YOU’RE INVITED TO REAL ESTATE’S BIGGEST EVENT!

DON’T MISS YOUR OPPORTUNITY TO:

- Attend the conference, November 8-11, and choose from over 100 education sessions. You’ll walk away with strategies and solutions to meet your clients’ needs.

- Browse the industry’s largest trade show, November 8-10, featuring 400 exhibitors with products and services that will help you conduct business more efficiently.

- Network with 20,000 REALTORS® and guests at special events. They provide a fun way to meet your peers in a casual atmosphere.

PLAN YOUR SAN FRANCISCO TRIP

Visit the following pages, found at www.Conference.realtor for more information.

SPONSORED BY:

HOTELS
Stay in one of NAR’s official hotels, which offer the lowest rates during the conference dates. Learn more about hotels, including the October 11 housing deadline, on the Hotel Information page.

NAR SHUTTLES
Take NAR’s free shuttle between the Moscone Center and select NAR hotels. Learn more about conference shuttle routes on the Traveling to the Convention Center page.

AIR TRAVEL
Save on air travel to San Francisco when you book with NAR’s special promo codes from United Airlines and Delta Air Lines, available on the Travel Discounts page.

BAY AREA RAPID TRANSIT (BART)
BART is the fast, easy and low-cost way to get to downtown San Francisco from area airports. Learn more on the Traveling Around San Francisco page.

*Statistics derived from 2018 REALTORS® Conference & Expo Attendee survey and 2018 NAR Member Profile.

The 2019 REALTORS® Conference & Expo, hosted by the National Association of REALTORS® (NAR), is taking place November 8-11 in San Francisco, CA. It’s the largest annual event for the most successful real estate professionals; attendees report making twice as much real estate income as average NAR members!*

SAN FRANCISCO TRIP

Plan your trip to the San Francisco Convention Center to see what four days at this premier event can do for you and your business! View the following pages for the advance program. Then, register today at www.Conference.realtor.
Review the following sessions, special events and expo activities to start planning your conference experience!

Education sessions are open to all attendees—you do not need to pre-register to attend. The legend below indicates the session/event’s topic/category.

- Broker Management
- Business Technology & Innovation
- Commercial
- Green & Sustainability
- Global
- Legal Issues & Risk Management
- Legislative & Regulatory Issues
- Professional & Personal Development
- Property Management
- Sales & Marketing
- Ticketed Event
  Requires a ticket separate from your registration. Purchase tickets when registering for the conference.

**THURSDAY NOVEMBER 7**

**5:00PM - 6:30PM**

**INTERNATIONAL REALTORS® WELCOME RECEPTION**

**6:45PM - 10:30PM**

**INAUGURAL GALA**
Join your peers for dinner and the installation of your incoming NAR Leadership Team and Vince Malta (San Francisco, CA) as your 2020 President.

*PRICE: $150.00 per person. Online ticket sales end October 11, 2019.*

**FRIDAY NOVEMBER 8**

**7:15AM - 8:45AM**

**COMMERCIAL CAFFEINATED NETWORKING BREAKFAST**

*PRICE: $10.00 per NAR member; $25.00 per non-member*

**8:30AM - 9:00AM**

**CONFERENCE KICK OFF**
Don’t miss this energizing event with THEY Improv to kick off your conference experience!

**9:00AM - 10:30AM**

**RESIDENTIAL ECONOMIC ISSUES & TRENDS FORUM**
Speaker: Lawrence Yun, Chief Economist, National Association of REALTORS®

**9:30AM - 10:30AM**

**LEVERAGING LINKEDIN FOR REAL ESTATE SUCCESS**
Speaker: Christy Hoskins, Founder and CEO, Professionalpedia

**9:30AM - 10:30AM**

**HOW TO START YOUR OWN BROKERAGE**
Speaker: Kristin Walter, Mountain Dream Real Estate

**11:00AM - 12:00PM**

**REALTOR® VIDEO PRODUCTION WORKSHOP**
Speaker: Marki Lemons Ryhal, ReMarkiTable LLC

**11:00AM - 12:00PM**

**EXPLORE GLOBAL GROWTH OPPORTUNITIES**
Speaker: John Peyton, President & CEO, Realogix Franchise Group
11:00AM - 12:00PM  TIPS FROM TOP TRAINERS
   Speakers: Bruce Aydt, Dynamic Directions, Inc.
   Adorna Carroll, President, Dynamic Directions, Inc.
   Lynn Madison, Broker Owner, Madison Seminars
   Melanie McLane, Managing Member, McLane Solutions
   Terry Watson, Owner, Easify, Inc.

11:00AM - 12:00PM  ATTRACT YOUR IDEAL CLIENTS USING SOCIAL MEDIA STORYTELLING
   Speaker: Katie Lance, Founder/CEO, Katie Lance Consulting, LLC.

11:00AM - 12:00PM  BRAND BUILDING IN THE DIGITAL AGE
   Speaker: Andrew Fogliato, Founder, Just Sell Homes

11:00AM - 12:00PM  #REALESTATEFAILS: HOW FAILURE CAN ACCELERATE SUCCESS
   Speaker: Katie Clancy, Director of Business Development/Team Leader, William Raveis RE

11:00AM - 12:00PM  RISMEDIA’S POWER BROKER FORUM: BUILDING A FUTURE-FOCUSED REAL ESTATE BUSINESS
   Speaker: John Featherston, Founder, President and CEO, RISMedia, Inc.

11:00AM - 12:00PM  ROLE PLAY TRAINING TO IMPROVE AGENT PERFORMANCE
   Speaker: David Knox, President, David Knox Productions, Inc.

