

# REALTOR® MAG

## Conference Picks

COVER THE MEETINGS LIKE A PRO  
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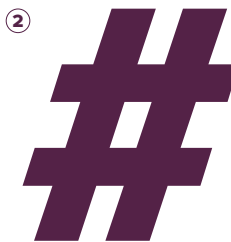
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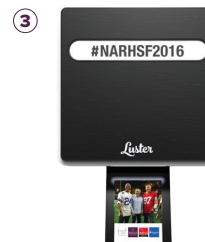
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# Cover the Conference LIKE A PRO



## Maximize Your Time

Wendy Cole

In some ways attending the REALTORS® Conference & Expo is like going away to college—for a week. Expect a high-octane mix of learning and fun, and you get to decide on your proportions of each.

This is my tenth year covering the annual conference for REALTOR® Magazine with the aim of sharing top news and other meeting highlights with you and with NAR members who can't attend—via our Daily News emails and other online coverage. There's always something new to discover here, and the REALTOR® Magazine staff and I would like to offer you a few suggestions for how to plan your time. You can choose education sessions for tips that will benefit clients during a sale or that will help you grow as a professional. Yes, you'll have the chance this week to rock out to Hall and Oates, hear from Gen. Colin Powell, and meet actor Ty Burrell, who plays REALTOR® Phil Dunphy on "Modern Family."

But what has especially caught my eye here in Orlando are business-oriented

sessions such as how to help clients buy or sell a home with solar panels (*Friday, 1:30 p.m.*) and how to decide whether to incorporate drones into your business (*Saturday, 11 a.m.*). As hot sales topics like these are bound to arise in your conversations with consumers, here you'll find trustworthy experts who will help you get up to speed and answer your questions.

The conference also celebrates the annual changing of the guard in association leadership in grand style. There's nothing quite like the sight of thousands of REALTORS® dressed to the nines at the Inaugural Gala (*Thursday, 6 p.m.*) at which the new president and his leadership team are sworn in. NAR 2017 President Bill Brown is ushering in a self-described REALTOR® Revolution, calling on the membership to "shake things up" in the way you all do business and think about the industry. The gala is one place you'll surely find your fellow members rockin' the house.

And when it's time to head back to the real world, we hope you're feeling inspired and recharged. Your conference education is complete—until next year.



## An Economic Buffet

Robert Freedman

We are awash in economic data every day, and it can be hard to get an accurate picture of what's happening in the area you care about the most: real estate markets. That's why I look forward to the residential and commercial economic issues and trends forums hosted by NAR Chief Economist Lawrence Yun. I've covered economists for almost 30 years in Washington and I can say few economists tell the story of what the economy is doing better than our own Dr. Yun. Labor data, the inflation rate, job growth, what's happening in Europe and Asia, trends in construction materials—he puts it all together so you walk away with more than statistics; you have a sense of what's happening and why and, most important, whether more people or fewer are going to be contacting you about listing their home or representing them as buyer or renter. This year's distinguished guest is Federal Reserve Bank of Atlanta President Dennis P. Lockhart. The residential forum will be right after breakfast on Friday (8:30 a.m.) while the commercial session will follow that day immediately after lunch (1 p.m.) Think of it as dessert for your business.



## Who's on Deck?

**Meg White**

We joke around the office that the we're so tired of the word "millennial" that we're going to ban it from our news coverage. Of course, part of our duty to readers is to report on how different generations interact with real estate, and the cycle will only continue with the kids coming up behind them (hey, boomers are still a huge cultural and economic force, some 50 years after the term was coined). I'm curious to hear what this panel at "The Gen Z Consumer" (*Sunday, 11 a.m.*) thinks of the generation coming up now, and as a cherry on top, the session features one of my favorite moderators, Sherry Chris, president and CEO of Better Homes and Gardens Real Estate.

## Sharing in the Controversy

I don't know if you're seeing this in your market, but in Chicago tensions around short-term rentals are ratcheting up. Even within the industry, there's little consensus: Are Airbnb (and others) artificially driving up home prices and turning quiet residential corridors into party spots? Or is telling home owners they can't rent out their place an infringement of private property rights? I'm looking forward to "Unlocking the Mystery of the Home Sharing Economy" (*Friday, 2 p.m.*), for insights about how real estate pros are helping to guide clients interested in the process.



