



**DEC. 9-12, 2024**

**EXPO:  
DEC. 10-11, 2024**



**Thank you  
to our 2024  
Triple Play  
Sponsors!**

# TriplePlay

## SPONSORS

### DIAMOND



### PLATINUM



### DELUXE



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# 2024 Executive Committee

Gloria Monks  
*President*

Kathy Morin  
*President-Elect*

Sue LaRue  
*First Vice President*

Jairo Rodriguez  
*Treasurer*

Nick Manis  
*Immediate Past President*

Jarrod Grasso  
*Chief Executive Officer*



## Past Presidents

Nick Manis 2023	Bonnie Fitzgerald 2006
Robert White 2022	Mary Davis 2005
Jeffrey Jones 2021	Charles Oppler 2004
Angela Sicoli 2020	Christina Clemans 2003
Ilene Horowitz 2019	Rosanne Citta 2002
Christian Schlueter 2018	Timothy Richards 2001
Robert Oppenheimer 2017	Joseph Harrigan 2000
Tg Glazer 2016	Gloria Woodward 1999
Jean Bonilla 2015	Michael Ford 1997-98
Cindy Marsh-Tichy 2014	Robert Kinniebrew 1996
Christina Banasiak 2013	Carl DeMusz 1995
Gary Large 2012	Inez Lief 1994
Allan Dechert 2011	Gene Azzalina 1993
Judy Appleby 2010	Maurice Hageman, II 1992
Diane Dilzell 2009	Maurice Hoffman 1991
Drew Fishman 2008	Janet Barton 1990
William Hanley 2007	Larry DePalma 1990
	John DiNizio 1990
	Diane Disbrow 1989
	Nicola Esposito Jr. 1988

## Past President Representative

Jeff Jones

## Association Executive Representative

Alida Vasquez

## Division Officers

Gloria Siciliano  
*Association Operations*

Nicola Esposito Jr.  
*Communications & Public Relations*

Janet Ginsberg  
*Industry Advocacy*

Yesenia Frias  
*Professional Conduct*

Heather Robillard  
*Professional Development*

## Regional Vice Presidents

Corinna Burke  
*Region 1 Vice President*

James Joeriman  
*Region 4 Vice President*

Valerie Belardo  
*Region 2 Vice President*

Mark Quartello  
*Region 5 Vice President*

Tiffany Kjellander  
*Region 3 Vice President*

## National Association of REALTORS® Directors

Matthew Amato	Drew Fishman	Judith Moriarty
Christina Banasiak	Debra Flower	Kathleen Morin
Corinna Burke	Felix Greco	Charles Oppler
Colleen Camillo	William Hanley	Mark Quartello
Laura Castella	Ilene Horowitz	Brenda Richmond
Christina Clemans	Carlos Jesus	Christian Schlueter
Lorraine Colavito	Jeffrey Jones	Gloria Siciliano
Lisa Comito	Jeffrey Kist	Angela Sicoli
Anthony Della Pelle	Susan LaRue	Diane Traverso
Larry DePalma	Nick Manis	Jerry Tuscano
John DiNizio	Kevin McPheeters	Robert White
Diane Disbrow	Alireza Memar	David Wyrsh Jr.
Nicola Esposito Jr.	Gloria Monks	



## Executive Committee

### Officers

Joe Rivellino  
*President & President-Elect*

Jacqueline Rose  
*President-Elect*

Ron Garafalo  
*Treasurer*

John Vernazza  
*Immediate Past President*

Duncan MacKenzie  
*Chief Executive Officer*



New York State Association of REALTORS®, Inc.

