media</b>  <i>Speaker: Jan Ellingson</i></p> <p>Recent changes to Article 12 of the NAR Code of Ethics define how Realtors should handle internet advertising and social media. This class will help you navigate your way through online technologies and create strategies that conform to Article 12 of the Code of Ethics.</p>	<p><b>8:30am to 9:20am</b>  <b>Video Marketing – Positioning Your Business Where The Eyes Are...</b>  <i>Speaker: Dan Keller</i></p> <p>Youtube is 2nd to Google For Search, has over 2 BILLION videos viewed a day, and over gets over 48 hours of video uploaded PER MINUTE - Do you think your clients are looking at video? NAR says, "92% of sellers polled want their home marketed with video, yet only 0.8% of all Realtors use video to market their clients homes." In this course, Dan shows you what you need to begin using video, along with a few tricks and strategies to convert more buyers and sellers! This 50-minute segment will blow your mind!</p>
<p><b>9:30am to 10am</b>  <b>Coffee Break in the Tradeshow</b></p>		
<p><b>10:00am to 10:50am</b>  <b>Camp Conflict – Face It, Defuse It and Resolve It</b>  <i>Speaker: Denise Lones</i></p> <p>A wise man once said: "Conflict is inevitable, but combat is optional." As our world becomes more complicated and more stressful on every level, conflict seems to be lurking around every corner. Learn to overcome the fear, anxiety and stress you encounter when dealing with all kinds of conflict in your business – whether that is an upset seller, a frustrated buyer, or a difficult agent on the other side of a transaction. Camp conflict will help you explore how you react to conflict, and how you can change your reactions to obtain a better outcome. You will learn how to effectively face conflict, defuse it and resolve it.</p>	<p><b>10:00am to 10:50am</b>  <b>Home Staging on a Budget</b>  <i>Speaker: Jan Ellingson</i></p> <p>This class is loaded with ideas on how to make small and inexpensive changes to update and decorate any home and bring it to its best showing quality.</p>	<p><b>10:00am to 10:50am</b>  <b>NEXTgen Farming with Facebook - How to Become the Virtual Mayor of ANY Neighborhood</b>  <i>Speaker: Dan Keller</i></p> <p>The traditional agent gets a listing, runs an open house or two, sends out a mailer to the neighborhood, hopes it sells, and then moves on to the next listing. In this course, Dan talks about MAGNIFYING and ECHOING your brand throughout a neighborhood 24/7, before, during and after you list a home.... I show you how to get entire communities following your page and going to YOU for information on their neighborhood. People only care about real estate blogs/sites when they are interested in buying or selling - So this is a great opportunity to stay in front of them until they do... Old school neighborhood farming meets HI-Tech, HI-Touch geographic farming!</p>
<p><b>11:00am to 11:50am</b>  <b>Where Did the Money Go?</b>  <i>Speaker: Denise Lones</i></p> <p>Most real estate agents enter this industry without having ever owned their own business. As a result, most of them aren't skilled at running a profitable business. In this must-attend session, agents of all experience levels will learn what percentage of funds to allocate toward listings and marketing, what "reasonable" expense levels are, and what their net profit should be (versus what it actually is).</p>	<p><b>11:00am to 11:50am</b>  <b>Would You Buy This House?</b>  <i>Speaker: Jan Ellingson</i></p> <p>A home should be a place free from environmental hazards, yet many homes have hidden problems lurking beneath the surface. Seller Disclosure Statements are only the beginning of the disclosure process. It is important that Realtors know their obligations and responses to these potential dangers</p>	<p><b>11:00am to 11:50am</b>  <b>Trash Can to Cash Can – Learn How To Create A Transaction Out of Nothing</b>  <i>Speaker: Dan Keller</i></p> <p>In this course, Dan explains the importance of credit repair, the FHA 203k rehab loan, the House Key State Bond Program, and the Fannie Mae HomePath program. Every day, home buyers fall through the cracks as real estate agents and lenders ignore the benefits of these great programs that can assist in placing home buyers in a new home. Typical turn around times for credit repair is 45 days.... FHA 203k rehab loans can close in 45 days or less, Make sure that you are aware of these great programs! Your next pay check could depend on it!</p>
<p><b>Noon to 1:00pm</b>  <b>Lunch at the Tradeshow</b></p>		

