

Conference Schedule

Printer-Friendly Version

This schedule is subject to change

Wednesday, October 10th

| Time | Course / Event | Speaker | Track |
|-----------------|---|--|-------------------|
| 7:30am-5:00pm | Registration | | |
| 8:00am-5:00pm | Tradeshow | | Exhibit Hall A |
| 8:30-10:30am | What to know when marketing and selling second homes | Amy Greene | CE |
| 8:30-10:30am | Commercial Real Estate: The Nuts and Bolts | Robert Nahigian | CE |
| 9:00-10:30am | Digital Photography into Focus: Tips & Tricks | Matthew Ferrara | Technology |
| 9:00-10:30am | Smart Growth, Road of our Future | Eleanor White | Business Planning |
| 10:30-10:45am | Networking Break | | |
| 10:45am-12:15pm | National Technology Update | Mark Lesswing | Keynote |
| 12:15-1:30pm | Lunch | | |
| 1:15-3:15pm | Forms in Focus | Amy Greene | CE |
| 1:15-3:30pm | Dispute Resolution & Procuring Clause | Steve Ryan | CE |
| 1:45-3:15pm | May I Be of Assistants - Panel Discussion | <i>Moderator:</i> Linda Rotti <i>Panelists:</i> Judy Reynolds, Dorene Menezes, Priscilla Harman | Sales and Broker |
| 1:45-3:15pm | Stop it! A 2-Word Solution for Success | Jerry Rossi | Marketing |
| 3:15-3:30pm | Networking Break | | |
| 3:30-5:30pm | What Tech tools do I throw out and what do I get? | Matthew Ferrara | Technology |
| 3:30-5:30pm | Agency's in Today's Market | Margy Grant | Sales and CE |
| 3:30-5:00pm | Rich Agent/Poor Agent - Sell for Success | Jerry Rossi | Sales |

| | | | |
|-------------|---|------------------|-------------------|
| 3:30-5:30pm | Identity Theft - How to Not Lose Yours | Robert Siciliano | Business Planning |
| 5:30-7:30pm | Professional Awards Reception | | |

Thursday, October 11th

| Time | Course / Event | Speaker | Track |
|---------------|---|---|----------------|
| 7:30am-4:00pm | Registration | | |
| 8:00am-4:00pm | Tradeshow | | Exhibit Hall A |
| 8:30-10:30am | Probate | Ruth Dillingham | CE |
| 8:15-10:15am | Residential Mortgage & Credit | Paula Savard | CE |
| 8:15-10:15am | Broker Owner - Deal or No Deal | <i>Moderators:</i> Margy Grant & Steve Ryan <i>Panelists:</i> Robert Kutner, Joseph R. Autilio | Broker |
| 8:30-10:15am | Manage your clients... Outlook and beyond | Matthew Ferrara | Technology |
| 10:15-10:30am | Networking Break | | |
| 10:30am-noon | Key Note Presentation | Dan Thurman | |
| noon-1:15pm | Lunch | | |
| 1:00-5:00pm | Ninja Selling | Zan Monroe | Sales |
| 1:15-3:15pm | Rental Property | Andy Consoli | CE |
| 1:15-3:15pm | 1031 Exchanges | Moore McLaughlin | CE |
| 1:15-3:15pm | Online Marketing That Works / E-PRO Q & As | Larry Lokker | Technology |
| 3:15-3:30pm | Networking Break | | |
| 3:30-5:30pm | Closing and settlement | Ruth Dillingham | CE |
| 3:30-5:30pm | Residential Marketing - New Construction | Andy Consoli | CE |

What to know when marketing and selling second homes

Instructor - Amy Greene

Second-home specialists need to know more than just how to sell the sizzle; they need extra expertise and knowledge. This session first focuses on the core essentials of assisting

customers and clients in tourist-driven areas and other second-home markets, and then broadens its scope.

Commercial Real Estate: The Nuts and Bolts

Instructor - Robert Nahigian

Directed toward the residential and/or commercial broker who is just starting to deal with commercial real estate, this course will help you understand the differences between residential and commercial real estate leases and sales. Additionally, this course will provide you with exposure to various types of commercial properties and explore how tenants evaluate real estate and identify valuation methods. This course provides two hours of state approved C/E credits and requires a financial calculator.