## Connecting IRL

**Erica Christoffer**

Heading into my seventh conference, my biggest piece of advice is to put down your phone. Whether you're between sessions, waiting in line for lunch, or at a ticketed event, networking opportunities are endless. The Young Professionals Networking Reception (*Friday, 6 p.m. at Mango's Tropical Cafe*) is near and dear to my heart. Like many of you, I've been able to make amazing connections with industry pros from around the country—some of whom have become regular REALTOR® Magazine contributors. I mainly oversee broker content, so when I was perusing this year's schedule, several sessions caught my eye. The Idea Exchange Council for Brokers (*Friday, 11 a.m.*) is a "can't miss". It's bound to turn into an interactive brainstorming session where brokers glean meaningful tips from one another. This year's theme is brokerage management. I also love attending the Emerging Business Technology Forum (*Saturday at 1:30 p.m.*) where you hear from a variety of practitioners with first-hand experience. This year's topic—"Becoming Digital For Agents and Brokers"—is especially relevant for brokers who want to help agents become more digitally savvy.



## Global View of a Local Business

*Sam Silverstein and Graham Wood*

The conference is a great place to learn how real estate pros from around the world affect the highly local business of buying and selling property. Buildings and land may not move, but the people who buy and sell them can come from anywhere.

A good way to get a feel for how economic and cultural forces from outside America's shores affect real estate is at the International REALTORS® Welcome Reception (*Thursday, 5 p.m.*). Even if you rarely have international clients, hearing how real estate works in other parts of the world might inspire you to broaden your professional sphere.

But even beyond finding business leads, you can meet people from different cultures with intriguing backstories. In 2013, Senior Editor Graham Wood met Vicky Sampah, a real estate pro from Ghana who was pushing for the adoption of the first real estate regulations in her country. "Anyone can call themselves a practitioner without having credentials," Sampah said at the time. Stories like that will make you appreciate the standards and protections we enjoy in the U.S.

Digging into the nitty-gritty the next day, get the lowdown on currency fluctuations and which exchange rates are having the biggest impact on real estate transactions. (*Friday, 11:30 a.m.*)



## Find Personal Inspiration

*Graham Wood*

Covering the conference can lead to brain overload. With so many sessions, there's so much good info to retain.

When possible, I like to switch gears and focus on something that is unfailingly inspirational. The Good Neighbor Awards Dinner (*Saturday, 6:30 p.m.*) always lifts my heart and refreshes my faith in the power of positivity. Over the last few years, I've met REALTORS® at the dinner whose efforts have helped cure sick children, enabled cancer survivors to thrive in a community of support, and made the homes of low-income people safer to live in. Even if you can't attend the dinner, you'll be introduced to this year's winners at the General Session (*Saturday 4 p.m.*). A new session

where past Good Neighbor winners will discuss their start in community service and why it's important to give back will connect you to some real heroes (*Sunday, 11 a.m.*).

## Setting the Stage

NAR 360 (*Thursday, 4 p.m.*) marks the conference's official kickoff, which no one should miss. The hour-long welcome event features NAR 2016 President Tom Salomone and other REALTOR® leaders who will discuss the year's biggest member achievements and what's on the horizon. You'll hear about REALTORS® who have gone well beyond what's expected of them for the association and the industry. These individuals embody the "and then some" spirit of Salomone's presidency.