## Past Presidents

John Vernazza  
2023

Joseph L. Canfora  
2004

Jennifer Vucetic  
2022

Robert E. Galliher  
2003

David Legaz  
2021

Savo Fries  
2002

Jennifer Stevenson  
2020

Ronald Steed  
2001

Moses Seuram  
2019

George K. Wonica  
2000

CJ DelVecchio  
2018

Joseph Whittington  
1999

Dawn Carpenter  
2017

Joan Isgro-Grant  
1998

Linda Lugo  
2016

Don Milton  
1997

Michael Smith  
2015

Gene Currier  
1996

JP Endres  
2014

Alan J. Greenstein  
1995

Margaret M. Hartman  
2013

Lee Rothleder  
1994

Susan Goldy  
2012

Anthony Diruzzo  
1993

Nicholas Gigante  
2011

Jo Levine  
1992

Hank W. Fries  
2010

David Adams  
1991

Daniel J. Hartnett  
2009

James Webb  
1990

Linda J. Page  
2008

Frederic Mayer  
1989

Max Wm. Gurvitch  
2007

John Dwyer  
1988

J. Gregory Connors  
2006

Alan Yassky  
1987

Gary P. Kenline  
2005

## Local Board Presidents

Isabel Alves  
*Dutchess County Association of REALTORS®*

Tahir Baig  
*Hamptons North Fork REALTORS® Association*

Carmen Bauman  
*Hudson Gateway Association of REALTORS®*

Donna Brooks  
*Ulster County Board of REALTORS®*

Mark Costanza  
*Elmira Corning Regional Association of REALTORS®*

James DiNapoli  
*Sullivan County Board of REALTORS®*

Jennifer Flynn  
*Jefferson Lewis Board of REALTORS®*

Jason Hage  
*Cortland County Board of REALTORS®*

Christopher Lake  
*Greater Binghamton Association of REALTORS®*

Vienna Laurendi  
*Buffalo Niagara Association of REALTORS®*

Cynthia Lazzaro  
*Mohawk Valley Association of REALTORS®*

Kevin Leatherman  
*Long Island Board of REALTORS®*

Michael O'Connor  
*Greater Rochester Association of REALTORS®*

Kelly Patrone  
*Chautauqua-Cattaraugus Board of REALTORS®*

Nancy Quigg  
*Greater Syracuse Association of REALTORS®*

Francine Reali  
*Staten Island Board of REALTORS®*

Barrington Richards  
*Brooklyn Board of REALTORS®*

Jessica Sherry  
*Southern Adirondack REALTORS®*

Michele Smith  
*Ithaca Board of REALTORS®*

Robert P Strell  
*New York State Commercial Association of REALTORS®*

Kathleen M. Sullivan  
*Greater Capital Association of REALTORS®*

Becky Thomas  
*Otsego Delaware Board of REALTORS®*

Elizabeth Trego  
*St Lawrence County Board of REALTORS®*

Jason Walch  
*Columbia-Greene Board of REALTORS®*

Peter Whitbeck  
*Adirondack Champlain Valley REALTORS®*

## National Association of REALTORS® Directors

Christopher Bacchus  
Carmen Bauman  
Tammy Teresa Belmore  
Gina Marie Bettenhauser  
Dorothy Botsoe  
Rosalind Burgin  
Judy Cangemi  
Andrew Castine  
Debra Chiappetta  
Tony D'Anzica  
Christine Dickson  
Mark Donnelly  
Ronald Garafalo

Frederic Greene  
Max Gurvitch  
Richard Haggerty  
Richard Halloran  
Margaret Hartman  
Hind Hatoum  
Crystal Hawkins Syska  
Rey Hollingsworth Falu  
Rao A Shaan Khan  
Rosanne La Fata  
Kevin Leatherman  
David Legaz  
Joseph Lippolis

Linda Page  
Ruth Pfeffer  
Joseph Rivellino  
Jacqueline Rose  
Mary Alice Ruppert  
Vlora Sejdi  
Moses Seuram  
Michael Smith  
Jennifer Stevenson  
Kathleen Sullivan  
Yoshinori Takita  
John Vernazza





## Leadership

### 2024 Line Officers

William Lublin  
*President-Elect*

David Dean  
*First Vice President*

Mike McGee  
*Chief Executive Officer*

Eric Rehling  
*Treasurer*

Al Perry  
*Immediate Past President*



**Pennsylvania  
Association of  
Realtors®**

## Past Presidents

Albert Perry  
2023

Melissa Sieg  
2005

Christopher Beadling  
2022

Gerald E. Romanik  
2004

Christopher Raad  
2021

Theodore Stefan, Jr.  
2003

William Festa  
2020

Ellen B. Renish  
2002

William McFalls  
2019

Robert J. Fleck  
2001

Todd Umbenhauer  
2018

Jerry Y. Speer  
2000

Kathleen McQuilkin  
2017

Janice C. Smarto  
1999

F. Todd Polinchock  
2016

Jack L. Rawlings  
1998

Ron Croushore  
2015

Stanley J. Lesniak, Jr.  
1997

Kim Skumanick  
2014

Robert M. Jones  
1996

Betty McTamney  
2013

Steve D. Finney  
1995

Frank Jacovini  
2012

James L. Helsel, Jr.  
1994

Guy Matteo  
2011

Richard J. Stampahar  
1993

Donald D. Roth  
2010

Sandra L. Stevens  
1992

Greg Herb  
2009

Frank B. Capone  
1991

Bob Hay  
2008

William J. Strachan  
1989

Dominic J. Cardone  
2007

Timothy S. Karr  
1988

E. Leonard Ferber, Jr.  
2006

## District Vice Presidents

Stephanie Biello  
*District 1*

Glenn Yoder  
*District 6*

Vincent Range  
*District 2*

Kevin Hodrick  
*District 7*

Janice Tarity  
*District 3*

LouAnn Hoffman  
*District 8*

Alexa Sanchez  
*District 4*

Mark Kibbe  
*District 9*

Sherrie Miller  
*District 5*

Jim Jarrett  
*District 10*

## National Association of REALTORS® Directors

John Barry  
Christopher Beadling  
David Dean  
Jodi Diego  
Robina English  
Kenneth Enochs  
James Helsel  
Greg Herb  
James Jarrett  
Sean LeSalle  
William Lublin

Melanie McLane  
Kathleen McQuilkin  
Bette McTamney  
Maryellen O'Brien  
Susan Patt  
Vincent Range  
Eric Rehling  
Lisa Sanderson  
Julie Sebock  
Patrick Sentner  
Alex Schnayder, Esq.

# GENERAL INFORMATION ABOUT...

## Audio Recordings

Extend the benefits of participating in Triple Play long after it's over and bring it home to those who couldn't attend. Capture the programs delivered by the finest collection of presenters in the industry by purchasing recordings of their sessions. Package includes high-quality recordings of the latest ideas and best practices shared at Triple Play 2024. These live recordings include the actual audio for a virtual re-creation of the session. Choose between three packages, including immediate streaming, download or the convenient Flash Drive Works Package and learn at your own pace using your favorite mobile device with no Internet needed.

Simply complete the order form inside this program and bring it to the Audio Recordings booth outside Halls B/C, Level 2, to take advantage of special on-site pricing.

