



Scottsdale Plaza Resort

August 31 – September 1, 2021

Registration: \$175 (*includes reception, lunch and all sessions*)

Earlybird special thru July 31: \$125

<https://aarevents.cventevents.com/event/4b27ae96-b317-4c66-aec1-de720f011955/summary>

Preliminary Schedule *(subject to change)*

August 31, 2021

Summit Opening & Keynote Session with Walter Bond 4:00 – 5:00

No One Can Stop You But You (All Buts Stink)

Welcome Reception/Cocktails with Champions 5:00 – 7:00

September 1, 2021

Opening Keynote 8:30 – 9:30

Speaker: Marki Lemons: *Stop Getting Ready to Get Ready*

General Session 9:45 – 11:30

- Economic & Housing Updates
- Arizona Economic Development Update
- Legal Update

Lunch and Conversation with Jerry Colangelo 11:45 – 1:15

Simultaneous Breakout Sessions 1:30 – 2:10

Market of the Moment Session 3: Setting Your Buyers Up for the Win

Speaker: Mandy Neat, Realty One Group

This session will help you set buyer expectations up front and come up with a negotiation plan of action. Empower your clients to understand the market and their options in negotiations before ever finding the 'right' home.

DEI Session 1: The Umbrella Effect

Speaker: Sher Powers, Urbane Residential Specialists

The Umbrella Effect - Sher Powers -this is a fast-paced session offering practical steps to make difficult conversations more comfortable. With a focus on awareness and cooperation rather than criticism or shame, so everyone moves forward together. You will be provided with clear examples and equipped with three simple, immediate tools you can use to create an unstoppable, inclusive culture in your business, community, and daily life.

Risk Management Session 1: Ethics Complaints in Today's Market

Melinda Eslinger, Long Realty Uptown Nikki Salgat, Arizona REALTORS®

In the past year, have the types of complaints changed? Find out what the top 5 ethics complaints are and how to avoid them.

Property Management Session 1: Evictions: What You Need to Know

Speaker: Denise Holliday, Hull, Holliday & Holliday, PLC

Find out how to manage and win your eviction case.

Simultaneous Breakout Sessions 2:30 – 3:10

Market of the Moment Session 2: Keep That Pipeline Pumping: Prospect with RPR in Low Inventory

Speaker: Susan Nicolson, Sun Cactus Realty

Learn effective ways to target potential sellers and discover tips to stay in touch with those that already know you. We'll show you how to conduct off market property searches in targeted areas and we'll review RPR's mailing labels functionality.

DEI Session 2: Discovering the "Inclusive You" Workshop

Speaker: Sher Powers, Urbane Residential Specialists

Take the Umbrella Effect to the next level through this workshop. Overcome your own biases by moving from conversations led by gut instinct or emotion and instead focus on deliberately thinking and listening.

Risk Management Session 2: Clauses of Concern

Speaker: Rick Mack, Zelms Erlich & Mack

Rick will walk through some contract clauses that you may see in this market such as new home escalation clauses, builder buyback option, appraisal contingencies, escalation clause verbiage, earnest money disputes resulting from written-in verbiage and more.

Property Management Session 2: Who is Your Client?

Sue Flucke, West USA Realty Denise Holliday, Hull, Holliday & Holliday, PLC

Do you know the roles and responsibilities of a property manager to the owner and the client...don't cross the line.

Simultaneous Breakout Sessions 3:15 – 3:55

Market of the Moment Session 1: Understanding Fair Market Value

Speaker: Jay Josephs, Josephs Appraisal Group

DEI Session 3: Confronting the Rush to Hush - Untold Stories From the Front Steps

Speaker: Sher Powers, Urbane Residential Specialists

Join the conversation as our panelists share their experiences and journeys. Expect to leave this session wanting to become an ally to building an inclusive community and business model.

Risk Management Session 3: The E&O Myth:

Speaker: Lisa Robinson, Pinnacle Insurance Company

A Conversation on Real Estate E&O Coverage, Claims and Trending Issues.

Property Management Session 3: Accidental Fair Housing

Sue Flucke, West USA Realty Denise Holliday, Hull, Holliday & Holliday, PLC

Some violations might be unintentional. Find out what they are and how to avoid them.

Closing Session: Shannon Huffman Polson 4:00 – 4:30

Building Grit and Resilience in Uncertain Times

As one of the first women to fly the Apache helicopter in the U.S. Army, leading line units on three continents, Polson combines her passion and firsthand experience in and study of leadership and grit to deliver world-class keynotes on leadership and grit.