11:00AM - 12:00PM  CONVERTING LEADS: A METHOD FOR SUCCESS
   Speaker: Jessica Witter, Compass

11:00AM - 12:00PM  AGENCY BREACHES YOU WON’T BELIEVE
   Speaker: Jay Rose, Director of Education, IBREA Indiana Business and Real Estate Academy

11:00AM - 12:30PM  REach® TECHNOLOGY ACCELERATOR PROGRAM

12:00PM - 1:30PM  REGULATORY ISSUES FORUM: COMBATING CYBER FRAUD WITH FRANK ABAGNALE
   Speaker: Frank Abagnale, Author, Catch Me If You Can
   Frank Abagnale is one of the world’s top fraud prevention experts. He shares critical lessons in the world of security, helping business and government organizations stay a step ahead of cybercriminals. Hear his story of living as America’s most gifted con man, successfully impersonating an airline pilot, pediatrician, stockbroker, college professor and assistant attorney general, all while cashing $2.5 million in forged checks. Then, get his insights on how to protect institutions, associations and corporations from embezzlement, forgery, counterfeit currency, check fraud, identity theft and Internet fraud. He divulges white collar crime techniques and liability concerns under the new Uniform Commercial Code.

12:30PM - 1:30PM  NAR TALKS BUSINESS INTELLIGENCE TOOLS
   Speakers: Nobu Hata, Director, Industry Outreach and Engagement Strategy, National Association of REALTORS®
   Jessica Lautz, Vice President, Demographics and Behavioral Insights, National Association of REALTORS®

12:30PM - 1:30PM  FINDING THE MOTIVATED SELLERS
   Speaker: David Hill, Keller Williams Realty

For education session descriptions, visit www.Sessions.realtor
12:30PM - 1:30PM  HOW TO BUILD A TOPFLIGHT REAL ESTATE TEAM  
Speaker: Jared James, CEO, Jared James Enterprises

12:30PM - 1:30PM  PRIORITY MANAGEMENT: HITTING A GRAND SLAM IN BUSINESS & LIFE  
Speaker: Barbara Betts, Broker/Owner, The Betts Realty Group

12:30PM - 1:30PM  RIGHTSIZING A DOWN-SIZING GENERATION  
Pamela Ermen, President, Real Estate Guidance, Inc.

12:30PM - 1:30PM  FIVE THINGS TO KNOW ABOUT REAL ESTATE INVESTORS  
Speaker: Marc Cunningham, President, Grace Property Management

12:30PM - 1:30PM  TECHNOLOGY AND PRIVACY IN REAL ESTATE FORUM: RISK MANAGEMENT ISSUES COMMITTEE  
Speakers: Michael Miedler, CEO, Century 21  
Joshua D.J. Sharfman, Chief Technology and Innovation Officer, California Association of REALTORS®

1:30PM - 3:00PM  CIPS DESIGNEE PINNING CEREMONY  
Open only to CIPS designees; non-CIPS designees are not allowed admittance into this event.

2:00PM - 3:00PM  MAKE SOME NOISE: OPEN THE THROTTLE & DOMINATE YOUR MARKETPLACE  
Speaker: Ken Schmidt, Former Director of Communications, Harley-Davidson Motor Company  
Learn how businesses of any size and scope can--by focusing on understanding and harnessing the most basic drivers of human behavior--improve their competitiveness and avoid margin-killing commoditization, in even the most difficult marketing environments. The road to building a fanatically vocal customer base, creating a passionately loyal corporate culture and developing leaders who inspire and motivate starts here.

2:00PM - 3:00PM  MORE THAN JUST “LIKES”: A BLUEPRINT FOR ONLINE SUCCESS  
Speaker: Marki Lemons Ryhal, ReMarkiTable LLC

2:00PM - 3:00PM  SELLING THEM THE “GREEN”  
Speakers: Troy Johns, Owner/Founder, Urban NW Homes  
James W. Mitchell, Chief Creative Officer, RenewaBlue®  
Suzanne Shelton, President & CEO, Shelton Group

2:00PM - 3:00PM  GOOD NEIGHBORS SHARE HOW VOLUNTEER WORK CAN BOOST BUSINESS  
Speakers: Louise McLean, RE/MAX Solutions  
Joy Nelson, Broker/Owner, Haugan Nelson Realty  
Mony Nop, Compass  
Ron Phipps, REALTOR®, Phipps Realty

2:00PM - 3:00PM  SMART HOMES NEED SMARTER REAL ESTATE PROS  
Speaker: Bill Lublin, CEO, SMMI

2:00PM - 3:00PM  TWELVE REAL ESTATE CAMPAIGNS TO KEEP CALLS POURING IN FROM PROSPECTS  
Speaker: Chris Scott, President, The Paperless Agent

3:00PM - 6:00PM  EXPO GRAND OPENING  
It all starts here at the Expo Grand Opening celebration! Enjoy live music while networking with peers and exhibitors in a casual atmosphere.
3:00PM - 6:00PM

**PAWS-APALOOZA PETTING & ADOPTION**

Paws-apalooza! Stop by Booth #6545 during expo hours (Friday: 3:00pm-6:00pm, Saturday: 9:00am-4:00pm and Sunday: 10:00am-5:00pm) to take a break to pet a puppy...or add a new furry friend to your family! Adoptions are encouraged. **PRICE: Free to pet; standard adoption fees apply.**