## Badges

Admission to all Triple Play convention activities, education sessions, trade expo, Kick-Off Party, Icebreaker Reception and state association events is granted only to those wearing their official badge. **The badge replacement fee is \$25.** (NJ Realtors® President's Installation & Gala and PAR Luncheon also require additional fee and ticket.)

## Coat Check

You will find coat check service in the Convention Registration area, Level 2.

## Continuing Education (CE) Credit

Free real estate and/or appraisal continuing education (CE) credit is available to Triple Play registrants for some sessions (see Addendum for availability by state). Stop by the CE Information booth outside Halls B/C, Level 2 or speak to a session moderator for more information.

*Those seeking CE credit MUST have their barcoded badge scanned whenever ENTERING and EXITING a session.* If your barcode does not scan properly, please complete the attendance sheet available at the door by legibly printing your name, badge number, sign-in and sign-out times. Please stop at a Convention Registration booth at your earliest convenience to have your defective badge reprinted at no cost.

*CE credit will be awarded only to those who participate in CE sessions for the full time.* Attendees who arrive five minutes or more after their session begins and those who leave before their session ends will not receive CE credit. **All CE reporting will be confirmed by early January. If you do not receive notification for all completed sessions, please contact your state association immediately.**

**For New Jersey CE:** Per New Jersey Real Estate Continuing Education Requirements, courses cannot be repeated more than once within a 2-year license term. If you have already taken a course with another provider, Local Board/Association, etc., you cannot receive CE credit for it again if taken at Triple Play 2024.

**For New York CE:** All New York real estate licensees must complete 22.5 (twenty-two and one half) hours every two years based on their license renewal dates. Of this 22.5 hour requirement agents must complete: 3 hours of Fair Housing credit, 2.5 Hours of Ethics credit, 2 hours of Cultural Competency credit,

2 hours of Implicit Bias credit, 1 hour of Agency credit and 1 hour of Recent Legal Matters credit.

**For Pennsylvania CE:** The PA Real Estate Commission imposed the following continuing education requirement for the 2024-2026 renewal period. The coursework must be completed between June 1, 2024, and May 31, 2026 in order to meet the requirement. New licensees who are renewing for the first time are exempt from this one-time requirement and are still required to complete the mandatory courses for new licensees, which are not offered at Triple Play.

The requirement is that a minimum of 5 (five) hours of the required 14 hours of continuing education must be taken in the following topics: 2-hours in Fair Housing and 3-Hours in Agency Relationship.

## Cyber Lounge/Charging Stations

Stay charged at one of our complimentary charging stations located in the back, right corner of the Trade Expo, Hall B/C, Level 2.

## Discounts/Reservations

Visit the Atlantic City Restaurant Reservations Cart during show hours in the Convention Registration Area, Level 2, for dining suggestions. You'll also find an extensive list of money-saving deals at local restaurants, shops and attractions.

*Remember, with all the outlet stores in Atlantic City, it's a great time to take care of your last-minute holiday shopping!*

## First Aid

A first aid station is on the exhibit floor next to the Prizes & Announcements booth, across from booth #102, Level 2. Contact security (security/concierge desk located in the Atrium), registration personnel or a session moderator, if you have a medical need or emergency.

## Food/Lounges

A lounge area featuring coffee, soft drinks, snacks and lunch items is available at the rear of the Trade Expo, Halls B/C, Level 2. Coffee, tea, soft drinks and snacks are available at the Tri-State Lounge, Room #319, Level 3.

## Health & Safety

The Triple Play 2024 REALTOR® Convention & Trade Expo, sponsored by New Jersey REALTORS®, New York State Association of REALTORS® and Pennsylvania Association of REALTORS®, is committed to providing a safe and healthy in-person event. We will be following all guidelines put in place by the Center for Disease Control (CDC), State of New Jersey and the New Jersey Department of Health as well as other protocols related to COVID-19 that we deem necessary for the safety and well-being of our attendees.

- To keep everyone safe and help stop the spread of COVID-19, or any other communicable disease, we ask all in attendance to remain home if they are not feeling well.
- We encourage all in attendance to exhibit good personal hygiene practices such as proper hand washing, covering of coughs/sneezes, frequently utilizing hand sanitizing stations and any other appropriate measure to stop the spread of germs.

# GENERAL INFORMATION ABOUT...

## Hospitality Suites

Local Board/Association and other hospitality activities are privately arranged. Check the Messages and Information on TPTV outside Halls B/C, Level 2 for information or contact your Local Board/Association.

## No Smoking Policy

Smoking is prohibited in all public areas of the Atlantic City Convention Center, including the exhibit halls, meeting rooms, corridors, elevators, etc. For any attendee or exhibitor who wishes to smoke, ashtrays are available outside convention center entrance doors 1 - 7, in the parking garage, and at the entrance to the train station.

## Prizes

Prizes will be announced in the trade expo during show hours. A listing of the prizes and winners will be posted at the Prizes & Announcements booth, located in Hall B, across from booth #102. **All prizes must be claimed by 5 p.m. on Wednesday, December 11.**

## Registration Hours

Convention Registration Area, Level 2

Monday	10:00 a.m. - 5:30 p.m.
Tuesday	7:30 a.m. - 6:00 p.m.
Wednesday	7:30 a.m. - 5:00 p.m.
Thursday	7:30 - 10:30 a.m.

## Seating

Seating at all sessions (except those where pre-registration was required) is available on a first-come; first-served basis. No saving of seats is allowed.

