



78th Annual Education Conference & Trade Show
 Hilton Airport Inn Hotel ♦ SeaTac, Washington
 October 10th & 11th, 2011

Register Today!

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.

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&L 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 examines real-world agency situations that affect the public and the practitioner. 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.

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.”

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.

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

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

Call 1.800.748.7053 for more details or go online to www.warealtor.org.



Special Early-Bird Price!

Register online by August 31st, 2011 for only \$159.00. Includes: 15 clock hours (pending), continental breakfast, coffee, trade show and box lunch on both days.

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

Thanks to Our Sponsors



Tuesday, October 11th, 2011

Tradeshow opens at 9:30am

Morning Breakout Option #1	Morning Breakout Option #2	Morning Breakout Option #3
<p>8:30am to 9:20am Multi-Generational Work Place Speaker: Pili Meyer 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.</p>	<p>8:30am to 9:20am When Article 12 meets Social Media Speaker: Jan Ellingson 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>8:30am to 9:20am Video Marketing – Positioning Your Business Where The Eyes Are... Speaker: Dan Keller 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>9:30am to 10am Coffee Break in the Tradeshow</p>		
<p>10:00am to 10:50am Camp Conflict – Face It, Defuse It and Resolve It Speaker: Denise Lones 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.</p>	<p>10:00am to 10:50am Home Staging on a Budget Speaker: Jan Ellingson 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>10:00am to 10:50am NEXTgen Farming with Facebook - How to Become the Virtual Mayor of ANY Neighborhood Speaker: Dan Keller Old school neighborhood farming meets HI-Tech, HI-Touch geographic farming!</p>
<p>11:00am to 11:50am Where Did the Money Go? Speaker: Denise Lones 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>11:00am to 11:50am Would You Buy This House? Speaker: Jan Ellingson 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>11:00am to 11:50am Trash Can to Cash Can – Learn How To Create A Transaction Out of Nothing Speaker: Dan Keller 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. Make sure that you are aware of these great programs! Your next pay check could depend on it!</p>
<p>Noon to 1:00pm Lunch at the Tradeshow</p>		
Afternoon Breakout Option #1	Afternoon Breakout Option #2	Afternoon Breakout Option #3
<p>1:10pm to 2:00pm Social Media Strategies Speaker: Denise Lones Join us and learn how to successfully implement social media into your business model.</p>	<p>1:10pm to 2:00pm Back In The Box – 21 Low Budget Tips to Help Get Your Business in Gear Speaker: Craig Hill & Cheryl O'Brien 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.</p>	<p>1:10pm to 2:00pm Trade This House Speaker: Michael Schoonover Join us for a look into the world of exchanging. Exchanging doesn't always have to mean 1031!</p>
<p>2:10pm to 3:00pm When Social Security Isn't Enough Catching The Next Real Estate Wave Speaker: Jan Koal Successful REALTORS® take advantage of market trends by refreshing old skills and learning new ones. This class is designed to help you take advantage of two emerging market trends.</p>	<p>2:10pm to 3:00pm How to Use Your IPAD in Your Business Speaker: Brett Allen 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 & increase your bottom line.</p>	<p>2:10pm to 3:00pm Coaching! Speaker: Michael Schoonover 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?</p>
<p>3:10pm to 4:00pm Buying or Selling a Home in Washington Speaker: Glenn Crellin A 2010 Survey of Recent Buyers and Sellers.</p>	<p>3:10pm to 4:00pm Social Media: Advanced Practices Speaker: Brett Allen Learn the 3 objectives of Social Media Marketing, the 7 Strategies for Web Compliance, and the #1 way to leverage social media.</p>	<p>3:10pm to 4:00pm HUD Homes 101 – Increase Your Business with HUD Homes Speaker: Mark Kitayabashi Objective of presentation: “How to increase your business by selling or marketing HUD owned Homes”. Understanding the process and opportunities will help the agents gain inside knowledge about HUD homes to increase their business.</p>
<p>4:10pm to 5:00pm Short Sales! Requires a Strong Stomach & Infinite Patience Speaker: Lynn Arends Knowing how to maneuver the complexities of short sales is not merely a good skill to have in today's market—it is critical!</p>	<p>4:10pm to 5:00pm High Tech & High Touch: The New Normal in Real Estate Speaker: Terry Eccles-Pettet 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>4:10pm to 5:00pm The Five Biggest Mistakes Agents Make in Home Valuations (CMAs & BPOs) and How to Correct Them Speaker: Gerry Allard We will look at how agents research home values and explore methods that will make this exercise quicker and easier.</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.