### REALTOR® Mag Conference Picks

**Vice President, Publisher, REALTOR® Magazine** Stacey Moncrieff

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ALABAMA	Morgan Ashurst, CRS
ALASKA	Angie Tallant
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ARKANSAS	Paulette Richie, GRI
CALIFORNIA	Pat "Ziggy" Zicarelli
COLORADO	Scott Matthias, CRS, GRI
CONNECTICUT	Michael Barbaro
DELAWARE	Michael Dunning
DISTRICT OF COLUMBIA	Nathan Carnes, GRI
FLORIDA	Andrew G. Barbar
GEORGIA	William Boatman
GUAM	Christopher K. Felix, CCIM, CIPS, CPM
HAWAII	Tracy Steven Stice, ABR, CRS, e-PRO, GREEN, GRI, RSPS
IDAHO	Tracy Kasper, CRS, GRI, SFR
ILLINOIS	Chris Read, ABRM, BPOR, CIPS, CRB, CRS, GRI, SFR, SRES, SRS
INDIANA	Judith E. Fitzgerald
IOWA	Tracy Brus
KANSAS	Jeffrey Hill, CRS
KENTUCKY	Carl Tackett, CRS, GRI
LOUISIANA	Evelyn Wolford, CRS, GRI, LTG
MAINE	Heather Gottlieb, ABR, GRI
MARYLAND	John Harrison, GRI
MASSACHUSETTS	Michelle Haggstrom
MICHIGAN	Gene Szepeinski, CRS, GRI
MINNESOTA	Cory Ehlert, GRI
MISSISSIPPI	Kay Jefferies, ABR, CRS
MISSOURI	Edwina Conley, GRI
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NEBRASKA	Janet A. Palmtag, CIPS
NEVADA	David R. Tina
NEW HAMPSHIRE	Gerry O'Connell, GRI, GREEN
NEW JERSEY	Ilene Horowitz
NEW MEXICO	Cathy Colvin, CRS
NEW YORK	Walauddin "Buddy" Hoosein, CIPS, CRB, CRS, GRI
NORTH CAROLINA	Stephanie Walker, CRS, GRI, RSPS, SRES, SRF
NORTH DAKOTA	Amy Hullet
OHIO	Gloria Alonso Cannon, WCR
OKLAHOMA	Mike Craddock
OREGON	Nan Wimmers, CRB, CRS, e-PRO
PENNSYLVANIA	Frank J. Jacovini, GRI
PUERTO RICO	José E. Camacho, CRS, SRES
RHODE ISLAND	Patricia A. Lenihan, CRB, GREEN, GRI, SRES
SOUTH CAROLINA	Gordon D. Seay
SOUTH DAKOTA	Lisa Mueller-Cox, CRS, GRI
TENNESSEE	Mike Gaughan, GRI
TEXAS	Brooke Hunt
UTAH	Cal Musselman, GRI
VERMONT	Elizabeth G. McEnaney, e-PRO
VIRGIN ISLANDS	Tanya Van Blake-Coleman, CIPS, CRS, GRI
VIRGINIA	Bradley Boland
WASHINGTON	Kitty Wallace
WEST VIRGINIA	Joshua McGrath
WISCONSIN	K.C. Maurer, CRS, GRI
WYOMING	Cynthia Biggs, CRS, GRI, SRES
INTERNATIONAL	SPAIN: Fernando García Erviti



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## 2016 Winners

**Top row:** Cindy Barrett, Christmas In Action-Spartanburg;  
Susan Gruen Helsinger, The Jason F. Gruen Research Foundation;  
Sarah Sorenson, REALTORS® Wishing Well...for Maui Students.

**Bottom row:** Ed Liebzzeit, Community Safety Network;  
Wyn G. Ray, New Covenant Foundation.

# Proof of the Power of One.



The five 2016 Good Neighbor Award winners demonstrate how one person can make a difference in the lives of others through volunteer work. Each winner's charity will receive a \$10,000 grant.

For more information about this year's winners, or to nominate someone for 2017, go to [realtor.org/gna](http://realtor.org/gna) or visit the Good Neighbor Awards booth.



REALTOR® MAGAZINE'S  
GOOD NEIGHBOR AWARDS

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# WHAT'S IN THE Neighborhood?

*Think flavor, art, water, fun, relaxation*

Venturing outside of the Orange County Convention Center, you'll find the neighborhood has more than a few fantastic things to offer. So take a walk, grab some fresh air, or find a cab if you must. When you're in downtown Orlando, hop on an orange bicycle from Juice Bike Share, and take a ride to revive your senses. Visitor rates allow you to use and ride the bright orange Juice bikes based on hourly usage, and without a membership commitment.

[orlando.socialbicycles.com](http://orlando.socialbicycles.com)

## A Bite to Eat:

**4-MINUTE DRIVE:** For lunch or dinner, a stroll down International Drive will take you to some spots with international flair and flavors. Let's start with At Siam Thai Cuisine at 8957 International Drive, where your choices include the Drunken Noodles, Lobster Pad Thai, Tom Yum Gai soup, Phad Se-Ew, Tamarind Tiger Shrimp, or Green Curry among many other menu items.

