



# BE HERE SAN DIEGO

IT'S YOUR TIME TO SHINE!

2015 REALTORS® Conference & Expo  
NOVEMBER 13-16 | SAN DIEGO

Turn the page  
to learn how *one*  
conference helped  
grow a first-time  
attendee's business -  
and why you need to  
**BE HERE** ➡  
this fall!

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NATIONAL  
ASSOCIATION of  
REALTORS®

**REALTORS®**  
Conference & Expo

*Global Reach, Local Focus*

November 13-16, 2015 • SAN DIEGO



## TAKE IT FROM AN ATTENDEE:

This Career-Changing Event is  
the Place to Be!



Marianne Guenther Bornhoft was a REALTOR® for a few years before attending her first REALTORS® Conference & Expo in 2005. Little did she know that attending would open up a whole new world for her.

"I was a typical real estate professional. I just went because people said I should go," says Bornhoft, an agent with Windermere Manito in Spokane, WA. "When I got there, I absorbed everything I learned like a sponge."

Bornhoft says she feverously took notes during a session with tips for new agents. She remembers attending seminars on time management and emerging technologies and purchasing dozens of products on the trade show floor.

"I was like a guinea pig, testing out all these tools and products; and it was incredible," Bornhoft says.

After her first conference, she began receiving referrals from the contacts she made there. Her business sky-rocketed, as did her involvement with her local and state associations, as well as with the National Association of REALTORS®, where she currently is a National Director.

Bornhoft says she's attended almost every year since. "This is the epicenter where all of our careers collide – where you learn about our industry and help our business grow," she says.

"If you're a new agent, you should go. If you're an agent who has been in the business a long time, you should still go," Bornhoft says. "Everything happens at the conference."

## First time attending the conference?

VISIT

**REALTOR.org/FirstTimeAttendee**  
FOR TIPS ON NAVIGATING THE EVENT.



10 reasons  
• TO •

**BE HERE  
THIS FALL**



- 1 100 education sessions.** Get tips from industry experts that will help you shine in your real estate career.
- 2 The largest industry trade show.** See nearly 400 exhibitors under one roof, where you can comparison shop for new real estate products and services, as well as discuss product upgrades with existing vendors.
- 3 20,000 REALTORS® and guests** from all over the world. They are very willing to share ideas – and referrals!
- 4 Oh, that weather.** The average temperature in November is about 71 degrees.
- 5 70 miles of coastline,** all with a sunset view – sounds pretty good when the days have shortened in most parts of the country, right?
- 6 Celebrities galore.** See Celebrity Concert performer John Legend and General Session speaker/NAR Booth Celebrity Emmitt Smith, CCIM!
- 7 Top entrepreneurs.** Learn from Spotlight Series entrepreneurs on how to improve your business. This year, Seth Mattison, Dr. Kit Yarrow, Linda Rottenberg and Simon T. Bailey will share their insights and perspectives from outside the real estate industry.
- 8 The legendary San Diego Zoo.** It's famous for pioneering the open-air, cage-less exhibit concept in an effort to re-create animals' natural habitats. (You can buy discounted tickets through NAR.)
- 9 The city's Mexican influence!** Enjoy some of the most authentic Mexican fare on the US side of the border in Old Town, or take an NAR-organized tour of the area to learn about its history.
- 10 Beer Week** coincides with the conference dates. Try local brews in America's craft beer capital.







**LOOKING FOR TIPS** on listing presentations? How about insights into the latest real estate technologies? Wondering how to expand your business into a speciality area? The REALTORS® Conference & Expo has you covered. It offers 100 education sessions on a wide-range of industry topics, presented by nationally recognized speakers and experts. Education sessions are held Friday, November 13 through Monday, November 16.

Primary audiences are indicated with the color-coded icon, but all are welcome to attend each session.

