



## SCHEDULE

Updated – Feb. 21, 2014

### **Tuesday, April 15, 2014**

- 7:30 – 5:30 AAR Registration Check-In Open
- 8:00 – 9:00 WCR Governing Board Meeting
- 8:30 – 11:30 **“Do It Right Or Get the Heck Out of Property Management!”** (Sponsored by NARPM)  
 Instructors: Sue Flucke, CRB, CRMS, GRI, Denise Holliday, Mike Mumford  
 A “Q&A” session with a panel of experts, who will give real life insight as to how to navigate the minefields of day-to-day property management. This session is sure to be a real “eye opener”!  
 C/E: TBD -3
- 9:00 – Noon C/E Sessions
- “What Your Buyer Doesn’t Know, Can Hurt You”**  
 Instructor: Evan Fuchs, ABR, CRS, GRI  
 Explore your disclosure obligations to the client and non-client, how to avoid inadvertent non-disclosures and how to identify a material fact.  
 C/E: Disclosure – 6
- “Market Essentials: Property Condition”**  
 Instructors: Holly Mabery, ABR, CRS, GRI and Stacey Onnen, ABR, GRI  
 This class is intended to help REALTORS® identify their role in qualifying a property to get it ready for listing. Students will review "red flag" issues and the impact they can have on disclosures, inspections, appraisals and ultimately - the closing.  
 C/E: Agency – 3, Disclosure – 3 | GRI credit offered
- 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 President Panel : The latest and the greatest in the chapters.
- 11:30 – 12:45 WCR Lunch
- 1:00 – 4:00 C/E Sessions
- “What Your Buyer Doesn’t Know, Can Hurt You” (Cont’d)**  
 Instructor: Evan Fuchs, ABR, CRS, GRI  
 Explore your disclosure obligations to the client and non-client, how to avoid inadvertent non-disclosures and how to identify a material fact.
- “Market Essentials: Property Condition” Cont’d**  
 Instructors: Holly Mabery, ABR, CRS, GRI and Stacey Onnen, ABR, GRI  
 This class is intended to help REALTORS® identify their role in qualifying a property to get it ready for listing. Students will review "red flag" issues and the impact they can have on disclosures, inspections, appraisals and ultimately - the closing.



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- 1:00 – 4:00 C/E Sessions:
- “Writing Right is the Law”** (Sponsored by Arizona Chapter, WCR)  
 Instructor: Danette Earnest, GRI, SRES  
 This class will give you a better understanding of the differences of the following contracts: AAR Residential Real Estate Purchase Contract, Short Sale Contract and REO/Addenda Contract  
 C/E: Contract Law - 3
- C/E Course – TBD (Sponsored by CRS)**  
 Instructor: Bill Gray  
 TBD  
 C/E: Legal Issues – 3
- “Risk Reduction for Property Managers”** (sponsored by NARPM)  
 Instructor Steve Shultz  
 This class is designed for the professional property manager or those managing their own properties. The class focuses on using single family homes as the property type, but much of the material could be applied to multi-family or commercial properties as well. The class is designed to give students a tool they can immediately use to identify and reduce the risk in their property management business. The course will introduce the risk reduction theory and then how to apply it to three specific categories: property owners, the tenants and to vendors/contractors  
 C/E: Legal Issues - 3
- 3:00 – 5:30 AAR Executive Committee Meeting
- 5:30 Reception

**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, CRS, GRI
- 10:00 – 10:30 **Busting Myths about Dodd Frank**  
 Presenter: Amy Swaney, CMB
- 10:30 – 10:45 **Legislative Watch**  
 Presenter: AAR VP of Government Affairs Nicole LaSlavic  
 Learn about the key issues the Arizona legislature will be addressing this session.
- 11:00 – 11:30 **AAR Update**  
 Presenters: AAR CEO Michelle Lind and 2014 President Evan Fuchs



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- Noon – 1:15     **LUNCH: Special Presentation**  
 Presenter: Garry Wise, The Paperless Agent  
 In this eye-opening and fast-paced presentation, Garry Wise will show how real estate apps are literally transforming how we work with home buyers and sellers today and how to maintain your five-star service in the process.
- 1:30 – 2:00     **Facts and Figures of Common Lawsuits**  
 Presenters: Attorney Rick Mack and Lisa Robinson
- 2:00 – 2:15     **What Professionals Possess that Amateurs Don't**  
 Presenter: John Foltz
- 2:30 – 3:00     **PANEL: Turning Pro - Today's Transaction**  
 Presenters: Attorney Rick Mack and Lisa Robinson
- 3:30 – 4:00     **Learning to Fish: How to Catch the Good Leads and Throw the Bad Ones Back**  
 Presenter: Nick Bastion
- 4:00 – 4:30     **Staying In-tune with Today's Consumer**  
 Presenter: Nobu Hata, director of digital engagement, NAR  
 Uncover what the real estate consumer is looking for and where they are looking for it.
- 4:30 – 5:00     **ADRE Update**  
 Presenter: ADRE Commissioner Judy Lowe
- 5:00 – 6:30     **Reception (hosted by Region 3)**
- 7:30 -           Karaoke: After dinner, join us in the Eagles Nest for our savvy sing-along

**Thursday, April 17, 2014**

- 8:00 – 6:00     Registration Check-In Open
- 8:00 – 9:00     AE Breakfast (By invitation)
- 8:00 – 11:00    **"Real Sticky Situations"**  
 Instructors: Larry Hibler, CRB, CRMS, CRS, GRI and Frank Dickens, ABR, CRMS, SRES  
 This highly interactive class will examine situations that an agent may encounter through case studies and teach the best way to manage and solve these situations. The class will also address the most charged, violated and litigated articles of the Code of Ethics. This class meets the NAR required COE training.  
 C/E: Commissioners Standards – 3



