

Celebration

Florida Realtors® Convention & Trade Expo

Celebrating A Century of Service 1916 - 2016

MEETING DATES **AUGUST 24-28**

TRADE EXPO DATES **AUGUST 25-26**

Rosen Shingle Creek, Orlando, FL

See **YOU** at the career-changing event of 2016!

Get smarter.

Network deeper.

Laugh louder.

Dance longer.



Jay Leno LIVE!
GENERAL SESSION KEYNOTE
– FRIDAY, AUGUST 26

Don't miss the 22-year host of The Tonight Show & one of the greatest stand up comics of all time!

Jay Leno is brought to you by Florida Realtors® and our Titanium Sponsor, the Miami Association of Realtors®



Dan Thurmon
Awards Luncheon
Thursday, August 25th



Supplement To *Florida Realtor Magazine*

Celebration

Florida Realtors® Convention & Trade Expo

COME CELEBRATE OUR FIRST 100 YEARS!
REGISTER TODAY
convention.floridarealtors.org

Register Online Today at floridarealtors.org/convention

Find events, session descriptions and schedules; get links to speakers' websites for bios; and link to the host hotel, Rosen Shingle Creek. Full convention fee is \$150 for members through July 25. Questions? Call (800) 669-4327. VISA, MasterCard and American Express accepted.

Reserve Your Room at Rosen Shingle Creek, Orlando

Florida Realtors convention single/double rate is \$155 plus tax as long as rooms remain in the block or until July 25. To book, call the hotel at (866) 996-6338. 9939 Universal Blvd. Orlando, FL 32819



Trade Expo (FREE to all attendees!)

Meet exhibitors laser-focused on your Productivity & Profitability
Thursday, August 25, 9 a.m. - 5:30 p.m.
Friday, August 26, 10 a.m. - 4:00 p.m.

Free Audio Recordings

Full convention registrants will get free access to audio recordings of most education sessions after the convention, a \$99 value.



TELL FIVE FRIENDS TO REGISTER TODAY and ask each of them to tell five friends.

LEARN MORE EARN MORE

REBarCamp

Wednesday, 11:00 a.m. - 6 p.m.

Don't miss this FREE one-day networking and educational event. It's high energy and slightly "unconventional." Think of REBarCamp as a series of small group discussions. Topics include: lead generation, syndication, video/photography/digital media, IDX, recruitment strategies and more. Bring your questions, come prepared to offer solutions or just sit in and watch the conversation unfold. **For more details and to register, visit convention.floridarealtors.org/rebarcamp**

PRODUCTIVITY TRACK

Crush Your Competition at the Listing Table

Thursday, 9:45 - 11 a.m. / Part One



Attendees at this session will walk away with Sasha's full listing marketing plan which includes the initial intake of the lead, preparing the pricing walk-through, the client meetings, the roll-out of a unique marketing plan, and the contract-to-closing service process.

Thursday, 4:15 - 5:15 p.m. / Part Two

This continuation of Part One's morning session follows the listing process timeline with ideas and tips that will result in you getting that listing! She'll even discuss tactics for the contract-to-closing service process.

Featured Speaker: Sasha Farmer

The Conversion Code: Capture Internet Leads & Close More Sales



Join Chris and break the code - specifically "The Conversion Code!" His step-by-step lead conversion blueprint is designed to capture online leads and close deals. Learn how this new approach appeals to today's online audience. Session participants will learn how to leverage the strengths of social media, apps and blogs to secure more leads for less money.

Featured Speaker: Chris Smith

"One is the Loneliest Number: It's All About Teams - or NOT!"

Saturday, 10:30 a.m. - 12 p.m.



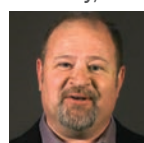
Teams, teams, teams. Is that business concept for you? Learn about the different types of team structures, plus pros and cons of each, and then decide what may or may not work for you. You will also get tips and tricks for hiring and setting up a relationship that works with colleagues and consumers.

Featured Speaker: Leigh Brown

TECHNOLOGY TRACK

Digital Marketing

Thursday, 1:45 - 2:45 p.m.



It's the simple, proven, FREE method for marketing-focused lead generation that makes sales "Xplode." The nationally acclaimed "Digital Marketing Framework" (DMF) drives 1000 horsepower into your lead funnel. A systematic approach to the largest possible audience using key technologies and razor-sharp messaging.

Thursday, 4:15 - 5:15 p.m.

Discover more ways to amplify sales using the "Digital Marketing Framework." Get the latest tips on video, social media, email, CRM, SMS and more to pump up your message and drive serious growth in your business. Learn how to hire and work with professional videographers and create your own videos. **Attending the 1:45 P.M. session is NOT required but is recommended.**

Featured Speaker: Matt Fagioli

*Sessions subject to change

IT'S RAINING PRIZES!
 Some 100 prizes (minimum \$100 value each) will be given away throughout the week. When **IT'S YOUR 100TH BIRTHDAY, YA GOTTA HAVE PRIZES.**



LET'S CELEBRATE ... DANCE, LAUGH & CONNECT!