- Broker/Owner/Manager
- Residential Agent
- Commercial Practitioner
- Specialized Market

## FRIDAY, NOVEMBER 13

● 8:30am-9:30am

### Land: Investment Opportunities

Speaker: **Jeremy Stephens**, ALC, Mossy Oak Properties of Stuttgart Land & Auction Company, Stuttgart, AR

● 8:30am-10:30am

### Residential Economic Issues & Trends Forum

Speakers: **Lawrence Yun**, PhD, National Association of REALTORS®, Washington, DC  
**Mark Zandi**, Moody's Economy.com  
**Jonathan Corr**, Ellie Mae, Inc.

● 10:30am-12:00pm

### Identifying the Emotional Issues of Tenants: Property Management Forum

● 11:00am-12:00pm

### Be Involved in Economic Growth: An RPR® User Group

Speakers: **Emily Line**, Realtors Property Resource® (RPR®), Chicago, IL  
**Nathan Graham**, Realtors Property Resource® (RPR®), Chicago, IL

● 11:00am-12:00pm

### Streamlining Your Social Media Platform: More Places, Fewer Steps

Speaker: **Ashton Gustafson**, CRS, Muse Seminars LLC, Wichita Falls, TX

● 11:00am-12:30pm

### Idea Exchange Council for Brokers

● 11:00am-12:30pm

### The Latest Updates on the Truth in Lending/RESPA Integrated Disclosure (TRID) Rule: Regulatory Issues Forum

● 11:00am-12:30pm

### Cashing Out: Planning an Exit Strategy for Your Business

Speaker: **Chandra Hall**, ABR®, CRS, GREEN, SFR, Chandra Hall Seminars LLC, Colorado Springs, CO

● 12:30pm-2:30pm

### Cybercrime and Other Hot Topics: Risk Management & License Law Forum

● 1:00pm-3:00pm

### Commercial Economic Issues & Trends Forum

Speaker: **Lawrence Yun**, PhD, National Association of REALTORS®, Washington, DC

● 1:30pm-3:00pm

### Success is Never an Accident: First Comes Proactive, Purposeful Planning

Speaker: **Edward D. Hatch**, CRB, CRS, GRI, Ed Hatch Seminars, Inc., Gambrills, MD

## Premier Access registrants get an added benefit!

Register for the Premier Access pass, and you can download 100+ hours of education session audio recordings at no additional cost, courtesy of our sponsor Bank of America.

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# BE EDUCATION SESSIONS NOV. 13-16 HERE

Primary audiences are indicated with the color-coded icon, but all are welcome to attend each session.

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## FRIDAY, NOVEMBER 13 CONTINUED

● 1:30pm-3:00pm

### 360° Marketing: Market Domination

Speaker: **Alex Milshteyn**, ABR®, GRI, Alex Milshteyn Real Estate Associates, Ann Arbor, MI

● 1:30pm-3:00pm

### Building a Sustainable Brokerage Business

Panel Moderator: **John Featherston**, RIS Media, Norwalk, CT

● 1:45pm-3:00pm

### SPOTLIGHT SERIES SESSION Relationship Revolution: Building Better Connections in the Digital Age

**Seth Mattison** focuses on workforce trends, including his generation, the Millennials. He has the unique ability to communicate and connect across all four generations currently in the workforce. His ability to bridge generation gaps at work demonstrates how to maximize talent, maintain workforce connections and drive innovation and sustainability.



● 2:00pm-3:00pm

### The Power of Identity: How What You Believe About Your Business is Your Business

Speaker: **Jason Pantana**, Coldwell Banker Real Estate, Madison, NJ

● 2:00pm-3:00pm

### Real Estate Safety Matters

Speaker: **Tamara Suminski**, ABR®, GRI, Keller Williams Beach Cities, Hermosa Beach, CA

● 2:00pm-3:00pm

### How to Sell When Green Doesn't Mean Go

Panel Moderator: **Kevin Morrow**, National Association of Home Builders, Washington, DC

## Simultaneous Interpretation

### Available for Select Friday Meetings

International attendees can listen to French, Japanese, Mandarin, Portuguese and Spanish simultaneous interpretation of select committee and conference events on Friday. Headsets will be available in the meeting room.