Continued

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Tuesday, October 11th, 2011

Afternoon Breakout Option #1	Afternoon Breakout Option #2	Afternoon Breakout Option #3
<p><b>1:10pm to 2:00pm</b>  <b>Social Media Strategies</b>  <i>Speaker: Denise Lones</i>                      Many of us use social media, including blogs, Facebook, Twitter and Active Rain to turn information and communication into a two-way street. Property used, social media can greatly enhance your business. But this strong tool can also wreak havoc in your business if not used properly. Join us and learn how to successfully implement social media into your business model.</p>	<p><b>1:10pm to 2:00pm</b>  <b>Back In The Box – 21 Low Budget Tips to Help Get Your Business in Gear</b>  <i>Speaker: Craig Hill &amp; Cheryl O'Brien</i>                      Hi-tech to low-tech, low budget to no budget, this session is jam packed with tips and practical advice that can put your business back in high gear. <i>Back In The Box</i> takes a look at the practical old school tools that make a firm foundation for every real estate business while keeping a firm grasp on the realities of today's technologies. If turning high tech into high touch on a low budget appeals to you, you'll want to attend. If converting some of the junk in your desk drawer into a new contact each week interests you, put this session on your schedule. If your business is dragging, you'll definitely appreciate the 5 minute, no miss business plan and attitude adjustment segment.</p>	<p><b>1:10pm to 2:00pm</b>  <b>Trade This House</b>  <i>Speaker: Michael Schoonover</i>                      Trading Places it's legal, you can get paid, and it's one more option in your marketing bag of tricks. Join us for a look into the world of exchanging. Exchanging doesn't always have to mean 1031! Mr. Schoonover is a member of the National Council of Exchangers holds the designation "Equity Marketing Specialist" and works as a trusted consultant with Real Estate Investors to maximize their equity positions and achieve their goals.</p>
<p><b>2:10pm to 3:00pm</b>  <b>When Social Security Isn't Enough .... Catching The Next Real Estate Wave</b>  <i>Speaker: Jan Koal</i>                      Successful REALTORS® take advantage of market trends by refreshing old skills and learning new ones. One thing about this business ... it's never dull. This class is designed to help you take advantage of two emerging market trends. Market analysts are noting a growing demand for rental housing nationwide, while at the same time Boomers are beginning to add real estate rentals to their retirement portfolios. It's exciting to see two market demands fit so nicely together. This class will provide you with tools you can use to benefit from these trends. Some of these tools include: simple rules-of-thumb to quickly sort your list of potential properties, a check list of critical questions to ask income property investors, and how to run the numbers in a way that factors in new variables unique to this client group such as shortened time frames and low risk tolerance. This will be a fun class that you will benefit you for years to come.</p>	<p><b>2:10pm to 3:00pm</b>  <b>How to Use Your IPAD in Your Business</b>  <i>Speaker: Brett Allen</i>                      iPad and Android tablets have quickly become an indispensable tool for REALTORS®. In this illustrative presentation, Brett Allen will showcase 13 ways you can use your so very cool iPad to set you apart from other Realtors &amp; increase your bottom line. Learn how to avoid losing listings to other agents. Learn about handy apps that can keep you better connected with your prospects and clients. Learn to use your iPad or Android to simplify some of the previously frustrating aspects of your life as a REALTOR®. 13 Advanced Practices for Social Media Marketing Learn 13 specific ways to use Facebook, blogs and other social media tools to 1) expand your sphere of influence, 2) increase your digital reputation and 3) generate warm-market referrals. This presentation is geared for REALTORS® who already feel comfortable using Facebook and blogs, but who want to use such tools to increase their business and add to their bottom line. You don't need to be fearful of pesky young tech-savvy REALTORS® stealing your business. See how easy it is to get into the game of Social Media Marketing.</p>	<p><b>2:10pm to 3:00pm</b>  <b>Coaching!</b>  <i>Speaker: Michael Schoonover</i>                      Almost every very successful person has one or more coaches, so do I need one? YES most likely!                      Discover what a coach can (and cannot) do for you in business or life. Where do you find a coach? How do you pick a coach? And the most important question... Can I afford not to have a coach?                       Learn how to "Be All You Can Be" without joining the Army. Michael Schoonover will guide you to look into yourself, what it is you want out of your life, business or both and help you determine a path to start the process. Sometimes satirical, sometimes introspective and maybe just maybe it will motivate you towards a "New Personal Best" this year!</p>
<p><b>3:10pm to 4:00pm</b>  <b>Buying or Selling a Home in Washington</b>  <i>Speaker: Glenn Crellin</i>                      A 2010 Survey of Recent Buyers and Sellers.</p>	<p><b>3:10pm to 4:00pm</b>  <b>Social Media: Advanced Practices</b>  <i>Speaker: Brett Allen</i>                      Learn the 3 objectives of Social Media Marketing, the 7 Strategies for Web Compliance, and the #1 way to leverage social media.</p>	<p><b>3:10pm to 4:00pm</b>  <b>HUD Homes 101 – Increase Your Business with HUD Homes</b>  <i>Speaker: Mark Kitayabashi</i>                      Objective of presentation: "How to increase your business by selling or marketing HUD owned Homes". The HUD listings are increasing in the state of Washington, and buyers are beginning to show interest as their primary residence or as an investment. Understanding the process and opportunities will help the agents gain inside knowledge about HUD homes to increase their business.                       Agents will learn: How to become HUD registered agents; Understanding HUD Listings and its' financing; How to successfully complete HUD home buying process; How to use HUD homes as marketing tools.</p>
<p><b>4:10pm to 5:00pm</b>  <b>Short Sales! Requires a Strong Stomach &amp; Infinite Patience</b>  <i>Speaker: Lynn Arends</i>                      For many real estate professionals, short sales represent the new "traditional" real estate transaction. Knowing how to maneuver the complexities of short sales is not merely a good skill to have in today's market—it is critical! Learn to identify the available options for distressed homeowners, put together an effective short-sale package and master the art of skillful short sale negotiation.</p>	<p><b>4:10pm to 5:00pm</b>  <b>High Tech &amp; High Touch: The New Normal in Real Estate</b>  <i>Speaker: Terry Eccles-Pettet</i>                      Real Estate Professionals often fall into one of two categories concerning Technology; 1. They either are scared to death of it or 2. They love to hide behind their computer. I would like to suggest to you that a winning combination of Technology with a Personal Touch will set you apart from the competition. We will explore 8 simple, easy to follow steps to make you look techno savvy combined with High Touch that will give your clients the customer service experience that will turn them into raving fans.</p>	<p><b>4:10pm to 5:00pm</b>  <b>The Five Biggest Mistakes Agents Make in Home Valuations (CMAs &amp; BPOs) and How to Correct Them</b>  <i>Speaker: Gerry Allard</i>                      We will look at how agents research home values and explore methods that will make this exercise quicker and easier. By narrowing and simplifying the data you research, your CMAs and BPOs will be more impressive, more accurate, more supportable and ultimately make you more money.</p>