AMERICA'S #1 PARTY BAND RETURNS!



Happy 100th Birthday Party

7 - 8 p.m. Giveaways, Food, Fun, Games and DJ Scooter.

8 - 11 p.m. America's #1 Party Band Returns - Time To Party On The Moon!

Thursday, August 25 (Ticket required)

One comp ticket automatically included with Full Registration. Additional tickets may be purchased by any attendee for \$30 and will be sold until 4 p.m. on 8/24 or as long as tickets remain available.

Off Balance On Purpose

Keynote & Awards Luncheon Speaker

Thursday, August 25, 11:15 a.m. - 1:30 p.m. (Ticket required)

Dan Thurmon delivers an empowering message with humor, energy, excitement, gymnastics, juggling and more. Discover the benefits of staying "Off Balance On Purpose!" In addition, we will honor our 2016 leaders and top award winners including Humanitarian of the Year and Realtor of the Year. Tickets are \$50 and will be sold until 4 p.m. on 8/24 or as long as tickets remain available.



Don't Miss Jay Leno LIVE!

General Session, Friday, August 26, 12:15 - 1:30 p.m.

Once every 100 years, ya gotta go big. Really big! Get ready to laugh-'til-you-cry with legendary stand up comedian Jay Leno. Right after his show, Jay will auction off private tours of his world-class car collection in L.A. Proceeds will help Floridians with housing. Cash lunches outside the ballroom at 11:30 a.m. General Session at 12:15 p.m. One comp ticket for general session included with Full Registration. Additional tickets can be purchased by Full Convention attendees for \$50. SEATING IS LIMITED. This special event is expected to sell out so register for FULL convention NOW! Brought to you by Florida Realtors® and our Titanium Sponsor the Miami Association of Realtors®

FREE WIFI

SELFIE CITY (FUN PHOTO OPS)

TWITTER WALL

**#celebration100
 #FloridaRealtors**



FREE HEAD SHOTS

Get your FREE professional business photo taken courtesy of our Convention Title Sponsor LISTING POWER TOOLS. (Available Wednesday, Thursday & Friday. Look for photo shoot in hallway)

Special Event Tickets

Purchase tickets when you register. Go to floridarealtors.org/convention for the online registration form. Questions? Call (800) 669-4327

"Dinner & Vegas-Style Show at Mango's Tropical Café"
 Hosted by CRS Chapter Wednesday, buses depart starting at 6:15 p.m. \$65 per ticket

YPN Reception
 Wednesday, 9:00 - 10:00 p.m. \$25 per ticket

REBI (CRB/SRS) & CRS Breakfast
 Thursday, 8:30 a.m. \$45 per ticket

Keynote & Awards Luncheon
 Thursday, 11:15 a.m. \$50 per ticket

WCR Reception
 Thursday, 6:30 p.m. \$50 per ticket

100th Birthday Party
 Featuring Party On The Moon Thursday, 7p.m.
 (1 comp ticket with FULL Convention registration-additional tickets may be purchased by any attendee \$30)

Florida Realtors PAC Capital Club Breakfast
 (Capital Club members only) Friday, 7:30 a.m.

General Session Featuring Jay Leno
 Friday, 12:15 p.m.
 (1 comp ticket with FULL Convention registration - one additional ticket may be purchased by FULL Convention registrants \$50)

Global Night Out at Epcot
 Friday, Buses depart at 5:30 p.m., 6:00 p.m. & 6:30 p.m. \$85 per ticket

Florida Realtors PAC Jamboree
 Saturday, 8 p.m. \$30 per ticket

Periscope

DOWNLOAD PERISCOPE and "go live" via your mobile device anytime and anywhere. Become your own broadcast station!
 Download it from the Apple App Store or get it on Google Play for your Droid device!

PLANNING CALENDAR

FLORIDA REALTORS® 2016 CONVENTION & TRADE EXPO

AUGUST 24 -28, ROSEN SHINGLE CREEK, ORLANDO

WEDNESDAY

August 24

11 a.m. – 6 p.m.

RE BarCamp

6:15 p.m. - 10:30 p.m.

"Dinner & Vegas-Style Show at Mango's Tropical Café"

Hosted by CRS Chapter

Ticket required (Buses depart starting at 6:15 p.m.)

9:00 p.m. - 10:00 p.m.

YPN Reception

Ticket required

THURSDAY

August 25

8:30 – 9 a.m.

First Time Attendees Session

8:30 - 10 a.m.

