



2015 Broker Summit Program, September 24 TENTATIVE SCHEDULE**

Day 1

1:00 – 2:00pm Check-in and Networking

- Welcome and Introduction
- **Industry Overview from the Broker Perspective** – Leigh Brown, CEO, Leigh Brown & Associates, RE/MAX Executive Realty



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- - A general look at the industry from a broker perspective
- **Panel: How the Industry is Changing:** Bradley Allen, Broker-in-Charge, The Art of Real Estate; Kit Hale, Principal Broker and Owner, MKB, REALTORS®; Stephanie Walker, Stephanie Walker & Associates; and moderated by Bill Brown, 2015 First Vice President, NAR and Founder of Investment Real Estate
 - Discuss new developments in the real estate industry and how they are affecting business

Networking Break (Snacks and Beverages Provided – **Sponsored by REALTOR® University**)



- **Legal and Risk Management Issues** – Ralph Holmen, Vice President, Associate General Counsel, Legal Affairs, NAR



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- **Safety: Crisis and Response:** Adrian Manzaneres, Broker Associate, Blue Picket Realty and law enforcement official; Doyle Yates, Executive Vice President, Coldwell Banker Harris McHaney Faucette; and moderated by Chris Polychron, 2015 President, NAR and Executive Broker at 1st Choice Realty
 - Coping with, and responding to, a safety crisis in your office
- **State Legislative Perspective:** Mayor Dan Clodfelter, Charlotte, North Carolina



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- Top priorities affecting real estate from a local legislative perspective

5:30 – 6:30 pm Networking Reception – Sponsored by Washington Association of REALTORS®



6:30 – 8:00 pm Plated Dinner and Guest Speaker Anthony Bourke



Anthony “AB” Bourke is a highly experienced F-16 fighter pilot who has flown tactical missions in countries all over the world. Following his impressive military career, Bourke brings his tactical knowledge and vast business experience to the forefront of the management training world as CEO & Founder of Mach 2 Consulting, travelling the globe sharing his message of peak performance.

Sponsored by the .REALTOR Top-Level Domain



2015 Broker Summit Program, September 25

Day 2

7:30 – 8:00 am Breakfast and Networking

- **Panel: RISMedia Power Broker Roundtable: How to Engage Key Consumer Groups:** Sue Dolquist, Chief Operating Officer, Wilkinson ERA Real Estate; Harold Crye, Founder and President, Crye-Leike® Real Estate Services, Eddie Speas, Executive Vice President, Coldwell Banker Advantage; Gary Scott, President of General Brokerage, Long & Foster® Real Estate, Inc.; and moderated by Jim Imhoff, Chairman & CEO, First Weber Group, Large Residential Firms Liaison, NATIONAL ASSOCIATION OF REALTORS®
- **Authenticity and Trust in Complex Transactions: Lessons From a Parallel Industry:** Maria Ferrante-Schepis - Managing Principal of Insurance and Financial Services, Maddock Douglas, Inc.

- Lessons learned from parallel issues impacting a similar industry and how they relate to Real Estate

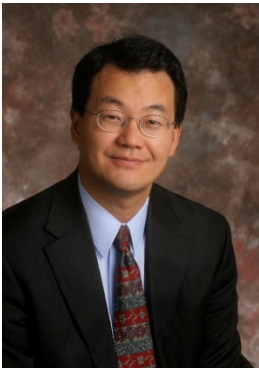


Maria Ferrante-Schepis - Managing Principal of Insurance and Financial Services, Maddock Douglas, Inc.

Networking Break (Snacks and Beverages Provided) – Sponsored by Realtors Property Resource®



- **Economic Update** – Dr. Lawrence Yun, Chief Economist & Sr. Vice President of Research, NAR
 - Current inventory trends and predictions



Lawrence Yun, Chief Economist and Senior Vice President of Research at the NATIONAL ASSOCIATION OF REALTORS®.

- **Panel: Online Lead Generation:** Michele Giordano, Chief Marketing Officer, Berkshire Hathaway HomeServices New Jersey Properties; Rob Lyszczarz, Owner, RE/MAX Properties Unlimited, Denise Jasinski, Branch Manager, Long & Foster® Real Estate, Inc.; and moderated by Luke Glass, Executive Vice President of Industry Platforms, realtor.com®
- **Technology – A look ahead**
- **Closing Remarks**

11:30 am – Program Concludes

**In order to present timely topics discussed by the widest variety of topic experts, the program content is subject to change. Check back regularly to review additions and changes to the program.