## SATURDAY, NOVEMBER 14

● 9:00am-10:00am

### Ninja Selling, Green-Up Your Value

Speaker: **James Welch Mitchell**, Renewablue, Fort Collins, CO

● 9:00am-10:30am

### Key Ingredients for a Successful Real Estate Career

Speaker: **Brian Buffini**, Buffini & Company, Carlsbad, CA

● 9:00am-10:30am

### 5 Minutes to Jumpstarting Your Real Estate Career

Speaker: **John Mayfield**, CRB, e-PRO®, GRI, Mayfield Real Estate Inc./The Business Tech Guy, Farmington, MO

● 9:00am-10:30am

### Mastering Your Recruiting Interview

Speaker: **David Knox**, CSP, David Knox Productions, Inc., Minneapolis, MN

● 9:00am-10:30am

### Game of Groans: Expensive Mistakes & Missed Opportunities Cost \$

Panel Moderator: **Ronald L. Phipps**, ABR®, CRS, e-PRO®, GREEN, Phipps Realty, East Greenwich, RI

● 11:00am-12:00pm

### Taking Control of Your Online Reputation

Speaker: **Russ Cofano**, Move, Inc., San Jose, CA

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## SATURDAY, NOVEMBER 14 CONTINUED

### 11:00am-12:00pm Impressing Clients & Closing Deals... Anytime, Anywhere with RPR®: A User Group

Speakers: **Reggie Nicolay**, Realtors Property Resource®, Chicago, IL  
**Nicole Nicolay**, J. Rockcliff REALTORS®, Livermore, CA

### 11:00am-12:15pm SPOTLIGHT SERIES SESSION Decoding the New Consumer Mind

**Kit Yarrow, PhD**, is an award-winning consumer psychologist, who applies clinical psychology to business issues. Her recent book, *Decoding the New Consumer Mind*, was named a top ten marketing book in 2014 by *Inc. Magazine*. She incorporates results of ongoing research into her presentations and provides real-world examples of evolving consumer approaches to purchase decisions.



Dr. Kit Yarrow's book will be available for purchase at the Conference Bookstore, and she will be doing a book signing after her session.

### 11:30am-12:30pm Follow the Money: The Hottest US Cities for Global Investors

Speakers: **Amy Chorew**, e-PRO®, Better Homes and Gardens Real Estate, Madison, NJ  
**Robyn Erlenbush**, ERA Landmark, Bozeman, MT

### 1:30pm-2:30pm Branding Development: Making Your Mark in Your Market

Speaker: **Ashton Gustafson**, CRS, Muse Seminars LLC, Wichita Falls, TX

### 1:30pm-2:30pm Master Negotiating Multiple Offers

Speaker: **Frank Mears**, ABR®, CRB, GRI, SRES®, Frank Mears Seminars, Inc, Augusta, GA

### 1:30pm-3:00pm Great Customer Service from Busy Agents

Speaker: **Walter S. Sanford**, Sanford Systems and Strategies, Kankakee, IL

### 1:30pm-3:00pm Federal Legislative and Political Forum

### 1:30pm-3:00pm Success is Never an Accident: High-Power Personal Marketing

Speaker: **Edward D. Hatch**, CRB, CRS, GRI, Ed Hatch Seminars, Inc., Gambrills, MD

### 1:30pm-3:00pm Manage, Train, Recruit, Retain

Speaker: **Pamela Ermen**, CRS, GRI, Real Estate Guidance, Inc., Virginia Beach, VA

### 1:30pm-3:00pm Enhance Value and Marketability with Green Features: Real Property Valuation Forum

Panel Moderator: **Candace Cooke**, ABR®, GAA, GREEN, GRI, Real Property Counselors, Inc., Dam, TX

Panelists: **Shelley Specchio**, Northern Nevada Regional, MLS, Reno, NV

**Laura Reedy Stukel**, BPOR, GREEN, L.W., Reedy Real Estate, Elmhurst, IL

**Craig Foley**, e-PRO®, GREEN, RE/MAX Leading Edge, Somerville, MA

### 1:30pm-3:30pm Tips, Tools & Tricks: Making the Most of Your Smartphone for Work: Emerging Business & Technology Forum

