

REALTOR® Broker Summit Agenda
Hilton Airport - Atlanta, GA | August 6-7, 2014

Wednesday, August 6

Morning

Hotel Arrivals and Check-Ins

2:00pm-2:15pm

Welcome Remarks

Steve Brown, 2014 National Association of REALTORS® President &
Dale A. Stinton, CEO National Association of REALTORS®

2:15pm-2:55pm

Session 1 – Industry Overview

Topic: A Look at the Industry from a Fellow Broker

Speaker: Jon Coile, President & CEO Champion Realty, Inc.



3:00pm-3:45pm



Session 2 – A Congressional Perspective on Real Estate Issues

Topic: A congressional perspective on Real Estate Issues

Speaker: Johnny Isakson, U.S. Senator

Break

4:00pm-4:45pm

Breakout Sessions

Topics:

- *Risk Management*
- *Marketing*
- *Short Sales/Distressed Property/Auctions*
- *Agent Retention & Recruitment*
- *Local & State Public Policy*

4:55pm-5:40pm



Session 3 – Legal Concerns

Topic: Focus on preserving the independent contractor status vs employee, risk management, data security and issues related to auctions required for short sale properties

Speaker: Ralph W. Holmen, J.D.

Associate General Counsel of the National Association of REALTORS®

5:40pm-6:00pm

Day 1 Wrap-up and Discuss Results of Breakout Sessions

Steve Brown, 2014 National Association of REALTORS® President &
Dale A. Stinton, CEO National Association of REALTORS®

6:00pm-6:45pm

Welcome Reception

Enjoy a cocktail and network with your colleagues

Sponsored by:



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6:45pm-8:30pm

Dinner with Celebrity Speaker

Opening Remarks: Steve Berkowitz, President & CEO MOVE, Inc.

Topic: Leadership Qualities Needed to Succeed in Business

Speaker: David Eisenhower, Historian and grandson of General and President Dwight D. Eisenhower

Sponsored by:



Thursday, August 7

7:30am-8:30am

Breakfast Buffet

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8:00am-9:00am

Session 4 – Branding Presentation

Topic: Move Fast, Think Big: Building a Brand Leader

Speaker: Susan Packard, Co-Founder of HGTV

Closing Remarks: Adrian Arriaga, Global Real Estate Liaison, NAR



Break

9:15am-10:15am

Session 5 – RISMedia’s Power Broker Roundtable

Introduction: Darryl MacPherson, Executive Vice President RISMedia

How to Stay Relevant

Topics:

- *Communicating with consumers with the correct message in the correct medium*
- *Smart growth strategies for brokers*
- *Making the right hiring choices and providing the right training for success*
- *How to make the right technology decisions*

Speakers:

Terry Hankner President of Comey & Shepherd (Cincinnati, OH)

Kevin Levent President of Better Homes and Gardens Metro Brokers (GA)

Jack O’Connor Broker-owner and founder of the The Denver 100 (CO)

Jenny Pruitt CEO and founder of Atlanta Fine Homes Sotheby’s (GA)

Moderator: *Steve Brown, 2014 National Association of REALTORS® President*



Break
10:30am-11:30am

Session 6 –Research, Stats, and Policy...Oh My
Topic: Economic trends, GSE and FHA Reform
Speakers:

Dr. Lawrence Yun, NAR Chief Economist
Helen Devlin, Senior Legislative Representative



11:35am-12:00pm

Closing Remarks

Steve Brown, 2014 National Association of REALTORS® President &
Dale A. Stinton, CEO National Association of REALTORS®

12:00pm

Departure



A special thank you to the REALTORS® Political Action Committee (RPAC) for sponsoring the beverage service provided during breaks.