5pm to 6pm

Tradeshow Reception

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.

## Speaker Biographies

### Gerry Allard

Twenty years experience in Residential Appraising. Performed and reviewed over 5,000 appraisal assignments. Thirty five years experience in single family, multi-family and commercial property investments. Written and taught training courses to attorneys, appraisers and real estate professionals. Testified as expert witness regarding appraisal matters in King and Snohomish County Court.



### Brett Allen

Brett Allen is a technical communicator and real estate instructor. He earned a BA in English with a minor in Linguistics & Computers in the Humanities from Brigham Young University in 1998. While he has always loved real estate (he began personally investing in 1999), Allen worked for half a decade as a technical communicator for Brooks Automation (a semiconductor manufacturing company), where he created technical documentation and training materials.



In 2004, Brett Allen left corporate America to invest full-time in residential real estate and offer Internet consulting. In 2010, he became a technology instructor for the Washington REALTORS Association. He is a nationally certified ePro instructor and is dedicated to helping REALTORS make sense of the digital topography. He travels statewide. He provides CE classes for local associations and for individual real estate brokerages.

As the business of real estate becomes more high tech, it's nice to have a friend like Brett to help us clear the fog surrounding social media and other new technologies affecting our real estate industry.

### Terry Eccles-Pettet

Terry provides training and education to the Real Estate Professional who is interested in combining cutting edge technologies with old fashioned real estate principles. TEP Producers creates Communication Architecture, Online Presence, e-Marketing Solutions and Social Media Opportunities for our clients.



In the past thirteen years Terry has been a REALTOR®, a Branch Manager, a managing broker, a trainer and a coach for hundreds of clients and real estate professionals combining her experience, on the job training, and love for real estate into a win/win business model. Terry is a life longer learner who enjoys sharing her knowledge and love of all things techno to help her students build and strengthen their online presence while building an offline brand for themselves in the community.