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### Thursday, April 17, 2014

- 9:00 – 9:45 Simultaneous Breakout Sessions
- **What You Don't Know Could Hurt You**  
 Presenter: Nobu Hata  
 Practical tips on how managers and brokers can monitor what their agents are doing online and how to keep potential liability to a minimum.
  - **PANEL: Marketing Secrets: From Classics to Trends:**  
 Presenter: TBD  
 Join us as a panel of experts share their marketing successes using “old school” and “new school” techniques.
  - **PANEL: Is There an App For That?**  
 Presenter: Joeann Fossland  
 Our panel will highlight some of the best apps they use for productivity and lifestyle.
  - **Show Me the Money**  
 Presenter: Amy Swaney, CMB  
 This presentation will showcase the new loan process for loan approval.
- 10:00- 10:45 Simultaneous Breakout Sessions
- **RPR: You Got It – Now Flaunt It**  
 Presenter: Terry Nolan  
 Uncover the valuable reports available through RPR (REALTOR® Property Resources) that can be used in your listing presentations.
  - **PANEL: Get Bigger By Getting Smaller**  
 Presenter: Joeann Fossland, GRI, LTG, PMN  
 Join this panel discussion revealing the benefits of working a niche market – how to get started and how to thrive.
  - **My Agent Said What?**  
 Presenter: Holly Eslinger, ABR, CRB, CRMS, CRS, GRI  
 Find out what to include in your office policies pertaining to your agents’ social media activities.
  - **Using the New Seller Financing Forms**  
 Presenters: Jim Sexton, GRI and AAR General Counsel Scott Drucker, Esq.



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11:00-11:45 Simultaneous Breakout Sessions

- **Going Mac: Is It For You?**  
 Presenter: Evan Fuchs, ABR, CRS, GRI and James Adams  
 Insights and tips for making a successful move from PC to Mac.
- **Photos that Kill the Deal**  
 Presenters: Beth Adams and D. Patrick Lewis  
 Do photos really matter? Uncover the importance of taking good photo, what types of shots should be taken and how photos can sell properties.
- **It's On the Internet So It Must Be True**  
 Presenter: Nobu Hata  
 Get advice on how to address online conversations and reviews about you and how to mitigate negative comments.
- **Secrets of the Buyer Consultation**  
 Presenter: TBD  
 Gain a better understanding of how to conduct an effective buyer consultation that will leave your buyer well-educated about the home-buying process.

Noon – 1:15 Networking Lunch: Grab some lunch and continue the conversation and sharing with your peers.

Presidents Lunch (invitation only)  
 Presidents-elect Lunch (invitation only)

1:30 – 2:15 Simultaneous Breakout Sessions

- **No, You Didn't Really Use that Form for That, Did You?**  
 Presenters: AAR General Counsel Scott Drucker and Jerome King  
 Uncover some common misuses of forms such as the BINSR, Addendum, Counter-Offer and Additional Clause Addendum.
- **Demystifying Your Value Proposition**  
 Presenter: J.T. Tsighis, ABR, CRB, CRMS, CRS, GRI  
 Does the consumer grasp the value you provide? During this interactive workshop-style session, J.T. will help demystify key "must haves" to effectively sell your value.
- **How to Convert Your Online Relationship to Social Currency**  
 Presenter: TBD
- **RAPAC Fundraising Workshop**  
 Presenter: Holly Mabery, ABR, CRMS, GRI



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### Thursday, April 17, 2014

- 2:15 – 5:15 C/E Session  
**“Practical Side of Fair Housing”**  
 Instructor: Paula Monthofer, ABR, GRI  
 Examine real world fair housing issues and identify the best practices for compliance through an energizing jeopardy-like game.  
 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, GRI and Lisa Robinson
  - **Marketing by the #'s**  
 Presenter: Nobu Hata  
 Find out how you can use data in your marketing and conversations with the consumer.
  - **PANEL: Why Didn't I Think of That?**  
**Presenter: TBD**  
 Our panel of experts will share some of their innovative business practices that have been proven to grow their business.
  - **Getting Involved is No Secret**  
 Presenter: Vicki Cox-Golder  
 Past NAR and AAR president Vicki Cox-Golder, will share her path to getting involved at the national level (NAR) and how it has helped her business.
- 3:30 – 4:15 Simultaneous Breakout Sessions
- **Top Tips for Working with Boomers and Seniors**  
 Presenter: Frank Dickens, ABR, CRMS, SRES  
 Join Frank Dickens as he shares what you need to know when working with a baby-boomer or senior client.
  - **PANEL: Lead Generator Shootout: Goldmine or Gimmick**  
 Presenter: TBD  
 Our panel will reveal what lead generator platforms work best for them and how they use them.
  - **The A-B-C's of Going Paperless**  
 Presenter: Garry Wise  
 Step-by-step instructions on how to go paperless in a real estate transaction.
  - **Uncover the Skeleton in The Closet**  
 Presenters: Martha Appel, Jim Sexton, GRI and Trudy Moore, CRB, CRMS, CRS  
 Identify common, telltale signs that the deal could be going south.



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### **Thursday, April 17, 2014**

4:30 – 5:00      **30 Tips in 30 Minutes**

Join this fast-paced recap of some of the best secrets shared in today's breakout sessions

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