

SECRETS OF THE SAVVY REALTOR®

A PROGRAM OF THE ARIZONA ASSOCIATION OF REALTORS®



2014 SPRING CONVENTION

Some real estate agents have **all** the savvy.

The Arizona Association of REALTORS® invites you to spend three days finding yours. The 2014 AAR Spring Convention 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 you're looking to be more **tech savvy**, **market savvy** or even **legal savvy** — this is the place to be.

FIND OUT MORE AT:

www.aaronline.com/springconvention

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SECRETS OF THE SAVVY REALTOR®

FEATURED SPEAKERS, TOPICS AND SPECIAL EVENTS:

- Eight C/E courses to choose from.
- NAR Director of Digital Engagement Nobu Hata will discuss ways to integrate analytics and customer reviews into your marketing strategy for dynamic results.
- Make the transition from discovery to execution with a visit to the AAR Genius Bar. There, tech experts will answer your toughest questions and put you on the path to success with hands-on demonstrations and one-on-one assistance.
- Get industry updates from AAR CEO Michelle Lind; go paperless with tips from Garry Wise; and hear from legal experts from around the state on ways to manage your risk.
- Learn ways to avoid deal breakers, shortcomings, slow markets 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!

LOCATION

PRESCOTT RESORT

800-967-4637

1500 Highway 69,
Prescott, Arizona

www.prescottresort.com

Rate: \$111* per night

* Mention you're attending the AAR Spring Convention for special rate.

ADDITIONAL LODGING:

HAMPTON INN

928-443-5500

Rate: \$111 per night

HOLIDAY INN EXPRESS

928-445-8900

Rate: \$111 per night

Rates include continental breakfast.

REGISTRATION

FULL CONVENTION PASS:

\$179

ONE-DAY PASS:

\$79



We hope to see you there!



TUESDAY, APRIL 15, 2014

- 7:30 – 5:30 **AAR Registration / Check-In** Open
- 8:00 – 9:00 Women’s Council of REALTORS® (WCR) Governing Board Meeting
- 8:30 – 11:30 **Do It Right or Get the Heck Out of Property Management**
Sponsored by NARPM
INSTRUCTOR: SUE FLUCKE | C/E: TBD - 3
- 9:00 – Noon **What Your Buyer Doesn’t Know Can Hurt You**
INSTRUCTOR: EVAN FUCHS | C/E: DISCLOSURE - 3
- 9:00 – 4:00 **Market Essentials: Property Condition**
INSTRUCTORS: HOLLY MABERY & STACEY ONNEN
C/E: AGENCY - 3 / DISCLOSURE - 3 QUALIFIES FOR GRI CREDIT
- 9:00 – 10:30 WCR General Meeting
- 9:00 – 10:00 CRS General Membership Meeting
- 10:00 – 11:00 CRS Board Meeting
- 10:30 – 11:30 WCR Meeting
- 11:30 – 12:45 WCR Lunch (Tickets: \$25)
- 1:00 – 4:00 **Writing Right is the Law** Sponsored by WCR
INSTRUCTOR: DANETTE EARNEST | C/E: CONTRACT LAW - 3
- Legal Essentials for Today’s Market** Sponsored by CRS
INSTRUCTOR: BILL GRAY | C/E: LEGAL ISSUES - 3
- Risk Reduction for Property Managers**
Sponsored by NARPM
INSTRUCTOR: STEVE SHULTZ | C/E: LEGAL ISSUES - 3
- 3:00 – 5:30 AAR Executive Committee
- 7:00 – 9:00 WCR Networking Dinner (Tickets: \$25)
Benefitting President-Elect Sindy Ready

WEDNESDAY, APRIL 16, 2014

- 8:00 – 6:00 **Registration / Check-In** Open
- 9:00 – 9:30 **OPENING SESSION:**
12 Principles of Highly Successful Agents
PRESENTER: CARIN NGUYEN
- 10:00 – 10:30 **Busting Myths About Dodd Frank**
PRESENTER: AMY SWANEY
- 10:30 – 10:45 **AAR Legislative Watch**
PRESENTER: AAR VICE PRESIDENT OF GOVERNMENT AFFAIRS
NICOLE LASLAVIC
- 11:00 – 11:30 **AAR Update**
PRESENTERS: AAR CEO MICHELLE LIND
& 2014 PRESIDENT EVAN FUCHS
- Noon – 1:15 **Lunch — Special Presentation**
PRESENTER: GARRY WISE, THE GOODLIFE TEAM
- 1:15 – 4:30 **Genius Bar** Open
- 1:30 – 2:00 **Facts and Figures of Common Lawsuits**
PRESENTERS: ATTORNEY RICK MACK & LISA ROBINSON
- 2:00 – 2:15 **What Professionals Possess that Amateurs Don’t**
PRESENTER: JOHN FOLTZ
- 2:30 – 3:00 **Turning Pro: Today’s Transaction**
MODERATORS: RICK MACK, LISA ROBINSON
- 3:30 – 4:00 **Staying In Tune With Today’s Consumer**
PRESENTER: NOBU HATA,
DIRECTOR OF DIGITAL ENGAGEMENT, NAR
- 4:00 – 4:30 **Learning to Fish: How to Catch the Good Leads
& Throw the Bad Ones Back**
PRESENTER: NICK BASTIAN
- 4:30 – 5:00 **Arizona Department of Real Estate Update**
PRESENTER: COMMISSIONER JUDY LOWE
- 5:00 – 6:30 **Reception** – Hosted by Region 3
- 7:30 **Savvy Sing-Along!** Karaoke at the Eagle’s Nest