Sponsored by: Wells Fargo Home Mortgage

6:00PM - 8:00PM

**REALTORS® RELIEF FOUNDATION FUN-RAISER: UNITED TO HELP COMMUNITIES**

Don't miss out on this fun-filled event that will benefit the REALTORS® Relief Foundation! In addition to hors d’oeuvres and open bar, enjoy music by a DJ, a caricature artist, strolling magician Paul Nathan and a green screen photo booth! Plus, take in breathtaking views of San Francisco from the venue’s floor-to-ceiling windows. Raffle tickets will be sold on site for an opportunity to win great prizes! **PRICE: $100.00 per person. Ticket sales benefit the REALTORS® Relief Foundation, a charitable foundation that is dedicated to providing housing-related assistance to disaster victims.**

6:00PM - 9:00PM

**YOUNG PROFESSIONALS NETWORKING RECEPTION**

**PRICE: $50.00 per YPN member; $75.00 per non-YPN member**

6:30PM - 8:30PM

**ABR®, SRES® AND GREEN NETWORKING AND AWARDS RECEPTION**

**PRICE: Free for ABR®, SRES®, GREEN members; $55.00 per non-member**

5:00PM - 8:00PM

**REALTORS® Relief Climb**

Start your morning on the right foot! Climb the stairs of the beautiful baseball stadium Oracle Park, or just relax on the deck, while taking in San Francisco's stunning bay views. **PRICE: $50.00 per person. This event benefits the REALTORS® Relief Foundation and San Francisco Association of REALTORS® Welcome Home Project.**

9:00AM - 10:00AM

**FIFTEEN UNIQUE LEAD GENERATION IDEAS**

Speaker: Shay Hata, REALTOR®, Berkshire Hathaway

9:00AM - 10:00AM

**GET A C.L.U.E...REPORT BEFORE CLOSINGS & LISTINGS**

Speaker: Kelly Murray, Co-Founder, DivorceThisHouse.com

9:00AM - 10:00AM

**FINDING YOUR REALTOR® WHY**

Speaker: Leigh Brown, Broker/Owner, RE/MAX Executive

9:00AM - 10:00AM

**NAR TALKS TO CEOs: DISRUPTED! IS OUR INDUSTRY ON A PATH FOR SIGNIFICANT CHANGE OR IS IT BUSINESS AS USUAL?**

Speaker: Sherry Chris, CEO, Better Homes and Gardens Real Estate

9:00AM - 10:00AM

**REAL ESTATE MARKETING FOR $100 A MONTH**

Speaker: Christopher Linsell, The Close

For education session descriptions, visit www.Sessions.realtor
**BUILDING TRUST, AUTHORITY & CELEBRITY WITH VIDEO**
Speaker: Sebastian Malinowski, Real Estate Marketing Speaker

**DOMINO EFFECT: FIRE UP SO YOU DON’T BURN OUT**
Speaker: Jessica Rector, jessICAREctor International

**LISTING AND MARKETING A SOLAR HOME**
Speakers: Sandra K. Adomatis, CEO, Adomatis Appraisal Service
Craig Foley, Chief Sustainability Officer, LAER Realty Partners
Jamie Johnson, Founder & CEO, Energy Sense Finance

**TOP TEN HABITS OF HIGHLY SUCCESSFUL AGENTS**
Speaker: Darren Kittleson, Operating Principal/Broker, Keller Williams Realty Madison/Clue 2 Coaching, LLC

**OVERCOMING ADVERSITY & STANDING OUT IN A SATURATED MARKET**
Speaker: Venus Morris Griffin, Vice-President, Associate Broker, Meybohm Real Estate

**SEVEN STEPS TO BREAK INTO LUXURY REAL ESTATE**
Speaker: John Cotton, Jr., JackCotton.com

**COPING WITH AN INSTANT BUYER WORLD**
Speaker: Laura Brady, President, Concierge Auctions

**CCIM SERIES: COMMERCIAL REAL ESTATE NEGOTIATIONS**
Speakers: Barbara Crane, CCIM, 2019 CCIM Institute President
Patricia Lynn, CCIM, Principal/Founder, Lynnk

**EXPO HOURS**
Visit the REALTORS® Expo for new products, services and practical ways to increase your productivity from 400+ exhibitors. And, make sure to stop by the Commercial Marketplace, Global Real Estate Pavilion, Green Pavilion and REALTOR® Pavilion. NAR Booth #5545, located in the REALTOR® Pavilion, is the place to learn about exclusive member resources, tools and programs from NAR.

**NAR TALKS TECH TRENDS TO WATCH IN 2020**
Speakers: David Conroy, Director of Emerging Technology, National Association of REALTORS®
Dan Weisman, Director, Emerging Technology, National Association of REALTORS®

**NAR TALKS WITH TOP PRODUCERS**
Moderator: Nobu Hata, Director, Industry Outreach and Engagement Strategy, National Association of REALTORS®

**RPR® IN THE WILD: HOW REALTORS® ARE USING RPR® TO “WOW” THEIR CLIENTS (USER GROUP)**
Speakers: Nicole Nicolay, The Engel Group at J. Rockcliff REALTORS®
Reggie Nicolay, The Engel Group at J. Rockcliff REALTORS®

