**Fill-in-the-Blanks News Release for Attendees of the**

**2017 REALTORS® Conference & Expo**

The following fill-in-the-blank news release is designed to help you gain publicity in your local news outlets for your attendance at the 2017 REALTORS® Conference & Expo in Chicago.

* Place it on your company or local board/association letterhead with the bolded **[blanks]** filled in as indicated.
* Include a contact name, number and email at the bottom of the release.
* Email to the appropriate business editor/real estate reporter at local news outlets.
* You may want to include information about how you specifically participated in the meetings, as well as a paragraph about your company and a photo of yourself.

**This news release is posted online at** [**www.nar.realtor/ae/share-and-promote/real-estate-facts**](http://www.nar.realtor/ae/share-and-promote/real-estate-facts)**.**

All news releases from the 2017 REALTORS® Conference & Expo are online at www.nar.realtor/newsroom.

*Please note that the term REALTOR® is presented below in the Associated Press format (Realtor®) to conform to most newspapers’ style.*

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**[Your name] Joins Realtors® and Industry Leaders from Across the Globe to Focus on Real Estate Issues**

**[CITY], ([Date])** – **[Your full name]** of **[Full name of board/association and/or company]** in **[City, State]** joined more than 20,000 real estate professionals and industry leaders from around the country at the 2017 REALTORS® Conference & Expo in Chicago from November 3–6.

This year’s conference theme, “The Sky’s the Limit,” encouraged members of the National Association of Realtors® to take advantage of new technology and innovations shaping the industry, educate themselves on the latest market trends and real estate issues, and make new contacts with fellow real estate professionals from across the globe. Realtors® also had the opportunity to attend hundreds of information and education sessions featuring more than 300 nationally recognized speakers and industry experts who spoke on a wide range of real estate topics, including affordability from inventory constraints, brokerage management and tax reform’s potential impact on homeowners.

Among the panelists and speakers were Lawrence Yun, NAR chief economist, who shared the latest outlook for residential and commercial real estate markets; William Doerner, Federal Housing Finance Agency senior economist; Steve Schmidt, MSNBC political analyst; Robert Dietz, National Association of Home Builders chief economist; Luke Glass, realtor.com® executive vice president of Industry Platforms, and 23-time Olympic gold medalist Michael Phelps.

“As the most trusted source for real estate information, Realtors® tirelessly educate and immerse ourselves in the latest trends and developments affecting our industry,” said **[Last name]**. “This conference was an incredible opportunity for my colleagues and me to reflect on this year’s successes, identify solutions to problems facing the housing market in the year ahead, and strategize efforts to keep homeownership and real estate issues front and center on the national agenda.”

For example, here in **[Your city], [Customize this paragraph as needed to reflect topics that are particularly important in your area.]**

Throughout the week, Realtors® attended 100-plus conference forums, workshops and educational sessions on a broad range of real estate issues to help enhance their skills and prepare their businesses for 2018. Attending this conference is one of the countless ways Realtors® gain specialized knowledge, hone their expertise to better serve America’s home buyers, sellers and investors, and improve their professionalism.

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

During the conference, Elizabeth Mendenhall, a sixth-generation Realtor® from Columbia, Missouri was installed as 2018 NAR president.

“In 2018, Realtors® will continue to tackle issues like flood insurance and affordability, but we will also focus on how Realtors® can help shape and move the industry forward,” said Mendenhall. “The business of real estate is always changing, and our industry continues to evolve at breakneck speed. As industry leaders, it is our job to be at the forefront of that innovation.”

 **[Last Name]** also had the opportunity to try out and learn about the latest state-of-the-art products and services for real estate professionals. Over 400 exhibitors showcased their offerings during the trade expo, the largest in real estate, exposing Realtors® to fresh ideas and ways to better serve clients and grow their business.

**[Your board/association and/or company boilerplate here]**

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For further information contact:

**[Name], [phone number]**

**[email]**