### Jan Ellingson, Managing Broker

As a member of the Washington REALTORS® senior faculty Jan teaches ABR, ABRM, Green, SFR, SRES, WCR Designation Courses, Professional Standards, Ethics, At Home With Diversity, Mortgage Fraud, Environmental Hazards, HAFA, and the Washington licensing courses of CORE and Transition. Jan is a Past President of Washington REALTORS® and also served as a past Treasurer. She is a past President of the North Puget Sound Association of REALTORS®, and has served on numerous REALTOR® committees on the local, state and national levels. She is the 2011 Regional Vice President for Region 12 of the National Association of REALTORS®, a graduate of the NAR Leadership Academy, and has built four homes around the country with the REALTOR® Habitat for Humanity project, as well as leading a team of 15 REALTORS® to Louisiana for a Katrina Disaster Relief build with Habitat. She is currently serving as the NAR President's Liaison to New Zealand, and was a member of the 2010 NAR Finance Committee. She has been honored with her local and state REALTOR® of the Year awards, and was named Instructor of the Year by Washington REALTORS®. Further, she is a member of the Real Estate Buyer's Agent Council (REBAC), the Women's Council of REALTORS® (WCR) 2010 and 2011 State Treasurer; Council of Residential Specialists (CRS), Council of Real Estate Brokerage Managers (CRB), Graduate REALTOR® Institute (GRI), served on the Northwest Multiple Listing Service Disciplinary Review Board, the Advisory Board to the Skagit County Planning and Development Department, and is a past Commissioner and Vice-Chair of the Skagit County Planning Commission. She also served on the Department of Licensing's RCW 18.85 review Task Force Task Force.



Finally, and most important, Jan is a practicing real estate professional as a Managing Broker at Better Homes & Gardens Real Estate Executive in Mount Vernon, Washington. She lives in Sedro Woolley, Washington with her husband Van, and in her spare time enjoys singing and playing golf.

### Annie Fitzsimmons

Annie Fitzsimmons is a lawyer whose entire post-adolescent life has focused on the Washington real estate market place in one form or another. When she was 11 years old, her parents opened a real estate company and she worked in the office first as the cleaning crew, later as a receptionist, bookkeeper and typist and ultimately as a real estate licensee. At age 23, she began law school at the University of Washington and upon graduating, began her legal career with the Tacoma law firm of Gordon, Thomas, Honeywell, Malanca, Peterson & Daheim. She was one of the firm's primary residential real property lawyers until 2001 when she left to open her own office and since has served as Washington REALTORS Legal Hotline Attorney as well as providing a variety of other legal services for WR. She served on the task force that drafted the Agency Law from 1994 to 1996 and the task force that worked in 2004 and 2005 considering revisions to the Licensing Law, RCW 18.85. She has sued and defended real property owners, buyers, sellers and brokers across the state but has recently made it her personal priority to ensure that no Washington REALTOR® is ever sued again for something they could have avoided. Believing that education is the best way to achieve this goal, she is here today. So, take advantage of her experience and ask questions that are important to you. Raise your hand and focus discussion on issues that are challenging you today.



### Craig Hill

Craig Hill is a 22 year REALTOR® with more than 35 years of professional selling, negotiating and training experience. He is a broker with Prudential Contact Corporation in Puyallup, Washington where he specializes in new construction as much as the market will allow.

Prior to real estate, Craig served in the US Army and as an account executive, sales manager and sales trainer for Control Data Corporation, Wang Laboratories and MBA Computer Services. In the mid 1990's he taught business automation for REALTORS® in both Washington and Oregon and wrote the initial technology module for Washington GRI 100.

Craig has served Tacoma Pierce County Association of REALTORS® as a Professional Standards Committee member and chair, 4 terms as Treasurer, Director and currently as President-elect for 2012.



### Dan Keller

Dan Keller has been a licensed mortgage loan originator since 2006. Prior to starting a career in the mortgage industry, Dan graduated from Eastern Washington University with a Master's Degree in Education. Dan has been speaking, presenting and teaching since 2001. One of Dan's greatest attributes as a mortgage loan originator is his ability to teach financial education to homebuyers. When Dan is not training his loan officers, he is teaching Home Buyer Education Classes through the Washington State HouseKey Program, Clock Hour Courses for Real Estate Agents, and Social Media/Web 2.0 Marketing Seminars for Agents and Loan Officers. In 2009 and 2010, Dan was recognized by Seattle Magazine as being one of Seattle area's top FHA, VA and USDA mortgage professionals. To see what other Real Estate Agents and past clients say about Dan, visit his LinkedIn page at [www.linkedin.com/in/dankellermortgage](http://www.linkedin.com/in/dankellermortgage)



### Mark Kitabayashi

Mark Kitabayashi is a REALTOR practicing in Puget Sound Region for over 10 year. He has successfully diversified his business to survive and thrive in this tough real estate market. He currently manages over 25 agents in New construction, Re-Sale, and REO Teams. He is one of the Local Listing Broker handling HUD own properties, and instructing fellow REALTORS on HUD homes throughout the region. He is also past president of Thurston County REALTORS, Current VP, and President Elect 2012 for Washington REALTORS, and National board of directors of Asian Real Estate Association of America.