## Trade Expo

View the latest products and services at the Trade Expo, located in Halls B/C, Level 2, open:

Tuesday	10 a.m. - 6 p.m.
Coffee	10 - 11 a.m. and 4:30 - 5:30 p.m.
Wednesday	9 a.m. - 5 p.m.
Coffee	9 - 10 a.m. and 3:30 - 4:30 p.m.

See the Exhibitor Directory in this program or in the app for a complete list of vendors.

## Transportation

### Complimentary Shuttle Service

Shuttle service between the Atlantic City Convention Center and official convention hotels runs during operational hours of the convention and is FREE for convention attendees.

### Days/Times:

Monday	10 a.m. - 6 p.m.; every 15 minutes
Tuesday	7 a.m. - 7 p.m.; every 15 minutes
Wednesday	7 a.m. - 7 p.m.; every 15 minutes
Thursday	7 a.m. - 1 p.m.; every 15 minutes

## Routes

Routes and pick-up/drop-off locations will be posted at the Convention Center and the official convention hotels: Bally's; Borgata; Caesars; Claridge; Hard Rock and MGM Tower.

## Jitneys

Atlantic City Jitneys operate 24-hours-a-day, 365-days-a-year on a frequent schedule. There is a fee of \$3 per person for a single ride. The Jitney stops are located on the corner of every route and originate one block from the Boardwalk on Pacific Avenue. For your convenience, every sign located by each casino stop has color-coded numbers.

**Main Jitney Route:** New Hampshire Avenue to Jackson Avenue, via Pacific Avenue.

**Route 6:** The Marina Area - Borgata, Golden Nugget and Harrah's via Delaware Avenue to Pacific Avenue.

## Triple Play Mobile App

Get all the information you need for Triple Play right from your smartphone or tablet. View session details and speakers, find exhibitors and build your personal convention schedule. Interactive mapping ensures you find your way around easily and the 'friends' feature connects you with other convention attendees. You can even download the session handouts to your mobile device. Maximize your convention experience - search for "Triple Play" in the App Store and Google Play today - it's free and easy!

## Wi-Fi

Enjoy free Wi-Fi service at the Convention Center.  
Network: Triple Play WiFi Password: home2024

## RELEASE

By attending "REALTORS® TRIPLE PLAY", you grant NJR, NYSAR & PAR the right to photograph, record, use and edit, without approval, your photograph, video, image, likeness, appearance, performance, and any other indicia of identity, in any format whatsoever, and to publish, disseminate, exhibit, publicly display, give, and/or transfer the same in any and all forms of media or distribution now known or hereafter discovered or developed (including, but not limited to, print media, Internet, Web casting, video streaming, television or radio), for the use of NJR, NYSAR & PAR, its affiliates and subsidiaries, in perpetuity, without payment or any consideration. Furthermore, by attending, you hereby waive any right to inspect or approve the finished photographs or printed or electronic matter that may be used in conjunction with them now or in the future, whether that use is known to you or unknown, and you waive any right to royalties or other compensation arising from or related to the use of the photograph and/or video. You hereby agree to release, defend, and hold harmless NJR, NYSAR & PAR their employees, agents, affiliates and subsidiaries, including any firm publishing and/or distributing the finished product in whole or in part, whether by print media, Internet, Web casting, video streaming, television or radio, from and against any claims, damages or liability arising from or related to the use of the photographs and/or video, including but not limited to any misuse, distortion, blurring, alteration, optical illusion or use in composite form, either intentionally or otherwise, that may occur or be produced in taking, processing, reduction or production of the finished product, its publication or distribution.



# Speed and efficiency

for secure transactions.



*At Nu World Title, we're not just about closing deals— we're about driving your business forward. With over 15 years of experience, we're dedicated to empowering real estate professionals by simplifying every step of the closing process and delivering exceptional service that keeps your clients coming back.*

## **TRANSFORM YOUR CLOSING EXPERIENCE**



### **Service**

"Effortless Closings, Tailored for You" – We offer end-to-end title services that prioritize your needs, making the closing process smooth and hassle-free while providing the highest level of personalized support.



### **Strength**

"Client-Centric Expertise You Can Rely On" – With a foundation of over 15 years in the industry, we bring deep knowledge and local insights to every transaction, ensuring your business thrives in any market condition.



### **Stability**

"A Steadfast Partner in Your Success" – Committed to your long-term growth, we deliver consistent results and adapt our approach to meet the evolving needs of your business.

