

# SCALING TO SUCCESS

ARIZONA ASSOCIATION OF REALTORS®  
2015 SPRING CONVENTION



## Come “Climb” With Us!

The Arizona Association of REALTORS® invites you to spend three days with 400+ career-minded REALTORS®. The 2015 AAR Spring Convention, Scaling for Success, pairs Arizona real estate professionals with local and national experts that will help you elevate your business and help you gain an edge over your competition. Whether your climb involves increasing your business, increasing your network, managing risk or using tools more effectively - this is the place to be.

GET UPDATES USING



- Nine C/E courses to choose from.
- Sixteen breakout sessions to choose from.
- User Group sessions where users of Flex MLS, ZipForms, Evernote, E-sign, DocuSign, Ipad, Galaxy, RPR can come together to discuss, learn and share.
- Four focused tracks: Broker Risk Management, Business Tools, Business Building and Technology.
- Industry updates from experts from around the state on ways to manage your risk.
- Tips to avoid deal breakers, shortcomings, and everything else that keeps Arizona REALTORS® up at night.
- Keep your client pipeline full with unparalleled opportunities to network with agents in your area!
- RAPAC Auction returns to the Convention this year!

## LOCATION

**PRESOTT RESORT**  
1500 Highway 69,  
Prescott, Arizona  
[www.prescottresort.com](http://www.prescottresort.com)

## LODGING

**PRESOTT RESORT**  
800-967-4637  
Rate: \$111 per night

**HAMPTON INN**  
928-443-5500  
Rate: \$109 per night

**HOLIDAY INN EXPRESS**  
928-445-8900  
Rate: \$109 per night

Mention you're attending the  
AAR Convention for special  
rates.

## REGISTRATION

FULL CONVENTION PASS:  
**\$179**

ONE-DAY PASS:  
**\$79**

REGISTER: [www.regonline.com/2015spring](http://www.regonline.com/2015spring)

**TUESDAY, MARCH 24, 2015**

- 8:00 – 9:00 WCR Governing Board Meeting
- 8:30 – 11:30 C/E: Code of Ethics for Property Managers  
(Sponsored by National Association of Property Managers)
- 9:00 – Noon C/E: Agency Relationships & Responsibilities
- 9:00 – Noon C/E: BMC #1: Statutes
- 9:00 – 10:30 WCR General Meeting
- 10:00 – 11:00 CRS General Membership Meeting
- 10:30 – 11:30 WCR Meeting
- 11:00 – 12:00 CRS Board Meeting
- 11:30 – 12:45 WCR Lunch (Tickets: \$25)
- 1:00 – 4:00 C/E Sessions:  
Update on Recent Changes (sponsored by Arizona Chapter-CRS)  
Legal Trends in Property Management (sponsored by National Association of Property Managers)  
BMC #2: Policies
- 3:00 – 5:30 AAR Executive Committee
- 5:15 – 6:15 Welcome AARTini Reception

**WEDNESDAY, MARCH 25, 2015**

- 9:00 – 12:00 **GENERAL SESSION:**  
Economic Forecast  
Legislative Issue Update  
Legal Issues  
Financing Trends
- 9:00 – 12:00 C/E: BMC #3 Supervision
- Noon – 1:15 Lunch (speaker: TBD)
- 1:30 – 2:15 **SIMULTANEOUS BREAKOUT SESSIONS**  
Broker: 5 Ways to Lose Your License  
Tools: Evernote: Do More in Less Time  
Business: Mining Tax Records to Find Clients  
Technology: Good vs. Evil: Online Lead Generators
- 1:30 – 4:30 C/E: Advanced Trust Accounting
- 2:30 – 3:15 **SIMULTANEOUS BREAKOUT SESSIONS**  
Broker: Data Security: What You Need to Know  
Tools: Know Before You Owe: HUD’s Closing Disclosure and Loan Estimate Forms  
Business: Slaying the Database Dragon: Drip Marketing  
Technology: Simplify Your Life with Internet Browser Extension
- 3:30 – 4:15 **SIMULTANEOUS BREAKOUT SESSIONS**  
Broker: Top 5 Survival Tips for ADRE Audits  
Tools: Listing Syndication: Follow the Trail of Your Data  
Business: Go Forth and Connect: Email Marketing Strategies  
Technology: User Tips on Flex MLS

4:30 – 5:15 **SIMULTANEOUS BREAKOUT SESSIONS**

- Broker: Devil in the Details: MSA’s
- Tools: Best Kept Secrets: Financing Products
- Business: Agent in Motion: 2 Tools to Become a Mobile Warrior
- Technology: Mirror Mirror on the Wall: Best Practices for Photos
- 5:00 – 6:30 Reception – Hosted by Region 3
- 7:30 Karaoke at the Eagle’s Nest

**THURSDAY, MARCH 26, 2015**

- 8:00 – 9:00 AE-President Forum Breakfast  
Broker Forum Breakfast (Tickets: \$16)
- 9:00 – 12:00 **GENERAL SESSION:**  
Homebuyer/Seller Consumer Trends  
Today’s Delivery of Yesterday’s Tactics  
A Day in the Life of a Superstar  
Office of the Future  
Agent of the Future
- 12:00 – 1:15 Lunch  
Topic: What’s Happening to the Purchase Contract?
- 1:30 – 4:30 C/E: CFPB: The New Closing Process
- 1:30 – 2:15 **SIMULTANEOUS BREAKOUT SESSIONS**  
Broker: Supervising Teams: Top Issues  
Tools: Addendum, Counter Offer, BINSR, As-Is: When and Why  
Business: Drips & Scripts & Action Plan: Process to Prospects  
Technology: Gossip Corner: Apps to Use
- 2:30 – 3:15 **SIMULTANEOUS BREAKOUT SESSIONS**  
Broker: BINSR, Warranties & the As Is Contract  
Tools: Using Zillow-Trulia-REALTOR.com to Your Advantage  
Business: From Consumer to Client: Converting Internet Leads  
Technology: Email Provider  
Smackdown: Gmail vs. Outlook
- 3:30 – 4:15 **SIMULTANEOUS BREAKOUT SESSIONS**  
Broker: Advertising: Understanding the Rules  
Tools: Evernote: Do More in Less Time  
Business: Open House Strategies That Create Clients  
Technology: IDX: To Use or Not To Use?
- 4:30 – 5:15 **SIMULTANEOUS BREAKOUT SESSIONS**  
Broker: Day In the Life of a Small Broker  
Tools: Taking RPR on the Road: Mobile App  
Business: How to Dominate the Market: Farming Strategies  
Technology: Eeny Meeny Miny Mo: Tablet or Laptop
- 5:00 – 6:00 Reception: Meet the AAR Treasurer Candidates
- 9:00 – 11:00 Movie Night

**FRIDAY, MARCH 27, 2015**

- 8:30 – 9:30 Regional Caucuses
- 9:45 – 12:00 AAR 2015 Board of Directors



We hope to see you there!