### Jan Koal

Jan Koal is currently an Associate Broker specializing in commercial and investment real estate with Palouse Commercial Real Estate in Pullman WA.

Jan has a PH.D. in education from Washington State University and he enjoys creating classes that are fun and entertaining for the students.

He is a real estate investor as well as an advisor to commercial buyers and sellers. As such, he brings real world experience to his investment classes.



## Speaker Biographies (Continued)

Before entering the real estate profession, he was the founder/owner of a technology company that was recognized in 1993 as one of the 500 fastest growing companies in America by Inc. magazine (Inc. 500).

Jan has served on the education committees of the Spokane Association of REALTORS® and the Washington Association of REALTORS®. He also served for a number of years as a board member of the Inland Northwest Chapter of CCI M.

### Denise Lones

The founding partner of The Lones Group, Denise Lones brings over two decades of experience in the real estate industry. With expertise in strategic marketing, business analysis, branding, new home project planning, product development, and agent/broker coaching and training, Denise is nationally recognized as the source for all things “real estate”. The breadth and depth of her experience has shaped Denise into her current role as a peak performance expert, helping real estate agents and brokers transform their businesses and reach their untapped potential.



Denise's background in residential real estate sales and management includes an impressive list of awards. Using custom marketing campaigns and business development systems she personally developed, she was consistently among the highest producing REALTORS® in a marketplace of 3,000+ agents. Denise was the only agent in the State of Washington to be awarded the esteemed MIRM designation – the top national achievement for new home marketing. In 2004, Denise was awarded the prestigious Hugh Hawkins Instructor of the Year Award by the Washington Association of REALTORS®.

### Pili Meyer

Born and raised in Hawaii, Pili Meyer has lived in the Pacific Northwest of the US for the last thirty years. She comes from a long tradition of teaching and real estate. Members of her family have taught everything from kindergarten to graduate school as well as being involved in many aspects of real estate. She is a graduate of Mills College.

Meyer is a successful real estate agent in Port Angeles, WA, an award winning international speaker in real estate, and actively involved in the REALTOR Association. She has served as 2002 Washington REALTORS state president, 2006 Region 12 Vice President for NAR, 2007 NAR Liaison, 2011 NAR President's Liaison to Malaysia. She has been an NAR Director for 15 years. She is a contributing writer to “The Real Estate Professional,” a national magazine.



### Michael R. Schoonover

Michael brings 25 plus years of experience in property management, development, acquisitions and sales. As a founding partner of Carleton, Schoonover & Associates, LLC Michael concentrates his practice in the area of commercial real estate, land brokerage and real estate auctions. Having achieved the Accredited Land Consultant designation from the REALTORS® Land Institute, Michael is one of approximately 450 ALC's world wide and 1 of the 5 ALC's in Washington State.

Michael's dedication to his craft has lead him to gain national recognition as an instructor and speaker in the areas of land brokerage and marketing, land development, auctioneering and commercial real estate. As an instructor for Washington REALTORS® and the REALTORS® Land Institute Michael has taught classes around the country and at the National REALTORS® Association annual convention.

Michael currently manages his companies, Pacific Northwest Auctions and Pacific Northwest Real Estate Brokers from their offices in Mercer Island, WA. Michael is active on the Board of Washington REALTORS® serving on both the Education and Legislative Steering Committees. He also serves as the RLI representative to the National Associations Federal Land Use committee. Locally he is a member of the Washington State Commercial Association of REALTORS® serving on the board as the Legislative Director and is a 3 time President of the Washington State Chapter of the REALTORS® Land Institute. Michael also is active in the National Auctioneers Association as a member of the education committees AARE (Accredited Auctioneer Real Estate) program and Washington State Auctioneers Association.

### Terry Watson

Terry Watson has his own unique brand of imparting knowledge and the many returning learners who can't wait to hear more from him, plus the hundreds of first-time learners who've heard about him through the grapevine, are proof that he is doing something amazing in each session. That's why it's no surprise that Terry is quickly becoming one of the most sought after trainers in North America.



Today, Terry is a broker for his family's real estate firm, where he has hired, trained, and supervised over 100 REALTOR® professionals. After selling for franchises while in high school, Terry reached the status of “top” salesperson before age 25.

He is also the youngest person ever to be inducted into the Accredited Buyer Representative (ABR®) Hall of Fame. He received this honor from his peers for “excellence in representing buyers.”