Speaker: **Alex Camelio**, Barcode Realty

This is just a sampling of programming. For the most current list of sessions and speakers, visit

**REALTOR.org/Conference**



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## SUNDAY, NOVEMBER 15

- 9:00am-10:30am  
**Seven Deadly Sins of Real Estate**  
*Speaker: Leigh Brown, ABR®, CRS, e-PRO®, SRES®, RE/MAX Executive Realty, Concord, NC*
- 9:00am-10:30am  
**New Home Sales Opportunities, Trends and Strategies for Success**  
*Speaker: Dennis J. Walsh, CSP, Dennis Walsh & Associates, Inc., Newport Beach, CA*
- 9:00am-10:30am  
**Add Value to Hot Seller Demographics that Control the Inventory**  
*Speaker: Walter S. Sanford, Sanford Systems and Strategies, Kankakee, IL*
- 11:00am-12:00pm  
**Using RPR® to Create Business Value for Your Brokerage: A User Group**  
*Speakers: Raymond Gronowski, Realtors Property Resource® (RPR®), Chicago, IL*  
*Tom Holobowski, Realtors Property Resource® (RPR®), Chicago, IL*
- 11:00am-12:00pm  
**8 Strategies to Achieve Superstar Success in Residential Sales**  
*Speaker: Bob Wolff, CRB, CRS, Harcourts Prime Properties, Dana Point, CA*
- 11:00am-12:00pm  
**Getting to Know Buyers in the Digital Age**  
*Speaker: Celeste Starchild, ListHub, Alexandria, VA*
- 11:00am-12:30pm  
**Values-Based Success Planning**  
*Speaker: David Knox, CSP, David Knox Productions, Inc., Minneapolis, MN*

- 11:00am-12:30pm  
**Green Homes to the Rescue: Helping Lenders and Agents**  
*Panel Moderator: John Shipman, GREEN, American Green Home Real Estate, Fullerton, CA*
- 11:00am-12:30pm  
**50 Questions a Broker Should Answer Before Starting Teams**  
*Speaker: Pamela Ermen, CRS, GRI, Real Estate Guidance, Inc., Virginia Beach, VA*
- 1:30pm-2:30pm  
**Differentiate & Dominate: Build and Communicate Your Value**  
*Speaker: Laura Leyser, RE/MAX a-b Realty Ltd., Brokerage, Stratford, ON, Canada*
- 1:30pm-2:30pm  
**Opportunities and Pitfalls of Selling International Real Estate**  
*Speaker: Mike Cobb, ECI Development, Ambergris Caye, Belize*



### 1:30pm-2:45pm SPOTLIGHT SERIES SESSION Embracing the Entrepreneurial You: Crazy is a Compliment



Linda Rottenberg is co-founder and CEO of Endeavor, a worldwide organization supporting high-impact entrepreneurs. In her book, *Crazy is a Compliment: The Power of Zigging When Everyone Else Zags*, she argues that everybody, from individuals to the largest companies, needs to be nimble, adaptive, daring and maybe even a little crazy, or risk getting left behind.

Linda Rottenberg's book will be available for purchase at the Conference Bookstore, and she will be doing a book signing after her session.

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## SUNDAY, NOVEMBER 15 CONTINUED

- 1:30pm-3:00pm  
**Success is Never an Accident: Building an Effective Support Team**  
Speaker: **Edward D. Hatch**, CRB, CRS, GRI, Ed Hatch Seminars, Inc., Gambrills, MD
- 3:30pm-5:00pm  
**5 Stage Formula to Recruiting Mastery**  
Speaker: **Jackie Leavenworth**, ABR®, CRB, CRS, GRI, Jackie Leavenworth Seminars, Sagamore Hills, OH

## MONDAY, NOVEMBER 16

- 9:00am-10:00am  
**More Than a Score**  
Speakers: **Amy Chorew**, e-PRO®, Better Homes and Gardens Real Estate, Madison, NJ  
**Jeff Turner**, RealSatisfied, Santa Clarita, CA
- 9:00am-10:30am  
**6 Deadly Pricing Mistakes**  
Speaker: **Jackie Leavenworth**, ABR®, CRB, CRS, GRI, Jackie Leavenworth Seminars, Sagamore Hills, OH

