

Arizona Association of REALTORS®  
**REAL SOLUTIONS. REALTOR® SUCCESS.**  
**2010 Winter Real Estate Conference**  
Agenda

**Wednesday, March 10**

- 9:00 – 6:00 Registration Desk Open..... Foyer**
- 9:00 – Noon Property Management Program\* (c/e 3- legal issues).....Verde**  
*\*Open only to Property Management Registration and Property Management/Conference registration package*  
Topic: Everything You Never Wanted To Know About Landlord Tenant Law!  
Speaker: Denise Holliday, Attorney
- 10:00 – 11:30 WCR Governing Board Meeting ..... Copper Basin**
- 11:45 –1:15 WCR Membership Meeting Luncheon\*\* ..... Granite Mountain**  
*\*\*Lunch ticket included in WCR Registration and WCR/Conference registration package*
- 1:30 – 2:30 CRS Chapter Meeting..... Prescott**
- 1:30 – 4:30 Property Management Program\* (c/e 3-general).....Verde**  
*\*Open only to Property Management Registration and Property Management/Conference registration package*  
Topic: Digital Media Advertising  
Speaker: Mike Branam, Rent Marketer
- 2:30 – 5:30 No-to-Low Cost Marketing (c/e 3-general).....Cottonwood/Clarkdale**  
Instructor: Pat Zaby (sponsored by CRS)
- 3:00 – 6:00 AAR Executive Committee .....Arizona**
- 6:00 Welcome Reception ..... Eagles Nest**  
(Hosted by the Region 3)
- 7:30 Dinner Out at the Palace (Whiskey Row) (ticketed event - \$25)**  
Informal dinner in Prescott with your peers (all conference attendees welcome)  
Sponsored by WCR

**IMPORTANT: CONTINUING EDUCATION:**

In compliance with ADRE guidelines, participants arriving more than 5 minutes after the instruction begins or leaving early will not be issued c/e credit.

**Attendance Procedures:**

**Class Sign-In:** Receipt of the education card as you enter the class

**Class Sign-Out:** The card turned in as you leave the class

**Thursday, March 11**

**7:00 – 8:00** Presidents Forum..... Copper Basin  
Presidents-elect Forum.....Arizona

**7:00 – 5:30** Registration Desk Open..... Foyer

**7:30 – 8:30** Coffee Service ..... Foyer

**8:00 – 11:45** Opening Session .....Cottonwood/Clarkdale/Sedona  
**GFE and HUD1 Changes – How it Affects You**  
Speaker: Amy Swaney, Peoples Mortgage

**Legislative & Regulatory Update**  
Speaker: Tom Farley, AAR CEO

**Digitally Expose Yourself**  
Speaker: Evo Terra, ASW Consulting Services

**12:00 – 1:15** Networking Lunch (blue coin token)..... Granite Mountain  
*Prepurchased tickets required*

**Broker Lunch (green coin token)** .....Hassayampa  
*Prepurchased tickets required*  
Speaker: Michelle Lind, AAR Legal Counsel/Asst CEO  
*Bus departs in front of hotel at 11:55*

**AE Lunch (invitation only)** .....Arizona

**1:30 – 2:30** Simultaneous Breakout Sessions

**Short Sales – Seller & Buyer Legal Considerations** ..Cottonwood/Clarkdale  
Speakers: Rick Mack, Mack Drucker & Watson  
Michelle Lind, AAR Legal Counsel, Asst CEO

**Killer Listing Presentations** .....Sedona  
Moderator: Joeann Fossland, Advantage Solutions Group  
Panelists: Jonathan Miller, Realty Executives  
Holly Mabery, Coldwell Banker Mabery  
Paula Serven, Realty Executives

**Agent 2.0: Technology Tools**..... Verde  
Speaker: Evo Terra, ASW Consulting Services

**Mini REbar camp**..... Prescott/Chino

**2:45 – 3:45 Simultaneous Breakout Sessions**

**Short Sales – Getting the Transaction Closed** .....Cottonwood/Clarkdale  
Speaker: Gayle Henderson, RE/MAX Excalibur

**Financing Options for Your Buyers** .....Sedona  
Speaker: Sherry Olsen, Wallick & Volk Mortgage Bankers

**Social Media & Ethics**.....Verde  
Speaker: Paula Monthofer, Realty Executives

**Mini REbar camp**..... Prescott/Chino

**4:00 – 5:00 Simultaneous Breakout Sessions**

**Disclosures on Short Sales/Vacant Homes** .....Cottonwood/Clarkdale  
Speaker: David Gilpatrick, RESA

**Green: Top 10 Things You Need to Know** .....Verde  
Speaker: DeeJay Lockwood, Keller Williams Sonoran Living

**ROAD WARROR: Run Your Business as a Mobile Office** .....Sedona  
Moderator: Joann Fossland, Advantage Solutions Group  
Panelists: Yvonne Coelet, Monument Properties AZ  
D. Patrick Lewis, John Hall & Associates  
Mary Roberts, Keller Williams Arizona Living

**Mini REbar camp**.....

**REALTORS Property Resource** ..... Copper Basin  
Speaker: Ohan Antebian, NAR

**5:15 – 6:15 Top Issues with Foreclosures and REO's** .....Cottonwood/Clarkdale

Moderator: Frank Dickens, RE/MAX Achievers  
Panelists: Holly Eslinger, Exclusive Homes & Land  
Rick Mack, Mack Drucker & Watson  
Lisa Robinson, Pinnacle Insurance Consultants

**6:15 – 7:30 Reception** .....Sedona/Verde

*Sponsored by:*  
*Pinnacle Insurance Consultants & Mack Drucker & Watson*



**Friday, March 12**

- 8:15 – 9:00 Morning Chat with the AAR Officers ..... Copper Basin**
- 7:30 – 10:30 Registration Desk Open..... Foyer**
- 8:00 – 10:00 Coffee Service ..... Foyer**
- 9:00 – 10:30 Regional Caucuses**
- Region 1 ..... Verde A**  
*(Yuma, Bullhead City/Mohave Valley, Lake Havasu, Kingman/Golden Valley, La Paz)*  
Regional Vice President: Lori Doerfler
- Region 2 .....Arizona**  
*(Phoenix, West Maricopa County Regional)*  
Regional Vice President: Jan Leighton
- Region 3 .....Sedona**  
*(White Mountain, Sedona/Verde Valley, Northern Arizona, Central Arizona, Prescott Area)*  
Regional Vice President: Carla Bowen
- Region 4 ..... Prescott/Chino**  
*(SouthEast Valley Regional, Western Pinal, Scottsdale Area)*  
Regional Vice President: Janine Brown
- Region 5 ..... Verde B**  
*(Tucson, Southeast Arizona, Santa Cruz County, Green Valley, Douglas, Graham-Greenlee)*  
Regional Vice President: Kim Beedy
- 10:45 – 12:45 AAR Board of Directors .....Cottonwood/Clarkdale**  
Directors must sign in at the Director sign-in desk inside the Cottonwood room  
*Guests: please sit in the theatre-style seating in the back of the room*

***Tips for using the mic:***

*Don't crowd the mic.*

*Don't get too close to the microphone. Crowding the microphone will distort your voice. The microphone is designed to capture a voice that flows over or across it, not into it. If you get too close, the mic will amplify every breath, every snap of your jaw, every click and hiss of the words you pronounce and can create annoying feedback, popping, and screeching. Don't talk too far away from the mic – you want to make sure the mic picks up your voice and the attendees can hear you.*