

# FAAR Out!

Getting back into the Groove in 2010

CONFERENCE & TRADE SHOW  
SEPTEMBER 9, 2010

## Attendee Information

**Don't miss out on FAAR's biggest event of the year!**  
**September 9, 2010**

**Registration & Trade Show Opens at 8 a.m.**

**Education Conference Begins at 9 a.m.**

**Members Only \$30**

**Non-Members \$50**

**INCLUDES LUNCH — PLUS....**

- ☺ Check out more than 80 Exhibitors
- ☺ Earn CE/PL Credits at the Conference!
- ☺ Shop & Save 15% at the REALTOR® Store!
- ☺ Stop by the Internet Café and vote in the FAAR 2011 Board of Directors Elections and Key Lock Box Straw Poll, 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 three decorated booths!
- ☺ Enter the Grand Prize Drawing - \$1,250  
Fredericksburg Travel Gift Certificate provided by NSWC Federal Credit Union!

**Many Thanks to our Sponsors**

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**The Free Lance-Star**

“This event counts for 5 pts. under *Education Activities* toward the *Professional Honor Role* recognition.”

## Class Descriptions

**Mortgages : From Amortization to Z** 9 a.m. - Noon  
Dan Green, National Speaker  
*Pending approval for 3 hrs of CE/PL and Broker*

Mortgage markets are a complicated animal—it's more than just "a rate." In this comprehensive, 3-hour session, attendees will learn the nuts-and-bolt of what makes mortgage rates work, and how to predict what rates might do in the future. Led by Dan Green, author of the often cited mortgage blog [themortgagereports.com](http://themortgagereports.com) and long-time loan officer. Course curriculum covers everything from basic definitions to complex reasoning. The more REALTORS® know about mortgages and mortgage rates, the better they can serve their clients.

**Social Media Marketing for REALTORS®** 9 a.m. - Noon  
Marie Still, MRIS Director of Marketing  
(former Director of Marketing for AOL Advertising)  
*Pending approval for 3 hrs CE/PL*

Attendees will explore Social Media, a low cost and effective marketing tool, that allows you to better communicate with their clients. Session will include introductions and discussions on ROI and strategies to fully use Facebook, Twitter, and blogging to the best advantage.

**Helping Your Clients with the Three Hs** 9 a.m. - 10:30 a.m.  
Michele Freemyers, Attorney at Law  
*Pending approval for 1hr CE/PL*

Learn how you can best serve and help your clients by using the three H programs: exploring and assisting using the Homeowners Assistance Program, the Home Affordable Modification Program and the Home Affordable Foreclosure Alternatives.

**Legal Update** 1:30 p.m. - 5 p.m.  
Lem Marshall, VAR Legal Counsel  
*Approved for 2 hrs Legal Updates CE; 2 hrs Elective PL*

Sign rules, disclosures, vested rights, and a variety of other laws have changed this year. Show up and hear from VAR's Special Counsel on new laws and other changing real estate trends will affect your business and the industry.

**Mock Hearing** 1:30 p.m. - 5 p.m.  
Professional Standards Team  
*3 Hrs CE/PL - Ethics*

Ever wonder what a Professional Standards hearing looks like? Gain insight with this interactive mock hearing, as the Professional Standards workgroup members demonstrate the process. Attendees will learn how they can protect themselves from false allegations as well as the information needed to file a complaint. Attendees will have the opportunity to ask questions.

**Visual Communication Specialist** 1:30 p.m. - 4:15 p.m.  
Instructor TBD  
*Pending approval for 2 hrs CE/PL*

Learn to be a Visual Communication Specialist using free technology to better communicate with your client. This class will provide the REALTOR® with the knowledge and means to provide a better, modern day marketing plan using photography, video, audio and free tools online that will help assist in client communication and create marketing strategies to retain and grow their customer base.

## Conference Schedule

**Trade Show Open 8 a.m. - 4 p.m.**  
**Election Voting at the Internet Café**  
8 a.m. - Noon

Opens at 8 a.m.	Conference Check-In
9 a.m. - Noon	Morning Session
Noon - 1:30 p.m.	Break for Lunch - Visit Trade Show for a Chance to Win Prizes!
Begins at 1:30 p.m.	Afternoon Session
Begins at 3:15 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: \_\_\_\_\_

### MORNING SESSION

(choose one if attending morning session)

- Mortgages: From Amortization to Z
- Social Media Marketing for REALTORS®
- Helping Your Clients with the Three Hs

### AFTERNOON SESSION

(choose one if attending afternoon session)

- Legal Update
- Mock Hearing
- Visual Communication Specialist

### PAYMENT

Member \$30  Non-Member \$50

Includes Lunch, Conference, and All-Day Trade Show Pass

VISA  MASTERCARD  AMERICAN EXPRESS

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

Exp. Date: \_\_\_\_\_ 3-Digit CVC # \_\_\_\_\_

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