- ● 1:00pm-2:15pm  
**SPOTLIGHT SERIES SESSION**  
**Shift Your Brilliance – Own the Moment**

**Simon T. Bailey** teaches influencers how to improve themselves and change the world. He doesn't take people where they want to go; he guides them by providing strategic steps to where they need to go. He inspires through thought-provoking, evidence-based research, breaking through the motivational paradigm that causes individuals to stretch and produce results.



Simon T. Bailey's book will be available for purchase at the Conference Bookstore, and he will be doing a book signing after his session.

## PRE-CONFERENCE COURSES

Start your learning early with pre-conference courses on **Wednesday, November 11 and Thursday, November 12**. These courses will be taught on site in San Diego and are available for an additional fee.\* Get started on a designation or certification, or increase your knowledge in one of the following areas:

- Asia/Pacific & International Real Estate
- Professional Standards Administrator Training
- ABR® Designation Course (two-day course)
- Discovering Commercial Real Estate
- WCR's Leadership Excellence
- WCR's Networking and Referrals: Building Business and Profit
- Professional Standards for Association Counsel
- Smart Growth for the 21st Century
- Generating Buyer and Seller Leads: Capture, Qualify and Convert
- Resource-Efficient Homes, Features and Benefits (part one)
- Legal Education Seminar (for State/Local AEs & Attorneys Only)\*\*
- Legal Education Roundtable (for State/Local Attorneys Only)\*\*
- Property Pricing Strategy Certification Course
- CRB's Power Negotiator's Playbook
- Communication Directors Institute
- Employer-Assisted Housing (EAH) Class
- Expanding Housing Opportunities

\*It's easy to register for these courses! Just add the course of your choice when registering for the conference. Note: CRB course registration is at [crb.com](http://crb.com).

\*\*Visit [REALTOR.org/Conference](http://REALTOR.org/Conference) under "Pre-Conference Courses" for registration information.





A VISIT TO THE EXPO is the perfect place to start your business planning for the coming year. Many exhibitors provide exclusive discounts to expo attendees – discounts you won't get any other time of year!

## 400 EXHIBITORS

WILL BE ON-HAND WITH **SHINING** INNOVATIONS AND IDEAS, INCLUDING:

- Professional development and education
- Franchises and referral services
- Office products
- Green innovations
- Real estate properties and developer referral programs
- Tech tools
- Real estate software
- Internet advertising
- Mobile devices and applications
- Mortgage and financial services
- Home protection and warranties
- And much more!

Visit  
**REALTOR.org/Expo**

to view the growing list  
of exhibitors and expo hours.

## FUN & GAMES AT THE EXPO

### Cash In & Win!

Saturday, Nov. 14, Drawing at 12:00pm & 3:30pm

Sunday, Nov. 15, Drawing at 12:00pm & 4:30pm

Monday, Nov. 16, Drawing at 11:30am

You could be one of five lucky REALTORS® Expo attendees to win \$1,000, just for visiting designated exhibitors at the show. Just drop off your entry at Chase's Booth #1031!



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### Grand Prize Drawing

Monday, Nov. 16, 12:00pm

One lucky REALTORS® Expo attendee will win the Grand Prize—a 2016 Jeep® Grand Cherokee! Drop off your entry at the Wells Fargo Booth #631.



FCA US LLC (formerly Chrysler Group LLC) is the Official Automobile Manufacturer of the National Association of REALTORS®



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## SPECIAL EVENTS AT THE EXPO

### REALTORS® Expo Grand Opening

Friday, Nov. 13, 3:00pm-6:00pm

Enjoy live music and complimentary drinks, while networking with peers and exhibitors in the Grand Opening's casual and festive atmosphere.

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### Meet Emmitt Smith, CCIM

Saturday, Nov. 14, 1:00pm-3:00pm



Visit the NAR Booth #1531 to meet Emmitt Smith, CCIM and receive a pre-autographed card by him (while quantities last).

