

# Attendee Information

## FAAR STIMULUS

Conference & Trade Show  
Now \$20  
for members

Cost Includes  
Lunch!

# FAAR Conference & Trade Show

LOOKING FORWARD TO POSITIVE FUTURES

09.09.09

**Don't miss out on FAAR's biggest event of the year!**

September 9, 2009

Registration & Trade Show Opens at 8 a.m.

Education Conference Begins at 9 a.m.

- ◆ Check out more than 80 Exhibitors - New this year a GREEN vendor row!
- ◆ Earn CE/PL Credits at the Conference!
- ◆ Shop & Save 15% at the REALTOR® Store!
- ◆ Stop by the Internet Café and vote in the FAAR 2010 Board of Directors Elections, check your email, post a twitter message, and more!
- ◆ Enjoy a FREE neck & shoulder massage compliments of Massage Therapy!
- ◆ Win fantastic door prizes!
- ◆ Help select the top decorated booths!
- ◆ Enter the Grand Prize Drawing - \$1,250  
Fredericksburg Travel Gift Certificate provided by NSWC Federal Credit Union!

Many Thanks to our Sponsors

Event Sponsor:



Official Bag  
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**JDR Title, Inc.**  
*Ensuring Superior Quality and Service to our Clients*

Internet Café  
Sponsor:



Media Sponsor:

**The Free Lance-Star**

Members Only ~~\$35~~ <sup>\$20</sup>  
Non-Members \$50

**INCLUDES BOX LUNCH - EARN CE/PL HOURS - WIN PRIZES!**

# Class Descriptions

## Recession Proof Your Business 9 a.m. - Noon

Dirk Zeller, National Speaker

The real estate industry today has to battle negative media and challenging economic

conditions. In this presentation Dirk reveals the steps, systems and strategies that have made his clients a success even in these challenging times.

Come and learn the success strategies of:

- Three ways to generate commission dollars in less than 30 days
- Four ways to sustained production growth
- How to get Sellers to price competitively in today's marketplace
- Growing a positive attitude in a negative world
- Using today's market to expand market share

## Techie Troubles and Liabilities 9 a.m. - Noon

Matthew Rathbun, FAAR Education Director (2 Hrs CE/PL/Broker – RE Related)

The world is changing and so are the potential liabilities. Today's broker is faced with new and different marketing techniques. These marketing options are fun and interesting, but caution is warranted. With the increase amount of exposure that agents are getting, it's important now, more than ever to know what you're doing. With the rise of Social Media, the transparency of agents has also increased liabilities. Agents need to be careful on even the most benign of platforms, when giving advice and information to clients. Explore the exciting emerging trends and troublesome areas for clients and agents.

## Legal Update – Keeping it Real 1 p.m. - 5 p.m.

Lem Marshall, VAR Legal Counsel (3 Hrs CE/PL/Broker - Legal)

RESPA, Ethics, Virginia Regs, Federal Regulations and all the changes have made keeping up more important than ever. Come join Lem Marshall, VAR's Legal Brain-trust to find out all the current happenings and challenges in the real estate market.

## "The Stolen Client" – YOU Be the Judge! 1 p.m. - 5 p.m.

Matthew Rathbun, FAAR Education Director (3 Hrs CE/PL - Ethics)

Are you tired of taking Ethics classes, just to hear the instructor read the articles to you? How does all that work anyway? If you were ever reported for a potential violation, would you know how to respond? This three hour session lets the students take the reins of the Professional Standard Hearing and be the judge of the outcome! That's right – the students get to ask questions, cross examine and deliberate on what should be the case of "The Stolen Client". This session will open eyes to the challenges that panels have in deciding who may or may not be in violation of procuring cause or the Code of Ethics. Students get to hear the case and decide the fate!

## Social Media Forum 1 p.m. - 3 p.m.

Sarah Stelmok, RECA Chair

There are a lot of new and fascinating online tools with the rise of Social Media, but many agents don't know how to start or who to use this media to create new and lasting client relationships. Three Virginia REALTORS® share their techniques and tricks! This session will be a great forum to hear practical tips for engaging consumers online and to ask questions of the successful panelists!

## Environmental Issues Forum 3 p.m. - 5 p.m.

Industry Professionals

What's GREEN, What's not? What's a growing problem, and what's just growing? Local specialists talk about the emergence of mold, radon, septic systems and more. With the ever changing regulations, disclosures and vacant homes; agents need to know now more than other what's dangerous and what's repairable.

# Conference Schedule

## Trade Show Open 8 a.m. - 3:30 p.m.

## Election Voting at the Internet Café 8 a.m. - Noon

8 a.m.	Conference Check-In
9 a.m. - Noon	Morning Session
Noon - 1 p.m.	Break for Lunch - Visit Trade Show & Visit Booths for a Chance to Win Prizes!
1 p.m. - 5 p.m.	Afternoon Session
3:45 p.m.	Election Announcement & Raffle Drawings at the Trade Show Stage!

## Attendee Registration Form

To register, logon to [www.FAARmembers.com](http://www.FAARmembers.com) and go to Events/Online Registration or complete the following information and fax to 540-736-0301.

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Street Address: \_\_\_\_\_

City: \_\_\_\_\_

State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Email: \_\_\_\_\_

### Indicate your class selection(s) below:

#### MORNING SESSION

- Recession Proof Your Business**—Dirk Zeller  
 **Techie Troubles and Liabilities**—Matthew Rathbun

#### AFTERNOON SESSION

- Legal Update**—Lem Marshall  
 **The Stolen Client—You be the Judge**—Matthew Rathbun  
 **Social Media Forum**—Sarah Stelmok  
 **Environmental Issues Forum**—Industry Professionals

#### Payment:

- Member \$35  Non-Member \$50

Includes Lunch, Classes and All-Day Pass to the Trade Show

Check Enclosed

VISA  MASTERCARD  AMERICAN EXPRESS

Credit Card #: \_\_\_\_\_

Exp. Date: \_\_\_\_\_ Today's Date: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_