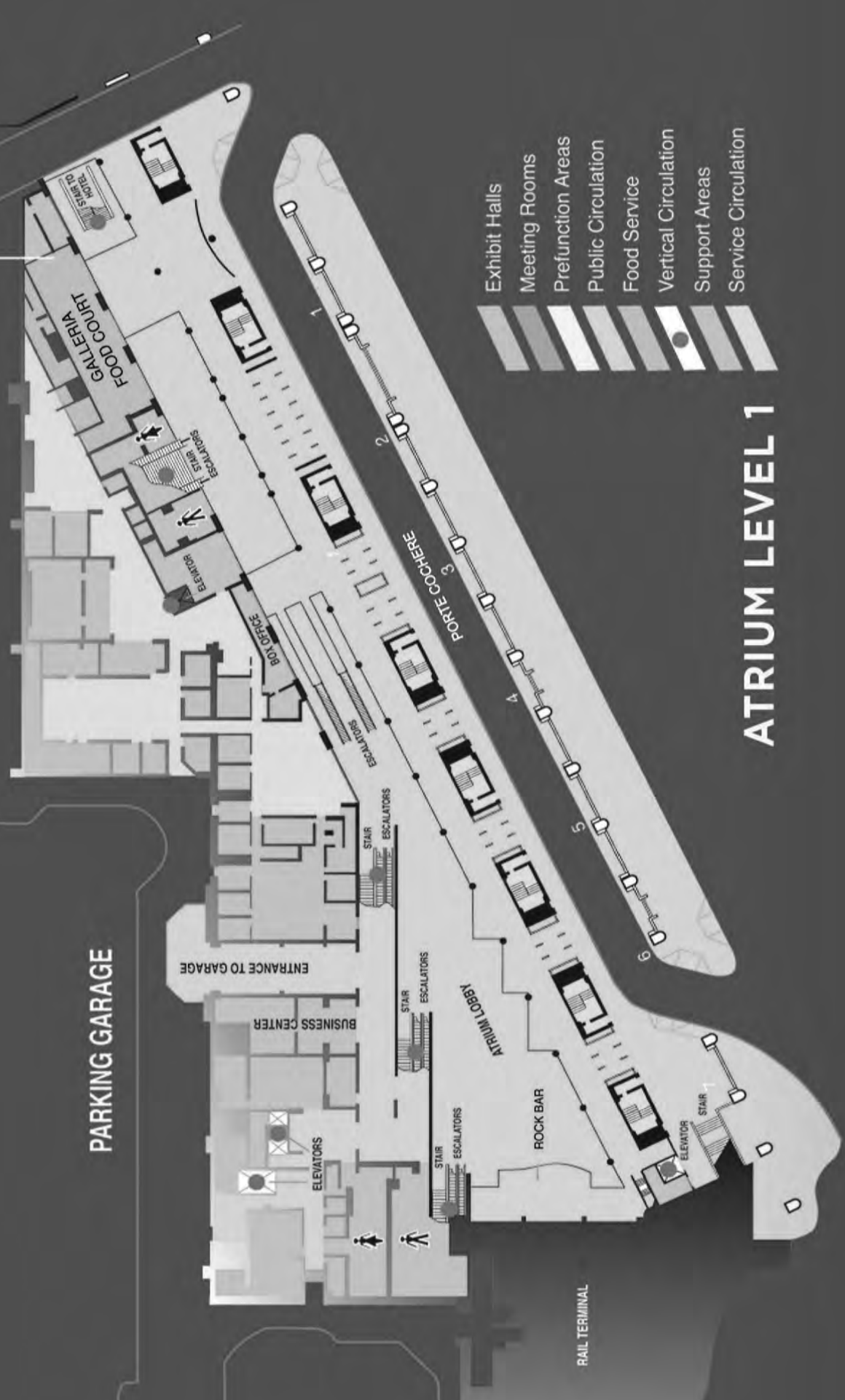


**MEET AC**  
**ATLANTIC CITY**  
 CONVENTION & GROUP SALES  
 2314 Pacific Avenue • Atlantic City, NJ 08401  
[meetac.com](http://meetac.com)