**NAR TALKS WEBSITE CONTENT BEST PRACTICES**
Speaker: Brian Miller, Manager, Web Content Strategy, Digital Strategy, National Association of REALTORS®
<table>
<thead>
<tr>
<th>Time</th>
<th>Session Title</th>
<th>Speaker(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>10:30AM - 11:30AM</td>
<td>THE SELLER-FOCUSED LISTING PRESENTATION</td>
<td>Speaker: David Knox, President, David Knox Productions, Inc.</td>
</tr>
<tr>
<td></td>
<td>DOMINATE WITH VIDEO</td>
<td>Speaker: Kyle Draper, CEO, KyleDraper.com &amp; EMPWRmedia.com</td>
</tr>
<tr>
<td></td>
<td>RECRUITING THE RIGHT AGENTS: THE LATEST RESEARCH</td>
<td>Speaker: Jess Biller, Paramount Consulting Group</td>
</tr>
<tr>
<td></td>
<td>ASHLEY &amp; BEVERLY: LEGACIES TO KEEP YOU SAFE</td>
<td>Speakers: Carl Carter, Founder &amp; Executive Director, Beverly Carter Foundation Jennifer Stanbrough, Remax Concepts</td>
</tr>
<tr>
<td></td>
<td>BRANDING TO GENERATE LEADS ON SOCIAL MEDIA</td>
<td>Speaker: Michael Glazer, CEO, Back At You</td>
</tr>
<tr>
<td></td>
<td>HOW TO BUILD A BUYER REPRESENTATION BUSINESS</td>
<td>Speaker: Evan Fuchs, Designated Broker, Bullhead Laughlin Realty</td>
</tr>
<tr>
<td></td>
<td>WHY YOU? MAXIMIZING YOUR STRONGEST ASSET</td>
<td>Speaker: Holly Mabery, Real Chaos Solutions LLC</td>
</tr>
<tr>
<td>11:30AM - 12:30PM</td>
<td>CCIM SERIES: HOW COMMUNITIES GROW: FORECASTING RESIDENTIAL AND COMMERCIAL DEMAND</td>
<td>Speaker: Stan Gniazdowski, CCIM, President, Realty Concepts, Inc.</td>
</tr>
<tr>
<td>12:00PM - 1:00PM</td>
<td>SKIP HOLLYWOOD: THIS IS HOW TO VIDEO</td>
<td>Speaker: David Greenspan, Vice President, KitS/#MindShare101</td>
</tr>
<tr>
<td></td>
<td>FACEBOOK &amp; INSTAGRAM “STORIES” THAT LEAD TO CONVERSIONS</td>
<td>Speakers: Barbara Betts, The Betts Realty Group                           Marki Lemons Ryhal, ReMarkitable LLC</td>
</tr>
<tr>
<td></td>
<td>DISCOVER HOW LARGE BROKERAGES USE RPR® TO WIN BUSINESS AND CLOSE MORE DEALS (USER GROUP)</td>
<td>Speakers: Tom Holobowski, Director Broker &amp; Specialty Services, Realtors Property Resource® (RPR®) Lisa Turner, Director Broker &amp; Specialty Services, Realtors Property Resource® (RPR®)</td>
</tr>
<tr>
<td></td>
<td>SAY “NO” TO UNREASONABLE DEMANDS &amp; STILL GET PAID</td>
<td>Speaker: Ed Hatch, President, Ed Hatch Seminars</td>
</tr>
<tr>
<td></td>
<td>REV-UP YOUR REVIEWS: GET AHEAD OF YOUR COMPETITION</td>
<td>Speaker: Kim Knapp, REALTOR®, Team Leader, Coldwell Banker Vanguard</td>
</tr>
<tr>
<td></td>
<td>HOW TO BUILD BETTER CUSTOMER RELATIONSHIPS THROUGH DIGITAL MARKETING</td>
<td>Speaker: Hassan Riggs, Founder &amp; CEO, Smart Alto</td>
</tr>
<tr>
<td></td>
<td>20 LEAD GENERATORS UNDER $20 THAT REALLY WORK</td>
<td>Speaker: Michael Lee, President, Seminars Unlimited, Inc.</td>
</tr>
<tr>
<td>Time</td>
<td>Session</td>
<td></td>
</tr>
<tr>
<td>--------------</td>
<td>-------------------------------------------------------------------------</td>
<td></td>
</tr>
</tbody>
</table>
| 12:00PM - 1:00PM | **SURVIVAL OF THE FITTEST**  
Speaker: Suzanne Mueller, SVP Industry Relations, realtor.com® |
| 12:00PM - 1:00PM | **WEALTH BUILDING & FINANCIAL FREEDOM THROUGH REAL ESTATE INVESTMENTS**  
Speaker: Luminita Ispas, Century 21 SGR |
| 12:00PM - 1:00PM | **PEAK PERFORMANCE LEADERSHIP FOR HIGH PROFITS AND RETENTION**  
Speaker: Sherri Johnson, CEO/Founder, Sherri Johnson Coaching & Consulting |
| 12:30PM - 1:30PM | **WOMEN WARRIORS: LEADERSHIP SECRETS FROM THE FRONT LINE**  
Moderator: Heather Ozur, 2019 Women’s Council of REALTORS® National President  
Speakers: Linda Lee, Keller Williams  
Rebecca Thompson, Immediate Past National President for the Chicago Association of REALTORS®  
Elizabeth Mendenhall, Immediate Past President, National Association of REALTORS®  
Margo Willis, John L. Scott’s Tacoma-University Place  
Deena Zimmerman, SVN |
| 1:00PM - 2:00PM | **CCIM SERIES: CONTROLLING THE DEAL**  
Speaker: Mark Polon, CCIM, President, Polon Consulting |
| 1:00PM - 3:00PM | **MEET BILLIE JEAN KING IN NAR BOOTH #5545!**  
Meet and have a photo taken with Billie Jean King, sports icon and champion for social change and equality. Plus, receive a signed tennis ball while supplies last! Photos will be taken by a professional photographer, no selfies or additional autographs will be allowed. |
| 1:30PM - 2:30PM | **ADDING RPR® COMMERCIAL TO YOUR TECHNOLOGY TOOL BOX (USER GROUP)**  
Speaker: Nate Graham, Director Commercial Services, Realtors Property Resource® (RPR®) |
| 1:30PM - 2:30PM | **ZEN REAL ESTATE: INCREASING INCOME, EFFICIENCY & INNER PEACE**  
Speaker: Clint Pardoe, Former Communication Professor turned Business Coach |
| 1:30PM - 2:30PM | **HOW TO USE B2B RELATIONSHIPS TO INCREASE BUSINESS**  
Speakers: Shannon Buss, Broker Associate, Randall REALTORS®  
Sasha Farmer, Broker/Owner, Story House Real Estate  
Michelle Gordon, JH Realty Partners  
Sarah Gustafson, Janice Mitchell Real Estate, Inc |
| 1:30PM - 2:30PM | **STAGING TO SELL: WHAT EVERY AGENT SHOULD KNOW**  
Speaker: Shell Brodnax, CEO, Influencer, Speaker, Author, Real Estate Staging Association |
| 1:30PM - 2:30PM | **VIDEO TO BUILD YOUR BRAND**  
Speaker: Kevin Tengan, Director of Marketing, Berkshire Hathaway HomeServices Verani Realty |
| 1:30PM - 2:30PM | **SECRETS OF CROSS-CULTURAL SELLING**  
Speaker: Michael Lee, President, Seminars Unltd, Inc. |
1:30PM - 2:30PM  FINDING THE GREEN AND ITS VALUE IN HOMES  
Speaker: Marla Esser Cloos, Green Home Coach

