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

**for Realtors® attending the**

**2014 REALTORS® Conference and Expo**

**The following “fill-in-the-blanks” news release can help you promote your participation in the 2014 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 2014 REALTORS® Conference & Expo are online at** [***www.realtor.org/news-releases***](http://www.realtor.org/news-releases)

**[YOUR NAME] Joins Realtors® and Industry Leaders from Across the U.S. to Address Current 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 17,000 Realtors® and industry experts from across the country at the Realtors® Conference & Expo held in New Orleans, November 6-10.

This year’s conference theme, “Realtors® in Full Swing,” encouraged Realtors® to take full advantage of new technology, tips from top industry professionals and the opportunity to make new contacts from across the globe. Realtors® were given the chance to hear from real estate experts and leaders in featured talks and panels. Panelists and speakers included U.S. Department of Agriculture's Rural Housing Service Administrator Tony Hernandez, Federal Housing Finance Agency Director Mel Watt, Donald E. Huffner, managing director for AIG Global Real Estate and “Double Down: Game Change 2012” authors and political commentators Mark Halperin and John Heilemann.

“As the most trusted source in real estate, Realtors® constantly immerse themselves in the trends and issues affecting our industry,” said **[Last Name]**. “During the conference, Realtors® advocated solutions to the important legislative and regulatory issues facing the commercial real estate sector. Realtors® are dedicated to keeping real estate issues a priority on the country’s policy agenda, as well as helping their clients closer to home. ”

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

Throughout the week Realtors® participated in workshops, forums and classes to help prepare them and their businesses for 2015. This is one of the ways Realtors® raise their professionalism and skills with specialized knowledge and expertise.

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

During the conference, Chris Polychron, a Realtor® from Hot Springs, Ark., was installed as the 2015 NAR president. "In 2015 we need to keep issues facing our industry on the forefront of the nation's public policy agenda," he said. "Commercial real estate is the foundation for much of the growth in the American industry and economy so it is vital that legislators and regulators continue to support and safeguard the interests of the commercial sector."

 **[Last Name]** also had the opportunity to explore the newest products and innovations that are set to transform the real estate industry. Over 350 exhibitors showcased the latest products and services available to the industry during the trade expo.

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

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