**PARKING GARAGE**

GALLERIA  
 FOOD COURT

PARKING  
 GARAGE  
 ENTRANCE

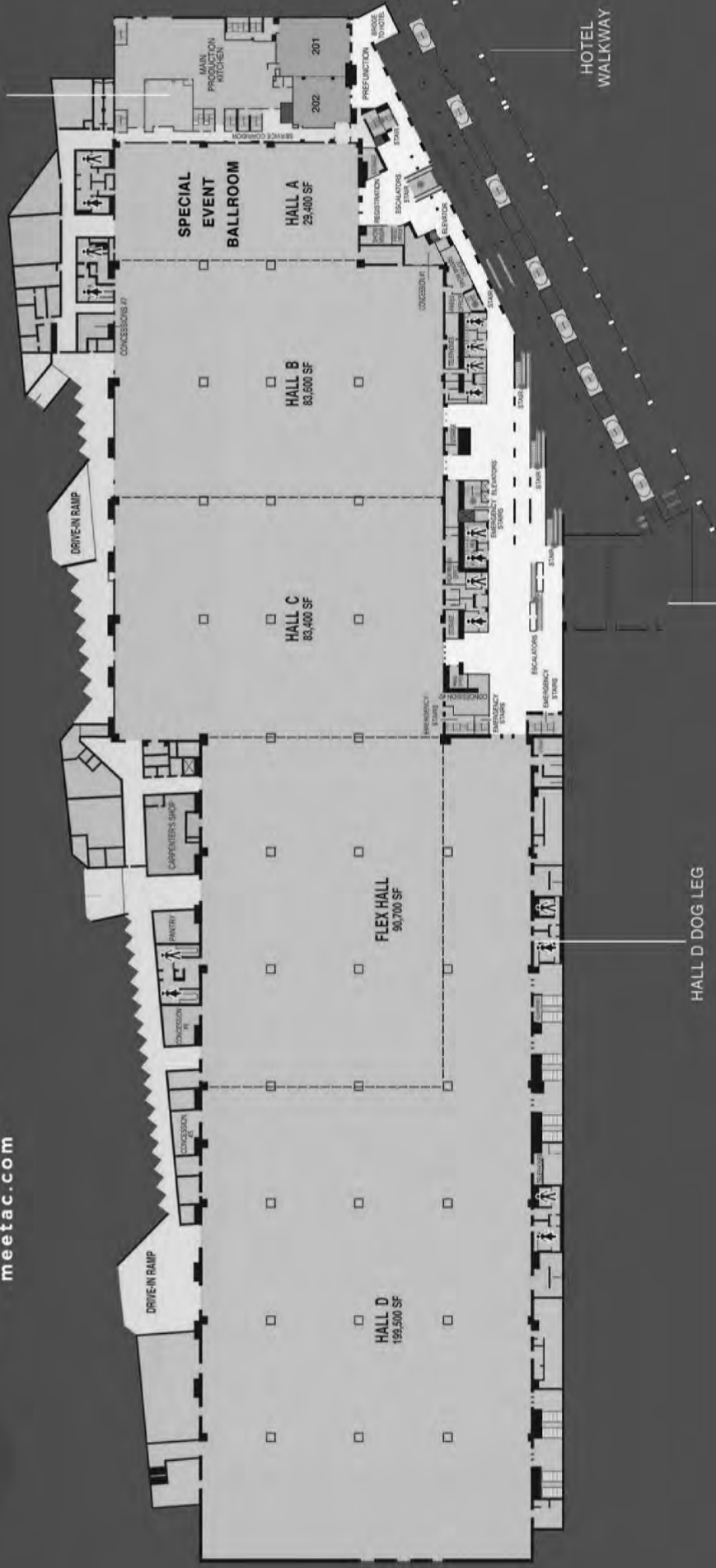


- Exhibit Halls
- Meeting Rooms
- Prefunction Areas
- Public Circulation
- Food Service
- Vertical Circulation
- Support Areas
- Service Circulation

**ATRIUM LEVEL 1**

**MEET AC**  
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KITCHEN



- Exhibit Halls
- Meeting Rooms
- Prefunction Areas
- Public Circulation
- Food Service
- Vertical Circulation
- Support Areas
- Service Circulation

RAIL TERMINAL

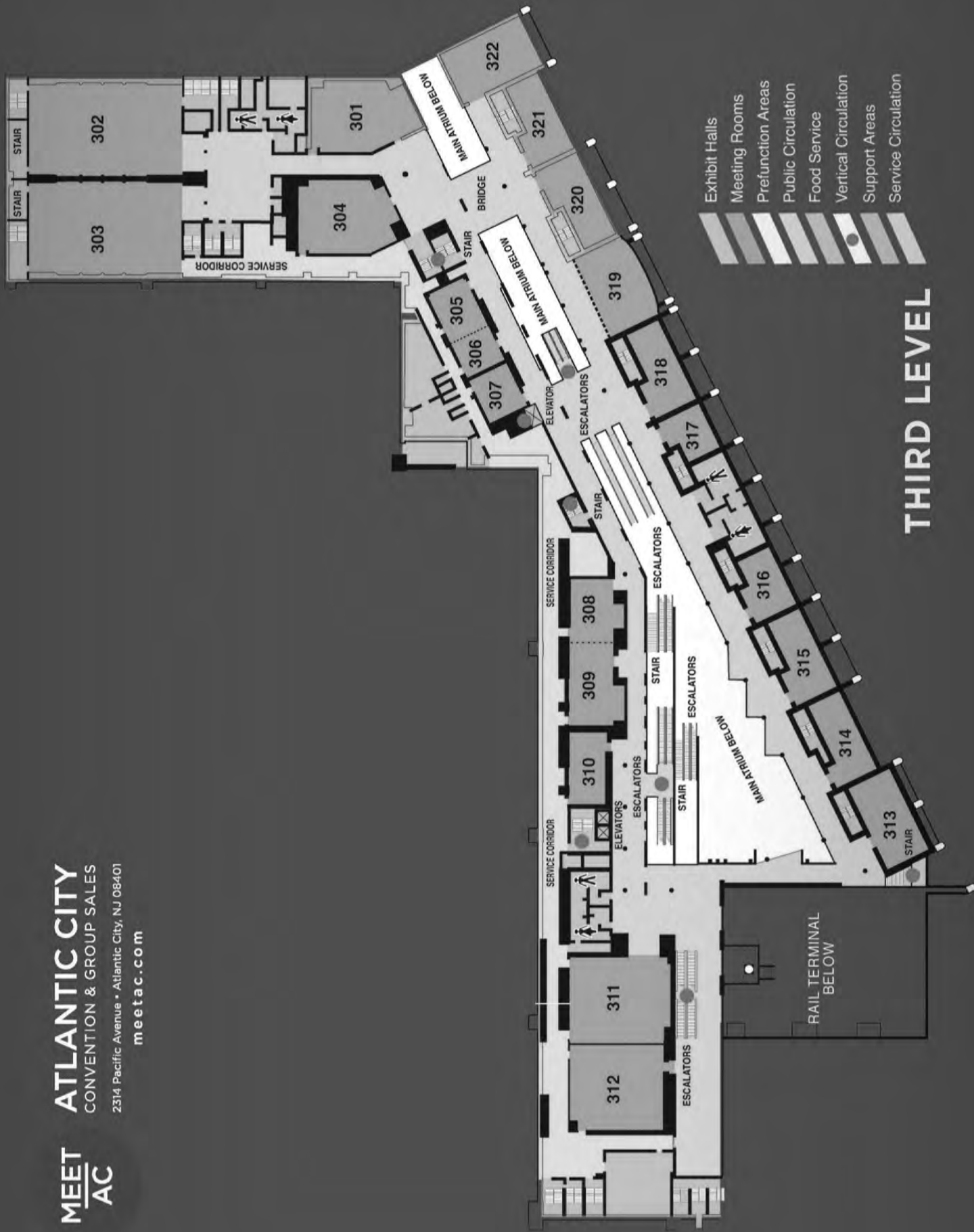
HALL D DOG LEG

HOTEL WALKWAY

# SECOND LEVEL EXHIBIT HALLS



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[meetac.com](http://meetac.com)