1:30PM - 2:30PM  LEADERSHIP ON THE FLY: FROM YOUR BUSINESS TO ANY BOARDROOM  
Speaker: Paula Monthofer, Sole Proprietor, Focus School of Real Estate  
Maura Neill, REALTOR®, RE/MAX Around Atlanta

1:30PM - 2:30PM  HERDING CATS: RISK MANAGEMENT FOR BROKERS  
Speaker: Cheryl Knowlton, CEO, Dynamite Productions

2:30PM - 3:30PM  CCIM SERIES: ENGAGE OR REFER?: WHAT TO DO WHEN FACED WITH A COMMERCIAL DEAL OPPORTUNITY  
Speaker: Heather Placer, Commercial Sales Specialist, Foster & Long Companies

3:00PM - 4:00PM  GETTING OVER STAGE FRIGHT: CAMERA TIPS & APPS  
Speaker: Jacy Riedmann, Vice President, Amoura Productions

3:00PM - 4:00PM  ZIPFORM®: BACK TO BASICS (USER GROUP)  
Speaker: Laura Clark-Prasad, Documentation & Training Specialist, zipLogix™

3:00PM - 4:00PM  THE NEXT REAL ESTATE BUBBLE: THE 55+ RESIDENTIAL MARKET  
Speaker: Dympna Fay-Hart, Broker, Century 21 Affiliated

3:00PM - 4:00PM  SERVING CLIENTS WITH SPECIAL NEEDS  
Speaker: John Young, REALTOR®, RE/MAX Excellence Realty

3:00PM - 4:00PM  BLOCKCHAINS & CRYPTO CURRENCY: HYPE OR HISTORY IN THE MAKING?  
Speaker: Jeremias Maneiro, JMan Seminars

3:00PM - 4:00PM  ANTICIPATING MARKETING TRENDS: TOOLS TO CUT THROUGH TODAY’S NOISE  
Speaker: Kristi Kennelly, realtor.com®

3:00PM - 4:00PM  NEXT GEN SOCIAL MEDIA  
Speaker: Heather Sittig, Relola, Inc.

3:00PM - 4:00PM  BUILDING THE DREAM TEAM AND HIRING WITHOUT HESITATION  
Speaker: Sasha Farmer, Broker/Owner, Story House Real Estate

3:00PM - 4:00PM  THIRTEEN LISTING SCRIPTS, TEMPLATES & TOOLS TO FIND MORE APPOINTMENTS  
Speaker: Chris Scott, President, The Paperless Agent

4:00PM - 6:00PM  GENERAL SESSION  
Speaker: John Smaby, 2019 NAR President  
Hear from NAR President John Smaby, and celebrate the 20th Anniversary of the Good Neighbor Awards by listening to the moving stories of past winners. And, look out for the celebrity speaker announcement! PRICE: Included in Premier Access, Saturday One-Day and Friends & Family registrations. $60.00 per person for all others.

For education session descriptions, visit www.Sessions.realtor
**Saturday, November 9**

**6:00PM - 8:00PM**
**COMMERCIAL RED CARPET COCKTAIL HOUR**
*PRICE: $25.00 per member; $40.00 per non-member*

**6:45PM - 10:00PM**
**GOOD NEIGHBOR AWARDS DINNER**
*PRICE: $130.00 per person*

**7:00PM - 12:00AM**
**INTERNATIONAL NIGHT OUT AND AWARDS CEREMONY**
*PRICE: $150.00 per CIPS designee; $165.00 per non-CIPS designee*

**Sunday, November 10**

**9:00AM - 10:00AM**
**INSPIRATIONAL PROGRAM**
Speaker: Billie Jean King, Former World Number One Professional Tennis Player
*Billie Jean King has been a champion for social change and equality, creating inroads for all genders in sports, during her legendary career. Hear Billie Jean's rousing message firsthand!*

**SPONSORED BY:**

**10:00AM - 11:00AM**
**HIGH-PERFORMANCE HOMES WORKSHOP**
*Speakers: Melisa Camp, REALTOR® & School Administrator, HomeSmart & Elite Education*
Craig Foley, Chief Sustainability Officer, LAER Realty Partners
John Shipman, Senior Director, Build It Green