[atsiamthaicuisine.com](http://atsiamthaicuisine.com)

**11-MINUTE DRIVE:** Think healthy eats, and head to Green Kitchen, at 7055 S. Kirkman Road. For cold pressed juices, smoothies, and protein-packed lunch offerings such as a grilled salmon, rosemary chicken, and a Super Food wrap or salad chocked full of kale, lima beans, quinoa, mango, avocado, toasted almonds, flaxseeds, basil, and cherry tomatoes. You'll find what you need to sustain your energy through full days and nights of sessions and events including fresh juice blends, as inspired in their flavors and combinations as they are in name; Hawaii, Rio, Floripa, Maui and Amazon, created for their detox, digestion, energizing, and immunity-boosting qualities.

[greenkitchenorlando.com](http://greenkitchenorlando.com)

**17-MINUTE DRIVE:** A bit further out, you can unwind at Achilles Art Café at 2869 Wilshire Drive Ste. 103. Grab a comfy chair, and enjoy a pastry along with an almond joy latte, a butter beer latte, or another unique beverage crafted from a local artisan coffee roaster. Consider pairing these with a grilled cheese sandwich or French Dip. Also available is a respectable list of wines, beers, teas, and Italian sodas.

Check out the paintings from local artists and enjoy the European flavor that doesn't stop with the décor.

[achillesartcafe.com](http://achillesartcafe.com)

## A Reprive:

**HAMMOCK MASSAGE THERAPY:** At The Ritz-Carlton Orlando, Grande Lakes, you can enjoy two things that are sure to make you smile; seventy minutes in a hammock and a massage—at the same time. At the rooftop “eco garden,” a therapist will work out those knotted muscles and sore feet, all while you're enjoying a swaying hammock.

[ritzcarlton.com/en/hotels/florida/orlando/spa](http://ritzcarlton.com/en/hotels/florida/orlando/spa)

**CABANA REST:** Rent a private cabana for the day at Wekiva Island, and spend your time reading in an Adirondack, or hanging out on a couch, enjoying a charcuterie board, craft beer or glass of wine with cabana service from the nearby café. When or if you're ready to stretch your limbs, paddle boarding, kayaking, canoeing and swimming are right there in the spring-fed Wekiva River, which remains at a comfortable 72 degrees year-round.

[wekiva.island.com](http://wekiva.island.com)

**PADDLEBOARD YOGA:** Sunset on Lake Ivanhoe, in downtown Orlando; sounds nice already, but add in SUP Yoga from H2YO, and a paddleboard, and you've got the makings of an energizing hour. Great for the newbie or the pro, and if you take a plunge into the water, it's all the more refreshing.

[h2yojulieroach.com](http://h2yojulieroach.com)