THURSDAY, APRIL 17, 2014

- 8:00 – 6:00 **Registration / Check-In** Open
- 8:00 – 9:00 **AE Breakfast** – Invitation Only
- 8:00 – 11:00 **Real Sticky Situations**
INSTRUCTORS: LARRY HIBLER & FRANK DICKENS
C/E: COMMISSIONERS STANDARDS - 3

- 9:00 – 9:45 **SIMULTANEOUS BREAKOUT SESSIONS**
What You Don’t Know Can Hurt You
PRESENTER: NOBU HATA
- Marketing Secrets: From Classics to Current Trends**
MODERATOR: BILL RISSE
- Is There an App For That?**
PRESENTER: JOEANN FOSSLAND
- Show Me the Money**
PRESENTER: AMY SWANEY
- 9:45 – 5:00 **Genius Bar** Open
- 10:00 – 10:45 **SIMULTANEOUS BREAKOUT SESSIONS**
RPR: You Got It – Now Flaunt It
PRESENTER: TERRY NOLAN
- Get Bigger By Getting Smaller**
PRESENTERS: JOEANN FOSSLAND & KERRY MELCHER
- My Agent Said What?**
PRESENTER: HOLLY ESLINGER
- Using the New AAR Seller Financing Forms**
PRESENTERS: JIM SEXTON & AAR GENERAL COUNSEL
SCOTT DRUCKER
- 11:00 – 11:45 **SIMULTANEOUS BREAKOUT SESSIONS**
Going Mac: Is It For You?
PRESENTERS: EVAN FUCHS & JAMES ADAMS
- Photos that Kill the Deal**
PRESENTERS: BETH ADAMS & D. PATRICK LEWIS
- It’s On the Internet, So It Must Be True**
PRESENTER: NOBU HATA
- Secrets of the Buyer Consultation**
PRESENTERS: HOLLY MABERY & STACEY ONNEN
- Noon – 1:15 **Networking Lunch**
Presidents Lunch – Invitation Only
Presidents-Elect Lunch – Invitation Only
- 1:30 – 2:15 **SIMULTANEOUS BREAKOUT SESSIONS**
You Didn’t Really Use That Form, Did You?
PRESENTERS: JEROME KING & AAR GENERAL COUNSEL
SCOTT DRUCKER
- Demystifying Your Value Proposition**
PRESENTER: J.T. TSIGHIS
- How to Convert Your Online Relationship
to Social Currency**
PRESENTER: BILL RISSE
- RAPAC Fundraising Workshop**
PRESENTER: HOLLY MABERY
- 2:15 – 5:15 **Practical Side of Fair Housing**
INSTRUCTOR: PAULA MONTHOFER | C/E: FAIR HOUSING - 3
- 2:30 – 3:15 **SIMULTANEOUS BREAKOUT SESSIONS**
**Lawsuits That Could Have Been Settled
Before Going To Court**
PRESENTERS: JIM SEXTON & LISA ROBINSON
- Marketing by the Numbers**
PRESENTER: NOBU HATA
- Why Didn’t I Think of That?**
PRESENTER: JOEANN FOSSLAND & DANE BRIGGS
- Getting Involved is No Secret**
PRESENTER: VICKI COX-GOLDER
- 3:30 – 4:15 **SIMULTANEOUS BREAKOUT SESSIONS**
Top Tips for Working with Boomers and Seniors
PRESENTER: FRANK DICKENS
- Lead Generator Shootout: Goldmine or Gimmick**
PRESENTER: DANE BRIGGS
- The ABCs of Going Paperless**
PRESENTER: GARRY WISE
- Uncover the Skeletons in the Closet**
PRESENTERS: JIM SEXTON, TRUDY MOORE & MARTHA APPEL
- 4:30 – 5:00 **30 Tips in 30 Minutes**
- 5:00 – 6:00 **Reception: Meet the Candidates**
- FRIDAY, APRIL 18, 2014**
- 8:30 – 9:30 **Regional Caucuses**
- 9:45 – Noon **AAR 2014 Board of Directors Meeting**