**10:00AM - 11:00AM**
**EXPERIENCE ZIPFORM® LIKE NEVER BEFORE (USER GROUP)**
*Speaker: Laura Clark-Prasad, Documentation & Training Specialist, zipLogix™*

**10:00AM - 11:00AM**
**HAVE YOU EVER SAID “YES” WHEN YOU SHOULD HAVE SAID “NO”?**
*Speaker: Holly Pasut, Author, A Strange Path to Freedom*

**10:00AM - 11:00AM**
**NEW NEGOTIATING EDGE: OFTEN OVERLOOKED FIRST STEPS**
*Speaker: Ed Hatch, President, Ed Hatch Seminars*

**10:00AM - 11:00AM**
**DEFEND AGAINST THE DATA BREACH: PROTECT FROM SPYWARE, MALWARE, RANSOMWARE AND KEYLOGGERS**
*Speaker: Robert Siciliano, Trainer, ProtectNowllc.com*

**10:00AM - 11:00AM**
**STRESS TEST YOUR BROKERAGE FOR THE CHANGING MARKET**
*Speaker: Dan Elzer, President, The Training Academy*

**10:00AM - 11:00AM**
**STAYING RELEVANT IN FACEBOOK’S NEWS FEED IN 2020**
*Speaker: Katie Lance, Founder/CEO, Katie Lance Consulting, LLC*

**10:00AM - 11:00AM**
**THE DAILY BLUEPRINT: STOP RUNNING AROUND & START RUNNING A BUSINESS**
*Speaker: Jared James, CEO, Jared James Enterprises*

**10:00AM - 11:00AM**
**HOW TO CREATE VIDEOS PEOPLE WANT TO WATCH**
*Speaker: Antoine Dupont, Dupont Communications*
10:00AM - 11:00AM  PROMOTING YOUR SERVICES AND BRAND
Speaker: Michael Bull, CEO, Bull Realty

10:00AM - 11:00AM  TARGET YOUR BRANDING TO CATCH READY-TO-MOVE CONSUMERS
Speakers: Rosemary Allison, Coldwell Banker
Andrew Dorn, VP Events, realtor.com®
Randy Durham, KW Greater Downtown Realty
Kevin Markarian, Maker Real Estate
Nick Shivers, WestOne Properties Group

10:00AM - 5:00PM  EXPO HOURS
This is your last chance to shop the latest real estate tools and play the Cash In & Win! game for the chance to win $1,000. Visit Liberty Mutual Insurance (Booth #5155) for more information.

10:45AM - 11:45AM  A 20/20 VIEW OF YOUR BUSINESS
Speaker: Brian Buffini, Founder & Chairman, Buffini & Company

11:00AM - 4:00PM  BANK OF AMERICA® BACKYARD PARTY IN BOOTH #263
Don't miss out on the BANK OF AMERICA® Backyard Party! Enjoy a buffet and a cold one or two while you watch exciting sporting events. Stop by BANK OF AMERICA® Booth #1027 for your ticket! (Limited quantities available)

11:30AM - 12:30PM  Who REALTORS® R: Learn to Tell Your Story
Speaker: Nobu Hata, Director, Industry Outreach and Engagement Strategy, National Association of REALTORS®

11:30AM - 12:30PM  LEVERAGING 1031 EXCHANGES TO INCREASE LISTINGS
Speaker: Spencer Taylor, Mill Creek Commercial Properties

11:30AM - 12:30PM  INVEST IN YOURSELF: BUILDING WEALTH THROUGH REAL ESTATE FOR REALTORS®
Speakers: Laurie Davis, CEO/Broker/Owner, Better Homes and Gardens Real Estate Lifestyle Property Partners
Bill Lublin, CEO, SMMI
Maura Neill, REALTOR®, RE/MAX Around Atlanta
Kristin Smith, REALTOR®, Dave Perry-Miller Real Estate

11:30AM - 12:30PM  SELL A HOME EVERY $72 SPENT IN FACEBOOK ADS
Speaker: Grant Wise, President & Co-Founder, Witly

11:30AM - 12:30PM  FACTS TELL STORIES: SELLING THE ART OF STORYTELLING
Speakers: Ken Adams, Designated Broker, Coda Properties and Management
David Bryson, Motivational Speaker

For education session descriptions, visit www.Sessions.realtor
11:30AM - 12:30PM  PURPOSEFUL GROWTH: RECRUITING FOR CULTURE  
Speaker: Valerie Garcia, Founder / Owner, Valerie Garcia, Speaker & Consultant

11:30AM - 12:30PM  THE THREE CS: COOPERATION, COMPENSATION & THE CODE  
Speaker: Diane Disbrow, Shore Real Estate Academy

11:30AM - 12:30PM  THE PATH OF LEAST RESISTANCE  
Speaker: David Greenspan, Vice President, KiTS/#MindShare101

11:30AM - 12:30PM  INSIDER SECRETS FROM THE WORLD OF BIG BUILDERS  
Speakers: Bevin Curtis, Shore Consulting, Inc.  
Jeff Shore, Shore Consulting, Inc.

11:30AM - 12:30PM  BREAKING THE MOLD IN BUSINESS  
Speaker: Tara Moore, Tara Moore Real Estate

11:30AM - 12:30PM  WIN-WIN OR NO DEAL: COLLABORATIVE NEGOTIATION STRATEGIES  
Speaker: Evan Fuchs, Designated Broker, Bullhead Laughlin Realty

1:00PM - 2:00PM  NAR TALKS ACCESSING THE HISPANIC MARKET WITH NAHREP  
A NAHREP representative will be speaking at this session.