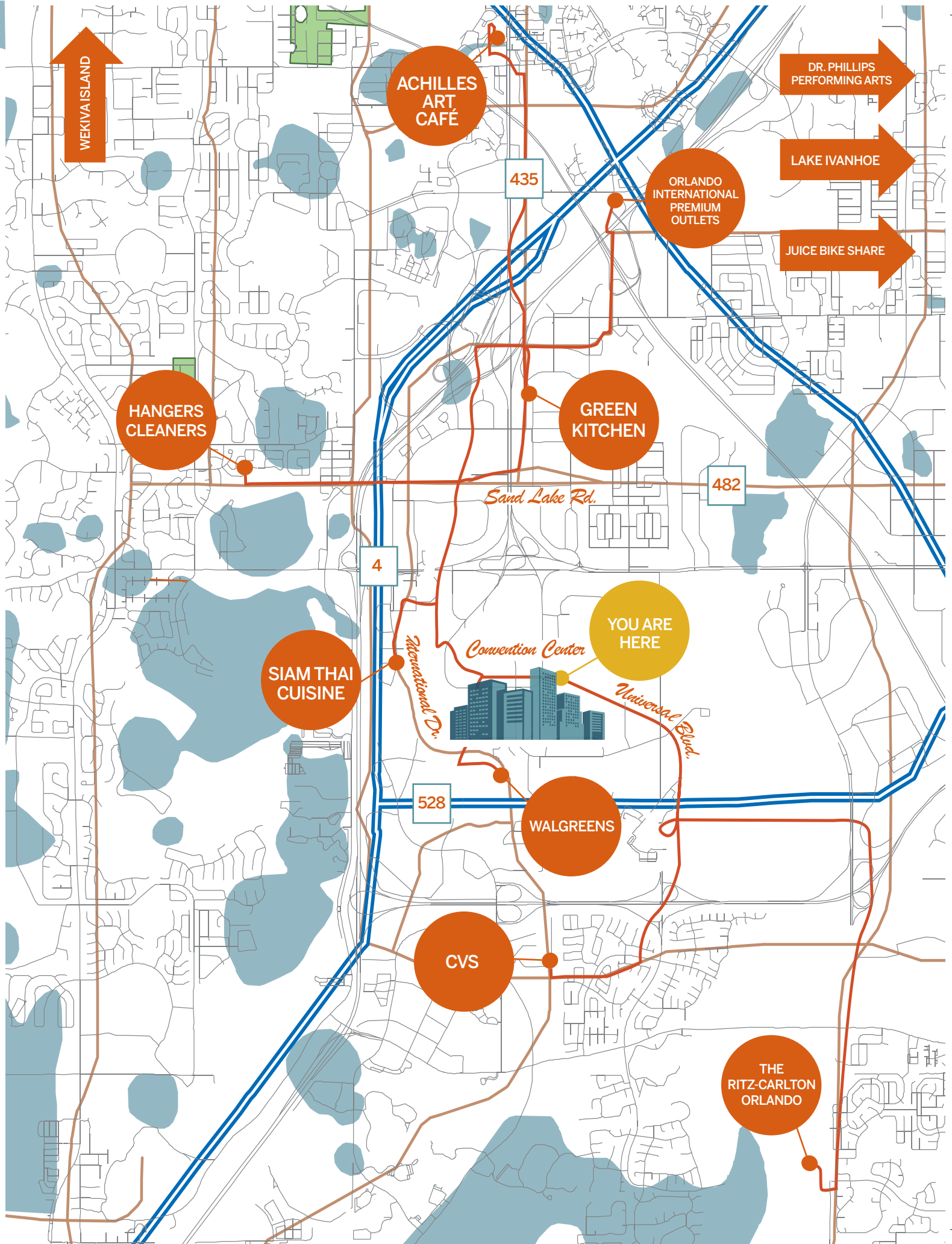
## An Entertaining Evening:

Fairwinds Broadway in Orlando presents *The Curious Incident of the Dog in the Night-Time*, an adaptation of the Tony Award-winning new play by Simon Stephens, adapted from Mark Haddon's best-selling novel, at the Dr. Phillips Center for the Performing Arts. Nov. 1-6.

The Illusionists—Live from Broadway, a non-stop dazzling magic show, Nov. 4-9.

[drphillipscenter.org](http://drphillipscenter.org)





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## NAR HONORS GOOD NEIGHBOR *Award Winners*

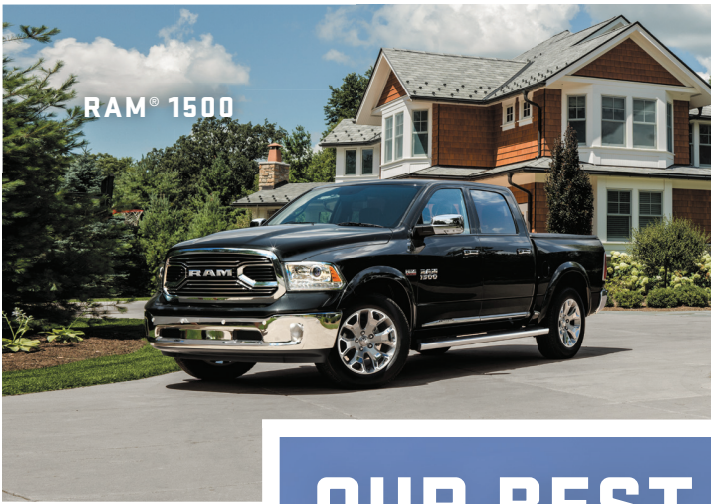
REALTOR® Magazine's 17th annual Good Neighbor Awards recognize five REALTORS® who make an extraordinary impact on their communities through volunteer work. The winners will each receive a \$10,000 grant for their community cause. This year's group includes: Cindy Barrett, cofounder of Christmas in Action; Susan Gruen Helsinger, founder of The Jason F. Gruen Research Foundation; Ed Liebrecht, board