REBI (CRB/SRS) & CRS Breakfast

Ticket required

9 a.m. – 5:30 p.m.

Trade Expo – FREE to all attendees

9:45 – 11 a.m.

Crush Your Competition at the Listing Table – Part One [Sasha Farmer](#)

Thriving in a Seller's Market
[Bruce Gardner](#)

Building Successful Real Estate Teams [Craig Wilburn](#)

Smart Phone, iPads & Tablets – Oh My! Tools, Tips & Tricks
[Carlos Melendez](#)

Emerging Trends in the World of Appraising – Panel [Pat Reass](#), [Adam Preuss](#), [Frank Gregoire](#) & [Howard Klahr](#)

11:15 a.m. – 1:30 p.m.

Keynote & Awards Luncheon
"Off Balance On Purpose"

[Dan Thurmon](#)

Ticket required

1:45 – 2:45 p.m.

There is No Box – Low Budget Marketing for High Dollar Results
[Richard Hart](#)

Lead Generation – It's All About You
[David Sprague](#)

Motivating Agents/Increasing Agent Productivity [Dan Elzer](#)

Digital Marketing [Matt Fagioli](#)

How to be a Better Real Estate Professional – It's Not a Job, It's a Career [Steven David](#)

3 – 4 p.m.

The Conversion Code: Capture Internet Leads & Close More Sales
[Chris Smith](#)

4:15 – 5:15 p.m.

Crush Your Competition at the Listing Table – Part Two
[Sasha Farmer](#)

Front End Technology – Property Videos
[Jorge Guerra](#)

Re-Energize / Jump Start Your Real Estate Career [Dan Elzer](#)

Digital Marketing [Matt Fagioli](#)

Commercial Real Estate Basics – Everything You Need to Know But Were Afraid to Ask [Cynthia Shelton](#) & [Roman Petra](#)

6:30 – 8:30 p.m.

WCR Reception
Ticket required

7 – 11 p.m.

100th Birthday Party featuring Party On the Moon
Ticket required

FRIDAY

August 26

7:30 – 8:30 a.m.

Florida Realtors PAC Capital Club Breakfast
Capital Club members only
Ticket Required

8:30 – 11:30 a.m.

The Tenant Removal Process
[Harry Heist](#)
3 CE Credits

9 – 10:15 a.m.

Energize Your Professional Image in the Marketplace
[Linda Yates](#)

9:15 – 10:15 a.m.

Is It a Secret Listing or a Pocket Listing? [Bill Lublin](#)

9:30 – 10:30 a.m.

Leadership in Action – Creating & Managing Broker Profitability
[Dan Elzer](#)

10 a.m. – 4 p.m.

Trade Expo – FREE to all attendees

10:30 – 11:45 a.m.

Unparalleled Commitment & Leadership – How to Be Successful in the Most Difficult & Severe Situations
[Col. Danny McKnight](#)

12:15 – 1:30 p.m.

General Session

[Jay Leno](#)
Ticket Required

2 – 3 p.m.

Going the Extra 1% – Remarkable Customer Experience
[Debbie Maier](#)

3 – 4 p.m.

Social Media Strategies – Navigate the Maze [Melissa Patton](#)

4 – 5 p.m.

Personal Branding, Marketing & Promotions [Brian Boero](#)

6 – 10 p.m.

Global Night Out
Epcot
Ticket Required
(Buses depart at 5:30 p.m., 6 p.m. & 6:30 p.m.)

SATURDAY

August 27

8:45 – 10:15 a.m.

E & O Insurance – The Good, The Bad, The Ugly [Jaime Moses](#)

Improving Client Care & Retention
[Leigh Brown](#)

Investment Real Estate for the First Time Investor [Tom Lundstedt](#)

Smart House – Smarter Realtors / The Internet of Things [Bill Lublin](#)

10:30 a.m. – 12 p.m.

Leveraging IDX for the Quality Leads You Want [Bryson Womack](#)

One is the Loneliest Number: It's All About Teams – or NOT! [Leigh Brown](#)

How to Double Your Rate of Return by 1031 Exchanging [Tom Lundstedt](#)

Going for Your Goals [Robert Morris](#)

12:30 – 4:30 p.m.

Instructor CE
[Steven David](#) & [Cynthia Deluca](#)
(Open only to Florida Realtors faculty)

1:30 – 4:30 p.m.

Code of Ethics (English Version)
[Jean Dorazio](#)
3 CE Credits

Code of Ethics (Spanish Version)
[Gonzalo Mejia](#)
3 CE Credits

Core Law
[Ric Giumentia](#)
3 Core Law Credits

8 p.m. – Midnight

Florida Realtors PAC Jamboree
Ticket required

NEED CE?

WE GOT YOU COVERED!

QUESTIONS? Call (800) 669-4327 or visit convention.floridarealtors.org for the full schedule and more detail.