1:00PM - 2:00PM  NEGOTIATING THE MOST DIFFICULT DEALS  
Speaker: Dan Elzer, President, The Training Academy

1:00PM - 2:00PM  HOW TO AVOID LAWSUITS & SAVE ON TAXES  
Speaker: Larry Oxenham, Senior Advisor, Author, American Society for Asset Protection

1:00PM - 2:00PM  SMARTPHONES AND SMART HOMES NEED SMARTER AGENTS  
Speaker: John Reyes, President, Social NetworX Inc.

1:00PM - 2:00PM  ONCE UPON A TIME: STORIES THAT STICK  
Speaker: Maura Neill, REALTOR®, RE/MAX Around Atlanta

1:00PM - 2:00PM  TOP TEN COMMERCIAL AGENT SUCCESS STRATEGIES  
Speaker: Michael Bull, CEO, Bull Realty

1:00PM - 2:00PM  TEN TIPS YOU CAN IMPLEMENT NOW  
Speaker: Leigh Brown, Broker/Owner, RE/MAX Executive

1:00PM - 2:00PM  CLOSED MOUTHS DON'T GET FED  
Speaker: Katey Dallosto, CEO, Capisce Consulting, Inc.

1:00PM - 2:00PM  THREE COMEDY PRINCIPLES TO POWER STORYTELLING WITH EMPATHY  
Speaker: Kathy Klotz-Guest, Keeping it Human

1:00PM - 2:00PM  AGENT RECRUITING IDEAS FOR MANAGERS  
Speaker: Dan Wood, BrokerageNation

1:00PM - 2:00PM  VIDEO MARKETING FOR BUSINESS SUCCESS  
Speaker: Julia Glyde, Owner, Julia Glyde Training LLC
<table>
<thead>
<tr>
<th>Time</th>
<th>Session Description</th>
<th>Speakers</th>
</tr>
</thead>
<tbody>
<tr>
<td>2:30PM - 3:30PM</td>
<td>NAR TALKS TO CONSUMERS</td>
<td>Moderator: Nobu Hata, Director, Industry Outreach and Engagement Strategy, National Association of REALTORS®</td>
</tr>
<tr>
<td>2:30PM - 3:30PM</td>
<td>A REAL ESTATE BROKERAGE’S SUSTAINABILITY STORY</td>
<td>Speakers: Stacey Alcorn, LAER Realty Partners</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Craig Foley, Chief Sustainability Officer, LAER Realty Partners</td>
</tr>
<tr>
<td>2:30PM - 3:30PM</td>
<td>BEING YOUR COMMUNITY’S #1 FAN</td>
<td>Speakers: Tommy Choi, Keller Williams Chicago – Lincoln Park</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Reft Harmon, Century 21 Novus</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Nicole Nicolay, The Engel Group at J. Rockcliff REALTORS®</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Ryan Servatius, Assoc. Broker/Manager, Century 21 Affiliated</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Kristin Smith, Dave Perry-Miller Real Estate</td>
</tr>
<tr>
<td>2:30PM - 3:30PM</td>
<td>PROFIT BY FOLLOWING RELATIONSHIPS INTO COMMERCIAL REAL ESTATE</td>
<td>Speaker: Jonathan Goodman, Attorney, Frascona, Joiner, Goodman and Greenstein, P.C.</td>
</tr>
<tr>
<td>2:30PM - 3:30PM</td>
<td>INSIDER TIPS FOR INBOUND AND OUTBOUND GLOBAL SUCCESS</td>
<td>Speakers: Carla Rayman Kidd, Partner, Your Global Consultants</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Patricia Tan, Partner, Your Global Consultants</td>
</tr>
<tr>
<td>2:30PM - 3:30PM</td>
<td>BUILD A GOLDMINE PIPELINE STRATEGY FOR CONSISTENT MONTHLY INCOME</td>
<td>Speaker: Sherri Johnson, CEO/Founder, Sherri Johnson Coaching &amp; Consulting</td>
</tr>
<tr>
<td>2:30PM - 3:30PM</td>
<td>A HOW-TO ON GIVING BACK</td>
<td>Speaker: Jeremy Lichtenstein, REALTOR®, RE/MAX Realty Services</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Anthony Marguleas, Amalfi Estates</td>
</tr>
<tr>
<td>2:30PM - 3:30PM</td>
<td>THE TOP TEN ISSUES AFFECTING REAL ESTATE</td>
<td>Speaker: Michel Couillard, 2020 Chair, The Counselors of Real Estate</td>
</tr>
<tr>
<td>2:30PM - 3:30PM</td>
<td>MARIJUANA LEGALIZATION: BUSINESS HEADACHE OR BUSINESS OPPORTUNITY?</td>
<td>Speakers: Neil D. Kalin, Assistant General Counsel, California Association of REALTORS®</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Tim McGraw, CEO, Canna-Hub</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Rick Payne, President &amp; CEO, Cannabis Real Estate Consultants</td>
</tr>
<tr>
<td>4:00PM - 5:00PM</td>
<td>WORKING OVER 40 HOURS A WEEK IS RUINING YOUR LIFE</td>
<td>Speaker: Sasha Farmer, Broker/Owner, Story House Real Estate</td>
</tr>
</tbody>
</table>

4:50PM GRAND PRIZE DRAWING IN BOOTH #627
Check your registration tote bag upon arrival for an exciting Wells Fargo Home Mortgage sponsorship!

SPONSORED BY: [Wells Fargo Home Mortgage]
CELEBRITY CONCERT FEATURING PENTATONIX
Enjoy this fun evening with three-time Grammy® Award-winning and multi-Platinum-selling Pentatonix! PRICE: Included in Premier Access, Sunday One-Day and Friends & Family registrations; others can purchase tickets for $60.00 each.