president of Community Safety Network; Wyn Ray, dedicated to providing clean water and sanitation in Ethiopia; and Sarah Sorenson, founder of REALTORS® Wishing Well ... for Maui Students. For more information on the winners and honorable mentions, and to nominate someone for the 2017 Awards, visit the Good Neighbor Awards booth at the entrance to the Exhibit Hall or go to [REALTOR.org/gna](http://REALTOR.org/gna).

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# BRING YOUR Learning

*You've collected a boatload of business cards, taken notes during sessions, and talked to countless people. Now what? Veteran attendees share tips on how to make the most of all the new information and connections you've made once you leave Orlando.*

## **The Cards, the Cards . . .**

When I get someone's card, I jot notes on the back of it: where we met, who introduced us, or even what I should follow up with them about when I get home. Then I photograph the card with my phone and email it to a virtual assistant, who enters all of the information into my database.

*—Alex Ruggieri, CCIM, GRI, Ramshaw Real Estate, Champaign, Ill.*

I have one compartment in my backpack dedicated to business cards. Then I send the cards to the online marketplace Fiverr, where someone creates an Excel spreadsheet for me with all the contact information.

*—Brian Copeland, CIPS, CRS, Village Real Estate Services, Nashville, Tenn.*

## **Follow Up With the Contacts You Made**

I try to put them in my Top Producer database immediately. I then set up a reminder for a follow-up action. I bring notecards for the plane ride home and write out handwritten letters, which I mail to them as soon as I return.

*—Kimberly Allard-Moccia, E-PRO, GRI, Century 21 Professionals, Braintree, Mass.*

I keep an envelope in my purse to separate the meaningful contacts from the casual ones. As soon as I get home, I write handwritten notes and mail them to this select group. Focus on the instances where you connect.

*—Veronica Malolos, CRB, GRI, NAI Realvest, Orlando, Fla.*

I like to send a video email to key contacts I made at the conference so they put a face to my business card. This solidifies our relationship after the conference.

*—Anand Patel, NextHome Discovery, Tampa, Fla.*

## **Hold on to Those Valuable Nuggets From Speakers**

I use them in blog posts later on. They make for rich content on my website and position me as an expert in my specialty.

*—Malolos*

I create a notebook for the conference in the Evernote app. It is great to look back on over the years to review key information.

I also tag relevant notes with topics that are easy to search later on, such as video marketing, prospecting, recruiting, and business planning. *—Patel*

I take the good tidbits I've written down and share them with clients in my newsletter. I also present a review of the conference to the agents in my office. I go over the many high points of the classes and other sessions I attended.

*—John Rosshirt, CRS, SRES, Stanberry & Associates, Austin, Texas*

I pull great quotes or ideas into a master list. I also get contact information from speakers so I can follow up with them.

*—Emmary Simpson, MRP, Long Realty Co., Tucson, Ariz.*

The key is to make detailed notes of the idea or tip and immediately schedule a follow-up in your calendar with a reminder of what you need to do with that piece of information.

*—Allard-Moccia*

## **Digitize Marketing Materials From the Expo**

I keep zero paper from the trade floor. If I find something of interest, I photograph it with my phone and move those photos into a Dropbox folder. I always debrief my agents back home about my favorite vendors. *—Copeland*

For the key vendors I want to explore further, I scan their flier with my ScanSnap scanner. I follow up right after the conference if it is something I want to implement immediately, or I make a note to review the material at a later date. *—Patel*

# Home

An illustration of a person's legs in high-heeled shoes and hands typing on a laptop keyboard. The person is wearing a pink top. The background is a light-colored wall with a grid pattern.