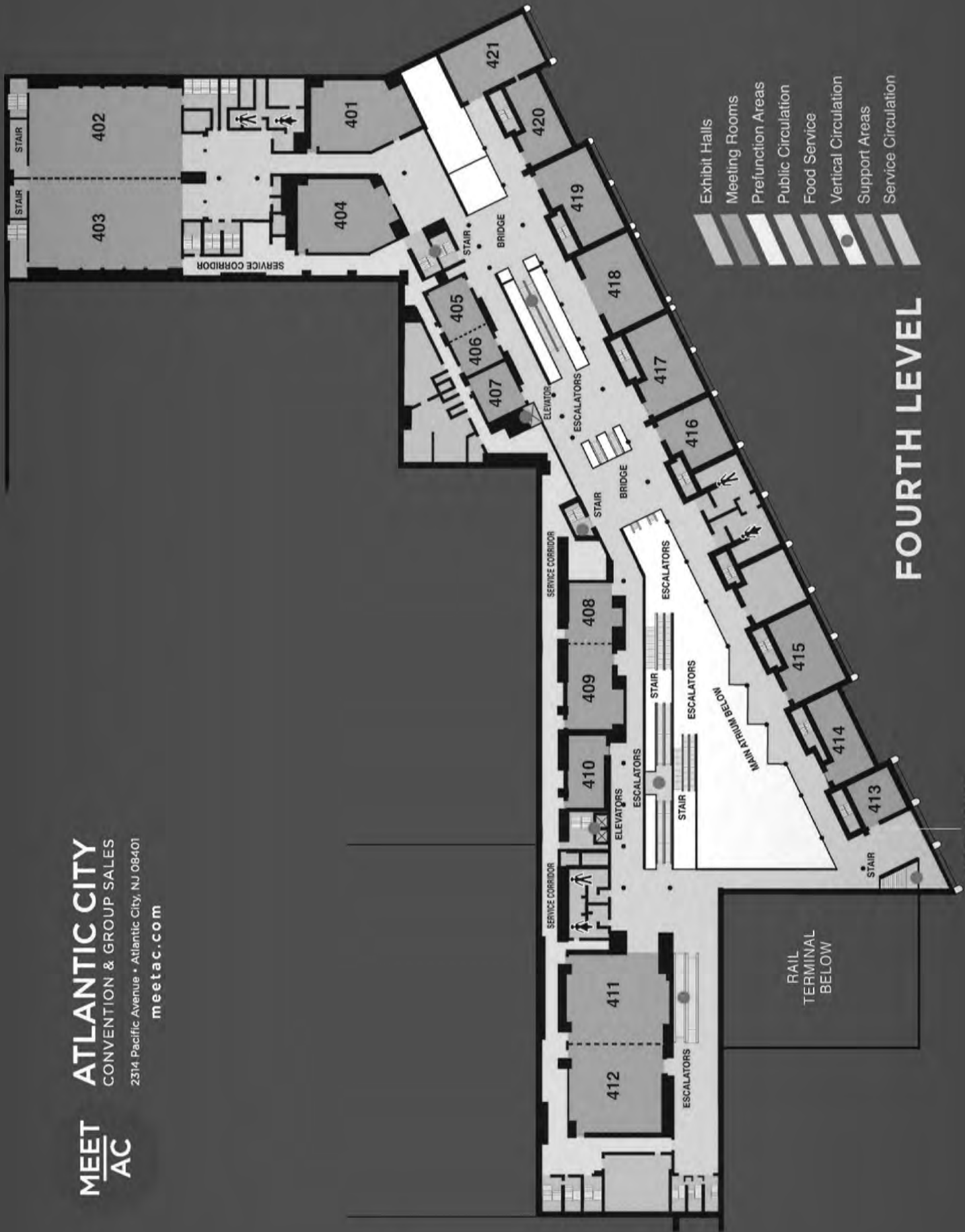


# THIRD LEVEL



**ATLANTIC CITY**  
 CONVENTION & GROUP SALES  
 2314 Pacific Avenue • Atlantic City, NJ 08401  
[meetac.com](http://meetac.com)

**MEET  
 AC**



- Exhibit Halls
- Meeting Rooms
- Prefunction Areas
- Public Circulation
- Food Service
- Vertical Circulation
- Support Areas
- Service Circulation

**FOURTH LEVEL**

TIME	PROGRAM	PRESENTER	CE HOURS	TRACK	ROOM
12:00 P.M. - 3:00 P.M.	<b>AI, ChatGPT, the Law &amp; the Code of Ethics</b>	Craig Grant	NJ: 3 elective, PA: 3	L, T	303
12:00 P.M. - 3:00 P.M.	<b>Lawsuits, Commission, &amp; REALTORS®, Oh My!</b>	Cheryl Knowlton	NJ: 3 Core, NY: 3 Ethics, PA: 3	L	302
1:00 P.M. - 2:00 P.M.	<b>3 Trends That Will Directly Impact Brokerages and Teams Success in the Next Year</b>	Jeff Lobb	None	P	308/309
1:00 P.M. - 3:00 P.M.	<b>Tenant Takeover: Property Sales with Occupied Units</b>	Joshua Kleinman, Kevin Uniglicht, Ian Bloom, Gabriella Erenberg	NJ: 2 elective, NY: 2, PA: 2	L	312
1:00 P.M. - 4:00 P.M.	<b>Seven Subjects to Know to Prevent Closing Delays and Manage Client Expectations</b>	Paula Zwiren, Juliana Diaz	NJ: 3 core, NY: 3, PA: 3	L	304
3:00 P.M. - 4:00 P.M.	<b>Creating Your Referral Ecosystem: Transforming Your Client Network into a Referral Powerhouse</b>	Jeff Lobb	None	P	308/309

\*Subject to change. See CE Credit Addendum, app or convention website for up-to-date CE availability by state.