MONDAY NOVEMBER 11

9:00 AM - 10:00 AM  AMAZON ALEXA FOR BUSINESS AND THE SMART HOME
Speaker: Doug Devitre, Voice Marketing Developer, Doug Devitre International, Inc.

9:00 AM - 10:00 AM  FIFTEEN UNIQUE LEAD GENERATION IDEAS (EARLY CAREER TRACK SESSION)
Speaker: Shay Hata, REALTOR®, Berkshire Hathaway

9:00 AM - 10:00 AM  RETIREMENT PLANNING STRATEGIES FOR REALTORS® BROUGHT TO YOU BY THE CENTER FOR REALTOR® FINANCIAL WELLNESS
SPONSORED BY: CENTER REALTOR® FINANCIAL WELLNESS

9:00 AM - 10:00 AM  LINKEDIN GROWTH BRANDING
Speaker: Michael Lam, Kaydoh, Inc

10:15 AM - 11:15 AM  REALTOR® VIDEO PRODUCTION WORKSHOP (REPEAT SESSION)
Speaker: Marki Lemons Ryhal, ReMarkiTable LLC

10:15 AM - 11:15 AM  HOW TO BUILD A BUYER REPRESENTATION BUSINESS (EARLY CAREER TRACK SESSION)
Speaker: Evan Fuchs, Designated Broker, Bullhead Laughlin Realty

10:15 AM - 11:15 AM  THE ART AND SCIENCE OF FACEBOOK AND INSTAGRAM MARKETING: HOW TO PROPERLY USE THE LARGEST MOBILE ADVERTISING PLATFORMS IN THE WORLD TO DRIVE BUSINESS OUTCOMES
Speaker: Scott Shapiro, Industry Relations Lead, Facebook and Instagram

11:30 AM - 12:30 PM  REALTOR.COM® FREE PROFILE WORKSHOP - DOS AND DON'TS

11:30 AM - 12:30 PM  REV-UP YOUR REVIEWS: GET AHEAD OF YOUR COMPETITION (EARLY CAREER TRACK SESSION)
Speaker: Kim Knapp, REALTOR®, Team Leader, Coldwell Banker Vanguard

11:30 AM - 12:30 PM  INSTAGRAM 101 TO ADVANCED SKILLS FOR LOCAL MARKETING
Speaker: Jacy Riedmann, Vice President, Amoura Productions

11:30 AM - 12:30 PM  THE ART AND SCIENCE OF FACEBOOK AND INSTAGRAM MARKETING: HOW TO PROPERLY USE THE LARGEST MOBILE ADVERTISING PLATFORMS IN THE WORLD TO DRIVE BUSINESS OUTCOMES (REPEAT SESSION)
Speaker: Scott Shapiro, Industry Relations Lead, Facebook and Instagram

11:30 AM - 12:30 PM  HOW TO USE VIDEO TO TELL YOUR STORY & GROW YOUR BUSINESS
Speaker: Cheryl Tan, Founder & CEO, Tan Media LLC
## REALTORS® EXPO ACCESS

**NEW DATES!**
- Friday - Sunday

### CONFERENCES SESSIONS
- Friday - Monday
- Saturday afternoon

### GENERAL SESSION
- Saturday morning

### INSPIRATIONAL PROGRAM
- Sunday morning

### CELEBRITY CONCERT
- Sunday night

### SESSION AUDIO RECORDINGS STREAMING
- for Three Months
- Post-event

### FUN BUCKS TO Redeem for Tours
- Wednesday - Monday

<table>
<thead>
<tr>
<th>Pass Type</th>
<th>Member Price</th>
<th>Non-member Price</th>
<th>Benefits</th>
</tr>
</thead>
<tbody>
<tr>
<td>PREMIER ACCESS PASS</td>
<td>$450</td>
<td>$550</td>
<td>Attend all sessions on one day of your choice.</td>
</tr>
<tr>
<td>FRIENDS &amp; FAMILY PASS</td>
<td>$200</td>
<td>$240</td>
<td>Attend one session on one day of your choice.</td>
</tr>
<tr>
<td>ONE-DAY PASS</td>
<td>$60</td>
<td>$90</td>
<td><strong>Multiple Single Session Passes may be purchased.</strong></td>
</tr>
<tr>
<td>SINGLE SESSION PASS**</td>
<td>$60</td>
<td>$90</td>
<td>Attend conference sessions on Monday only.</td>
</tr>
<tr>
<td>HALF-DAY MONDAY PASS</td>
<td>$100</td>
<td>$125</td>
<td><strong>Multiple Single Session Passes may be purchased.</strong></td>
</tr>
<tr>
<td>EXPO-ONLY PASS</td>
<td>$25</td>
<td>$50</td>
<td><strong>Multiple Single Session Passes may be purchased.</strong></td>
</tr>
</tbody>
</table>

* NAR members or non-members must register Friends & Family.

**NAR members or non-members must register Friends & Family.**

### TOURS & ATTRACTIONS

A variety of NAR-organized tours are available to local sites and attractions. Simply add tour or attraction tickets when registering for the conference before October 4. Plus, sign up your guests for a Friends & Family pass, and they’ll receive Fun Bucks (vouchers) to redeem for tour or attraction tickets of their choice.

**SOME OF THIS YEAR’S TOURS INCLUDE:**
- Alcatraz Tour
- Muir Woods & Sausalito Tour
- Napa Valley Winery Tour
- San Francisco Movie Tour

Secure your registration and housing at [www.Conference.realtor](http://www.Conference.realtor)