*Please note: No photos or other outside items will be autographed.*

### CENTURY 21® Tailgate Party

Sunday, Nov. 15, 10:00am-4:00pm

Don't miss out on the CENTURY 21® Tailgate Party! Enjoy a tailgate buffet and a cold one or two while you watch exciting sporting events. Stop by the CENTURY 21® Booth (#611) for your ticket! (Limited quantities available.)

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### Meet Jessica Buchanan

Sunday, Nov. 15, 10:15am-11:15am

Immediately following her Inspirational Program presentation,



Jessica Buchanan will make a special appearance at the SEI/NAVICA MLS Booth #811. Buchanan is the author of the best-selling book *Impossible Odds: The Kidnapping of Jessica Buchanan and Her Dramatic Rescue by SEAL Team Six*. Meet Jessica and get an autograph!

*(Her book will be available for purchase at the Conference Bookstore in the convention center lobby.)*

## Visit with NAR at Booth #1531!



## PAVILIONS

The expo floor will be teeming with activity and excitement! Take part in pavilion activities during the expo, such as product presentations, conversations with industry experts and networking opportunities. Pavilions include:

### REALTOR® Pavilion

Learn about the tools and resources from NAR and its family of resources, Affiliates and REALTOR Benefits® Program.

### Commercial Marketplace

**NEW in 2015!** This newly re-imagined space features commercial technology presentations, deal-making networking tables and a property pitch session – all designed to increase your opportunity to find and generate new business. Network with industry experts, check out business tools and services, and meet peers to discuss property haves and wants for your clients. This is your space for all-things-commercial real estate!

### Green Pavilion

Learn about healthy home options and more efficient, cost-saving products and services for you and your clients. Connect with sustainable businesses and green-minded agents in the Green Networking Center, where you can attend several short "Meet & Greet" presentations and pavilion activities. You can also learn how to set yourself apart in the changing landscape of real estate by learning about NAR's Green Designation and connecting with NAR's Green RESource Council.

### Global Real Estate Pavilion

This pavilion provides two ways to increase your connections:

- 1 The **Global Real Estate Theater** showcases international business opportunities presented by knowledgeable individuals in 15-minute presentations.

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LENNAR®

- 2 The **Global Networking Center** provides informal "Meet & Greet" opportunities, where attendees from more than 50 countries will be available to exchange ideas, renew friendships, or build new business relationships.

### Diversity Pavilion

**NEW in 2015!** Stop by to discuss ideas with pavilion exhibitors, explore business opportunities, and hear from experts as they present short, informal updates. Participating organizations include: AREAA (Asian Real Estate Association of America), NAHREP (National Association of Hispanic Real Estate Professionals) and NAREB (National Association of Real Estate Brokers, Inc.).



**WHETHER IT'S AN UPLIFTING SESSION** that will motivate you, or a networking reception with peers, the conference's special events provide a unique opportunity for you to grow personally *and* professionally.



Event requires ticket. Visit [REALTOR.org/Conference](http://REALTOR.org/Conference) for more information, including ticket prices.

## REALTORS® Volunteer Build

Thursday, Nov. 12, 7:00am-3:00pm



## Inaugural Gala

Thursday, Nov. 12, 6:00pm-10:30pm



Join your colleagues for the installation of your incoming NAR Leadership Team and Tom Salomone, Coral Springs, FL, as your 2016 President. Enjoy a hosted reception, sponsored by the Florida Association of REALTORS®, followed by dinner and the installation program.

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## Resort & Second-Home Networking Reception

Friday, Nov. 13, 6:00pm-7:30pm



## Young Professionals Networking Reception

Friday, Nov. 13, 6:00pm-9:00pm



Mix and mingle with young real estate pros from across the country at the annual Young Professionals Networking Reception. Catch up with old friends, make new contacts, and meet your online connections.

