**Fill-in-the-blanks news release**

**for Realtors® attending the**

**2013 REALTORS® Conference and Expo**

**The following “fill-in-the-blanks” news release can help you promote your participation in the 2013 REALTORS® Conference & Expo to local media outlets. Place this release on your company or local board/association letterhead with the blanks filled in as indicated. Be sure to include a contact name and number at the top of the release. E-mail the release to the appropriate editor/reporter at your newspaper. You may want to include information about how you specifically participated in the conference, as well as a paragraph about your company and an electronic photo of yourself. Please note that the term REALTOR® is presented below in the Associated Press format to conform to most newspapers’ style.**

**This news release is also posted online at** [***www.realtor.org/user/login?destination=/for-the-media/real-estate-facts***](http://www.realtor.org/user/login?destination=/for-the-media/real-estate-facts)

**All news releases from the 2013 REALTORS® Conference & Expo are online at** [***www.realtor.org/news-releases***](http://www.realtor.org/news-releases)

**[YOUR NAME] Joins Realtors® and Industry Leaders to Tackle National Real Estate Issues**

**[Your city] ([Date])** – **[Your full name]** of **[full name of board/association and/or company name]** in **[name of city and state]** joined nearly 22,000 Realtors**®** from across the country to meet with industry experts, lawmakers and federal officials at the 2013 REALTORS**®** Conference and Expo held in San Francisco, November 8-11.

“As the leading advocate for homeownership and real estate issues, Realtors® are engaged on important legislative and regulatory issues that could impact the industry over the coming year, and we are working hard to ensure that our voices are heard on important housing and industry issues,” said **[last name]**. “During the week, Realtors® advocated solutions for important issues facing home buyers, sellers and investors, such as affordable flood insurance rates, ongoing residential and commercial lending challenges, and the potential impacts of pending legislation and recent regulatory developments.”

Currently in **[city], [Customize this paragraph as needed to reflect issues that are particularly important in your area.]**

This year’s conference theme, “Rise to New Heights”, encouraged Realtors® to face current market challenges head-on and insist that policymakers keep housing first on the nation’s public policy agenda. Panelists and speakers included Federal Housing Administration Commissioner Carol Galante, Ginnie Mae President Ted Tozer, U.S. Senator Debbie Stabenow, Federal Reserve Bank of San Francisco Senior Economist John Krainer, Wells Fargo Home Loans President Mike Heid, Quicken Loans CEO Bill Emerson, Bank of America’s Home Loan Sales Executive Matt Vernon, JPMorgan Chase Mortgage Banking CEO Kevin Watters, and former FHA Commissioners Brian Montgomery and John C. Weicher.

Throughout the week, Realtors® participated in forums, classes and workshops; the resources, information and skills they gathered there will help them positively influence their local communities and engage local leaders. Most importantly, the new knowledge gleaned by Realtors® who attended the conference helps them more effectively serve their home buyer, seller and investor clients.

**[Include information about your own participation on committees, forums, or in sessions.]**

During the conference, Steve Brown, a Realtor® from Dayton, Ohio, was installed as the 2014 NAR president. Brown said 2014 would be an important year for real estate.

“The time is now for Realtors® to engage on all fronts. While the national housing market is showing signs of a durable recovery, some critical housing industry issues must be addressed before a full recovery can take place,” he said. “In 2014, Realtors**®** will continue to urge lawmakers to preserve property and homeownership tax policies as they consider federal tax reform.”

**[Last name]** also had the chance to explore the latest industry innovations and products that are transforming the real estate business. Nearly 400 exhibitors showcased the newest real estate products and services for the industry during the trade expo.

**[Your association’s boilerplate here.]**

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