I used to drag home pounds of paper and materials in my luggage. Now I just scan everything with a mobile scanning app like TurboScan and email it to myself. When you digest information electronically, it's easier to share with your agents, brokers, board, or assistant.

—Allard-Moccia

## Keep Your Photos Organized

Dropbox is a great place to store photos without having them take up a lot of space on a computer. I also create Flickr and Facebook albums for the conference, and I use photos on related blog posts.

—Lola Audu, CRS, GRI, Audu Real Estate Inc., Comstock Park, Mich.

## How Else to Ensure the Conference Stays With You

I try to come home with three items to implement, which could be a new product at the trade show to help me provide better service to my customers or agents, something I've learned in a class, or an item from a committee meeting regarding the benefits of the association. —Allard-Moccia

One of my best conference memories is when I met a fellow REALTOR® at the celebrity concert. I later found him on Facebook, and we have been great friends since then. Not a week goes by without some form of communication between us. Sure, it's unrelated to real estate 80 percent of the time, but that connection has proved to be invaluable. —Seabolt

The most important part of the conference to me is what I call "lobbycon," which refers to the interactions that happen at the hotel lobby bar. It also happens over dinner. It is the time you spend outside the meetings and classes, meeting new people while strengthening your relationships with existing contacts, that really creates value. —Patel



# Stay Engaged:

## A DIGITAL GUIDE TO THE REALTORS® CONFERENCE & EXPO

It's easier than ever to follow the action at the REALTORS® Conference & Expo on your smartphone or tablet. Both **REALTOR® Magazine** and the **Conference Live** website can help keep you connected to the sessions, special events, exhibitors, and conversations happening day and night at the Orange County Convention Center West. But keeping track of all the social media accounts, handles, and hashtags can be confusing. So here's a rundown of the main channels that will keep you plugged into the activities and chatter.

First, we recommend bookmarking REALTOR® Magazine's conference web page: **REALTORm.ag/Orlando**. Our dedicated page on REALTOR® Mag Online can serve as your one-stop shop for conference news. You'll find an RSS feed of our coverage if you want to subscribe and a simple list of all our conference articles and updates. We'll have a feed of the **#NARAnnual** tweets so you can see what your fellow conference-goers are talking about. Finally, if you miss any of our live social media round-ups, we'll share links to all the fun times (and the possible gaffes, because we know that's why half of our audience tunes in to Facebook Live anyway, right?).

Speaking of Facebook Live, for the most up-to-date conference coverage, be sure to Like **REALTORMag** on **Facebook** and follow us on **Instagram** and **Twitter**. During the meetings, we'll be livestreaming conversations with conference speakers on our Facebook page. These live events will be interactive, so you can ask questions and get involved in the

discussion. We'll also be posting short videos and photos on Instagram and Twitter so you don't miss meeting highlights.

Also at **REALTORm.ag/Orlando**, you'll find our **#RMcoverStar feed**, where we feature photos of conference attendees who stop by the REALTOR® Magazine kiosk outside West Hall B4 Lobby to snap selfies in front of a supersized version of our magazine cover. If you've always wanted to appear on the cover of REALTOR® Magazine, here's your chance.

For even more inside scoop from the meetings, **Conference Live (REALTOR.org/ConferenceLive)** is a virtual window into the conference experience that includes event updates and behind-the-scenes video with conference speakers and trade show exhibitors. Follow along with posts from 30 featured attendees—REALTORS® and association staff—who are sharing their perspectives from the conference. And be sure to follow the official event Twitter handle, **@NARAnnual**, to see what your fellow conference-goers are saying. And something new: **Snapchat** users can follow **nardotrealtor** to keep up with photos and videos of the action.

If you're feeling overwhelmed, a great way to stay organized and on track at the conference is to download the **NAR Annual mobile app**, available for iOS and Android devices. (Search for "NAR Annual" at Apple's App Store or Google Play.) The app lists all of the educational sessions, governance meetings, speaker details, and exhibitor information, and makes it easy for you to see your daily schedule of events.

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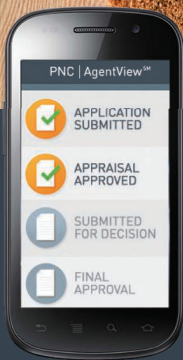


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