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## Commercial Caffeinated Networking Breakfast

Saturday, Nov. 14, 7:30am-8:45am



## CIPS Designee Breakfast

Saturday, Nov. 14, 7:30am-9:00am



## General Session

Saturday, Nov. 14, 4:00pm-6:00pm



**Industry Address**  
Chris Polychron  
2015 NAR President



**Keynote Address**  
Emmitt Smith, CCIM

President Polychron will provide the industry address, and then, three-time Super Bowl Champion with the Dallas Cowboys, the NFL's all-time leading rusher and *Dancing with the Stars* champion – Emmitt Smith, CCIM – will take the stage. Now transitioned to the role of businessman, Smith currently oversees five companies spanning real estate, construction and technology. He also supports underserved youth by providing education and enrichment opportunities via Pat & Emmitt Smith Charities. This respected NFL legend turned entrepreneur is sure to leave you feeling motivated!

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## ABR®, SRES® and Green Networking and Awards Reception

Saturday, Nov. 14, 6:15pm-8:15pm



## Commercial Red Carpet Reception

Saturday, Nov. 14, 6:30pm-8:00pm



## Good Neighbor Awards Dinner

Saturday, Nov. 14, 6:30pm-10:00pm



## International Night Out & Awards Ceremony

Saturday, Nov. 14, 7:00pm-12:00am



Join colleagues from all around the world at this year's gala event. This is the international community's night to shine. We will honor highest achievements during the Global Awards Ceremony, followed by a formal dinner and dancing to live music. Attire is black tie optional.

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## Inspirational Program

Sunday, Nov. 15, 8:30am-9:45am



Jessica Buchanan was kidnapped and held for ransom by a band of Somali pirates, while working as an education advisor. Hear her story of survival and rescue by a team of Navy SEALs during this Inspirational Program.

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## RCE Leadership Luncheon

Sunday, Nov. 15, 11:15am-12:45pm



## Celebrity Concert

Sunday, Nov. 15, 7:30pm-10:00pm



See nine-time Grammy Award winning recording artist and Academy Award winner – John Legend! Legend is responsible for hits like *All of Me*, *Tonight (Best You Ever Had)*, *Ordinary People*, *Made to Love*, *Who Do We Think We Are*, *Save Room*, *Green Light* and many more. This is a night of fun you won't want to miss!

## REALTORS® Got Talent



Just before the concert, cheer on your talented colleagues in Season Six of the REALTORS® Got Talent Show!

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# REGISTER TODAY!

[REALTOR.org/Conference](http://REALTOR.org/Conference)

## REGISTRATION RATES

	<b>PREMIER ACCESS PASS</b> Members \$450 Non-members \$550 <b>BEST VALUE!</b>	<b>FRIENDS &amp; FAMILY PASS*</b> Members/Non-members \$350	<b>ONE-DAY PASS</b> Members \$200 Non-members \$240	<b>SINGLE SESSION PASS**</b> Members \$60 Non-members \$90	<b>EXPO-ONLY PASS</b> Members \$25 Non-members \$50
<b>EXPO ACCESS</b> Friday-Monday	●	●	●	●	●
<b>EDUCATION SESSIONS</b> Friday-Monday	●		Attend <b>all</b> sessions on <b>one</b> day of your choice.	Attend <b>one</b> session on <b>one</b> day of your choice.	
<b>SPOTLIGHT SERIES</b> Friday-Monday	●		<b>One-Day</b> pass holders can attend the session on the day of their pass only.		
<b>GENERAL SESSION</b> Saturday afternoon	●	●	<b>Saturday One-Day</b> pass holders can attend this event.		
<b>INSPIRATIONAL PROGRAM</b> Sunday morning	●	●	<b>Sunday One-Day</b> pass holders can attend this event.		
<b>CELEBRITY CONCERT</b> Sunday night	●	●	<b>Sunday One-Day</b> pass holders can attend this event.		
<b>SESSION AUDIO RECORDINGS</b> Post-conference	●				
<b>FUN BUCKS</b> To redeem on NAR-organized tours		●			

Choose the all-inclusive **PREMIER ACCESS PASS** or any of our other registration options to fit your budget, schedule and interest.

\*NAR members and non-members must register Friends & Family. \*\*Multiple Single Session passes may be purchased.