Digital Photography into Focus: Tips & Tricks

Instructor - Matthew Ferrara

According to the latest REALTOR® Technology Survey from NAR, 92% of those surveyed own a digital camera. This course will help you decide if your current camera is right for you or if you need to consider an upgrade. We'll provide you with the latest digital camera specs and what to look for in a digital camera; and tips on how to work with photos and email photos to your prospects and clients. Upon completion of this program, attendees will be able to determine what digital camera features best suit their needs, be an informed consumer when it comes time to upgrade to a newer model and learn the latest ways to work with photos.

Smart Growth, Road of our Future

Instructor - Eleanor White

In recent years the development and real estate communities came together to ensure that we grow in a smart and sustainable way that protects our communities' future, fosters economic development and protects the environment. "Smart Growth" is the philosophy surrounding this development and Massachusetts has made several advancements in promoting these goals.

National Technology Update

Keynote Speaker - Mark Lesswing

The General Session will be a technology update with Mark Lesswing NAR Senior VP and Chief Technology Officer of the National Association of REALTORS® and head of the Center of Real Estate Technology. In this session, Mark will provide you with insight into important technology developments and challenges facing REALTORS® around the country.

Forms in Focus

Instructor – Amy Greene

Examine components of commonly used real estate forms in this course approved for two hours of state C/E credits. Attendees will learn about agency relationships, the appropriate forms to provide for each type of relationship, getting consent from clients and more. Plan on leaving this course prepared to understand and effectively use forms required by Massachusetts state law and other forms that are commonly used in the industry.

Dispute Resolution & Procuring Cause

Instructor – Steve Ryan

MAR's General Counsel will explore the fundamentals of dispute resolution and the form it takes in the REALTOR® association. From mediation to arbitration this course will guide you in how to avoid commission disputes and what to expect if you find yourself involved in one.

If you have ever wondered how to analyze a procuring cause dispute this is a course for you.

May I Be of Assistants, Panel

Moderator: Linda Rotti

Panelists: Judy Reynolds, Dorene Menezes & Priscilla Harman

Using Personal Assistants – This panel discussion will help you determine how you know when it is time to hire a personal assistant; how to effectively use an assistant; and what to look for when hiring an assistant. This seminar will also discuss the emerging area of virtual assistants, examining their role and how they differ from a live person. Attendees will leave this seminar with a better understanding of what an assistant can do for them, and how to decide if they need one.

Stop it! A 2-Word Solution for Success

Instructor – Jerry Rossi

Where do you find successful entrepreneurs today? Climbing the ladder? Keeping up with the Jones'? Fighting fires? Jumping tall buildings? No! They are tightening up, pairing down, and cutting tasks and worries loose that are transient or inconsequential to free time and space for the important things in life. Because it's not quality time - it's quantity time. Come for the laughs and leave with the lesson of "STOP IT!"

What Tech tools do I throw out and what do I get?

Instructor – Matthew Ferrara

This program reveals the latest in tech tools for REALTORS®. Learn about tech tools that meet the needs of today's consumers, such as Instant Messaging, Text Messaging and Cell Phone marketing. Find out how wireless networking and other online tools can help maximize your productivity and put you far ahead of your competitors. Upon completion of this program, attendees can better assess their need to maintain or upgrade their technology tools and start using new tools that can expand their methods for communicating with consumers. Attendees will be able to immediately implement new technology tools – most at no additional cost!

Agency's in Today's Market

Instructor - Margy Grant

Representing buyers can be a tricky task, especially in this changing market. Discover how to clearly identify the needs and wants of your buyer clients so you can focus on showing them the properties that fit them best. This seminar will also cover farming and prospecting buyer clients, negotiating strategies, and sales techniques.

Rich Agent/Poor Agent - Sell for Success

Instructor – Jerry Rossi

"SUCCESS is the building and maintaining of Spiritual, Physical, Philosophical, Psychological, and Financial Goals." Rich Agents do not succeed because they are better, they succeed because of the little things they do every day to be the best.

Identity Theft - How to Not Lose Yours

Instructor - Robert Siciliano

Identity theft exceeds all other forms of fraud. Over 10 million people were victimized last year. Find out what makes you at risk, and how to protect your credit cards and Social Security Number. Identify sources that have your SSN, protect mail and proprietary information, defend yourself against phone and email fraud, use high and low-tech means to

protect yourself and learn how to respond in case you are victimized.

Probate

Instructor – Ruth Dillingham

This course was designed to teach the probate process to real estate brokers and salespersons so that they will understand the requirements of dealing with estates fiduciaries. Special attention will be given to what is required when a person owning real property dies and how real estate brokers and sales people factor into the process. This course is approved for two hours of state C/E credits.

Residential Mortgage & Credit

Instructor – Paula Savard

This course will take you through all of the dynamics of today's residential mortgage financing market including the important aspects of credit reports and credit scoring, the changing nature of the primary mortgage loan market and the broad variety of lenders and products available to all. This course provides two hours of state approved C/E credits.

Broker Owner - Deal or No Deal

Moderators: Steve Ryan & Margy Grant,

Panelists: Robert Kutner, Joseph R. Autilio

Who doesn't have legal questions about offers, inspections, and agency? Who doesn't have questions about MLS rules and regulations? What are the hot topics being litigated today? For all of these answers and more join MAR's Steve Ryan, Esq. and Margy Grant, Esq. and their guest, Robert Kutner of Casner & Edwards, MAR outside legal counsel, for this interactive program which will allow brokers and managers to receive the most up-to-date information on the topic MOST important to them. Robert Kutner will provide the audience with a case law update and hot topics; and an interactive session will take place between you and Steve Ryan and Margy Grant, your MAR Legal Hotline attorneys.

Manage your clients...Outlook and beyond

Instructor – Matthew Ferrara

Outlook is one of the most popular email tools on the market. This program uncovers some of the really great features that are built into Outlook – some of which you may not even know exist. We'll take you on an exciting Outlook tour, starting with some basic organization tools, such as creating folders and contact groups. We'll then show you how to manage your clients by using Outlook as a Contact Management tool. And we'll top all this off with some great ways to build a marketing message into every email you send, simply by creating signature files. Upon completion of this program, attendees will be able to effectively use Outlook and its features which will lead to better communications and more organized communication files.

Keynote Presentation

Speaker Dan Thurman

Dan Thurman, president of Motivation Works, Inc., an international speaking and entertainment firm will teach you how to manage the demands of your busy life with increased focus and decisive action. His unique speaking style "Speaking with Visual Impact™" utilizes all of his skills, blending meaningful content with emotionally charged performances.

Ninja Selling

Instructor – Zan Monroe

This 4-hour introduction to Ninja Selling will teach you proven processes, systems and dialogs to gain referrals, increase listings, and negotiate successfully so you can achieve unlimited success. Also, in the introduction to Ninja II, learn the career- and life-changing skills you need to set and achieve goals, better manage your time, and achieve balance in your life.

Rental Property

Instructor – Andy Consoli

This course is designed specifically for brokers and salespersons who practice rental brokerage. Through this course, approved for two hours of C/E credits, REALTORS® will gain a better understanding of where their fiduciary duties lie – to the landlord, tenant or both, and their legal obligations under the Fair Housing Laws.

1031 Exchanges

Instructor – Moore McLaughlin

This session will focus on identifying when a section 1031 like-kind exchange will allow an effective deferral of taxes, which types of properties qualify, and which types of properties do not qualify. In addition, you will learn about the practical aspects of effectuating a 1031 exchange and the involvement of a qualified intermediary. Plus, you will better understand how 1031 exchanges can help you close more deals and increase your commissions.

Online Marketing That Works / E-PRO Q & A's

Instructor – Jane Purcell

Every REALTOR® needs time to effectively develop and represent new clients so it's important to make sure that you are marketing and advertising your skills and increasing your presence on the Internet. Through this course you'll learn what online tools will help you stand out and make a difference in your business. You'll learn to increase traffic to your website and much more, all while learning about the E-PRO designation and what it can do for you.

Closing and settlement

Instructor – Ruth Dillingham

This course, approved for two hours of C/E credits, will examine the role of the closing/settlement in the real estate cycle (listing, showing, offer and acceptance, Purchase & Sale Agreement, financing, title search, and closing/settlement). It will detail: sellers' closing costs and responsibilities; buyers' closing costs and responsibilities; documents at closing; distribution of the RESPA Settlement Statement; and, review of the broker's role and impact on the closing process through its various stages.

Residential Marketing - New Construction

Instructor – Andy Consoli

Designed for the specific purpose of increasing the knowledge and understanding of agents who work within the field of residential real estate; this course is approved for two hours of C/E credits and will help REALTORS® better assist consumers considering the purchase and renovation of an existing dwelling or a new construction dwelling. Also, attendees will be better able to assist land owners, builders, and developers by gaining an understanding of the very complex subdivision approval process.

[back to top](#)