## BOOK YOUR HOUSING WITH YOUR REGISTRATION

Hotel rates start at just \$149 per night! Hurry! These hotels won't last long! View hotel options and room rates at [REALTOR.org/Conference](http://REALTOR.org/Conference)

- ① **SOLD OUT!** Manchester Grand Hyatt San Diego (NAR)
- ② **SOLD OUT!** Marriott Marquis San Diego Marina (NAR)
- ③ Hilton San Diego Bayfront (RLI/CSRE/International)
- ④ Omni San Diego (CRB)
- ⑤ Westin Gaslamp Quarter (WCR)
- ⑥ Westin San Diego (CRS)
- ⑦ Andaz San Diego
- ⑧ Bristol Hotel
- ⑨ Courtyard San Diego Downtown
- ⑩ Declan Suites San Diego
- ⑪ Embassy Suites San Diego Bay Downtown
- ⑫ Hard Rock Hotel San Diego
- ⑬ Hilton San Diego Gaslamp Quarter
- ⑭ Horton Grand Hotel
- ⑮ Hotel Indigo San Diego Gaslamp Quarter
- ⑯ Hotel Palomar San Diego
- ⑰ Residence Inn San Diego Downtown/Gaslamp Quarter
- ⑱ San Diego Marriott Gaslamp Quarter
- ⑲ Sofia Hotel
- ⑳ The US Grant
- ㉑ W San Diego
- ㉒ Westgate Hotel





# 2015 REALTORS® CONFERENCE & EXPO



NATIONAL  
ASSOCIATION of  
REALTORS®

430 North Michigan Avenue • Chicago, IL 60611-4087

Presorted  
Standard  
U.S. Postage  
**PAID**  
**NAR**

## SCHEDULE AT A GLANCE

### Wednesday, November 11

8:00am-5:00pm Pre-Conference Courses  
All day Tours

### Thursday, November 12

7:00am-3:00pm REALTORS® Volunteer Build  
8:00am-5:00pm Pre-Conference Courses  
6:00pm-10:30pm Inaugural Gala  
All day Tours

## CONFERENCE & EXPO EVENTS

### Friday, November 13

8:30am-3:00pm Conference Education Sessions  
3:00pm-6:00pm REALTORS® Expo Grand Opening  
6:00pm-9:00pm Young Professionals Networking Event  
All day Tours

### Saturday, November 14

9:00am-3:30pm Conference Education Sessions  
9:00am-4:00pm REALTORS® Expo  
4:00pm-6:00pm General Session  
7:00pm-12:00am International Night Out & Awards Ceremony  
All day Tours

### Sunday, November 15

8:30am-9:45am Inspirational Program  
9:00am-5:00pm Conference Education Sessions  
10:00am-5:00pm REALTORS® Expo  
7:30pm-10:00pm REALTORS® Got Talent Show and Celebrity Concert  
All day Tours

### Monday, November 16

9:00am-1:00pm REALTORS® Expo  
9:00am-2:15pm Conference Education Sessions  
All day Tours

**SAN DIEGO** is one of the sunniest cities in the United States, which makes it the perfect destination for your working vacation!

A variety of NAR-organized tours will be available to local sites and destinations. Plus, sign up your guests for a Friends & Family pass, and they'll receive Fun Bucks to redeem on tour tickets of their choice.

#### THIS YEAR'S TOURS INCLUDE:

##### Culinary

A Little Slice of Italy Tour

##### History

Maritime Museum & USS Midway Tour  
Old Town Historical Tour

##### On the Water

Land and Sea Tour  
Dinner & Dancing Yacht Cruise

##### Only in Southern Cali

Coronado Walking Tour  
Birch Aquarium & La Jolla Shopping Tour  
Balboa Park Tour  
Temecula Wine Tour

roll your  
**BUSINESS TRIP**  
• INTO •  
**A VACATION**

Visit [REALTOR.org/Tours](http://REALTOR.org/Tours) for more information. And sign up for these tours and attractions like the San Diego Zoo when registering for the conference!