## Track KEY

- A** = Appraisal
- B** = Brokerage/Management
- C** = Commercial/Investment
- AE** = Association Executives
- L** = Legal/Tax/Environmental
- P** = Professional Development
- S** = Sales/Marketing
- T** = Technology



# SCHEDULE AT-A-GLANCE\*

TUESDAY, DECEMBER 10

TIME	PROGRAM	PRESENTER	CE HOURS	TRACK	ROOM
9:00 A.M. - 10:00 A.M.	<b>Building for Tomorrow: A 2025 Business Planning Workshop</b>	Natalie Davis	None	P	322
9:00 A.M. - 10:00 A.M.	<b>Keep More of Your Paycheck - Tax Strategies for Agents</b>	Gregory Antipoff	None	L	313
9:00 A.M. - 10:00 A.M.	<b>Your Money Story</b>	Sandy Hedenberg	None	P	401
9:00 A.M. - 12:00 P.M.	<b>AI, ChatGPT, the Law &amp; the Code of Ethics</b>	Craig Grant	NJ: 3 elective, PA: 3	L, T	403
9:00 A.M. - 12:00 P.M.	<b>Communicating Your Value to Buyer Clients</b>	Adorna Carroll	NJ: 3 core, NY: 3 agency, PA: 3	P, B	402
9:00 A.M. - 12:00 P.M.	<b>CYA In Today's Market</b>	John Gillam	NJ: Pending, NY: 3, PA: 3	L	303
9:00 A.M. - 12:00 P.M.	<b>How to Finance Your Purchase Using FHA VA Conforming Loans</b>	Robert Tuzzo	NJ: 3 elective, NY: 3, PA: 3	P, S	417
9:00 A.M. - 12:00 P.M.	<b>Normal or Crazy, What's Next? Reading the Market</b>	Melanie McLane	NJ: 3 elective, NY: 3, PA: 3	P	308/309
9:00 A.M. - 12:00 P.M.	<b>Agency Relationships and Disclosures in Pennsylvania</b>	Kacy Clouser, Paige Perrucci	PA: 3	L	408/409
9:00 A.M. - 12:00 P.M.	<b>The Six Federal Laws Every Real Estate Professional Must Know</b>	Cheryl Knowlton	NJ: 3 core, NY: 3, PA: 3	L	302
9:30 A.M. - 11:30 A.M.	<b>Buyer Counseling Session: The Comprehensive Guide</b>	Randy Templeman	NJ: 2 core, NY: 2 agency, PA: 2	P	304
9:30 A.M. - 11:30 A.M.	<b>Essentials of Commercial Investment Analysis</b>	Josh Cadillac	NJ: 2 elective, NY: 2, PA: 2	C	404
9:30 A.M. - 11:30 A.M.	<b>Tactical Strategies to Find New Listing Opportunities</b>	Jeff Lobb	None	S	421
10:00 A.M. - 11:00 A.M.	<b>Launchpad: Ignite and Crush Your Goals for 2025!</b>	Jairo Rodriguez, Carey Smith, Jorge Aviles, Kevin Iglesias	None	S, P	312
10:00 A.M. - 12:00 P.M.	<b>Engage, Entice, Evolve: Using Today's Technology to Grow Your Company</b>	Matthew Rathbun	None	T, B	419
10:00 A.M. - 12:00 P.M.	<b>Leverage AI to Enhance GCI</b>	Marki Lemons Ryhal	None	P, D	411/412
10:00 A.M. - 12:00 P.M.	<b>Perception and Reality in Leadership</b>	Maura Neill	None	AE, B	415
11:00 A.M. - 12:00 P.M.	<b>Database Mastery: Creating a 6-Figure Database</b>	Natalie Davis	None	P	322
11:00 A.M. - 12:00 P.M.	<b>Global Horizons: Bridging Cultures in Real Estate</b>	Brenda Kasuva	NJ: 1 elective	L	401
11:00 A.M. - 12:00 P.M.	<b>SMART from the Start: Accounting and Tax Tips</b>	Gregory Antipoff	None	L	313
1:30 P.M. - 2:30 P.M.	<b>Building for Tomorrow: A 2025 Business Planning Workshop</b>	Natalie Davis	None	P	322
2:00 P.M. - 3:00 P.M.	<b>Masterfully Negotiating Home Inspections Agreements</b>	Matthew Rathbun	NJ: 1 elective	P	419



# SCHEDULE AT-A-GLANCE\*

TUESDAY, DECEMBER 10

TIME	PROGRAM	PRESENTER	CE HOURS	TRACK	ROOM
2:00 P.M. - 3:00 P.M.	<b>Stop Asking: Is This Tax Deductible?</b>	Gregory Antipoff	None	L	313
2:00 P.M. - 4:00 P.M.	<b>Instagram Lead Generation: 100 Leads in Seven Days</b>	Marki Lemons Ryhal	None	P, T	411/412
2:00 P.M. - 4:00 P.M.	<b>PA Legal Update</b>	Kacy Clouser, Paige Perrucci	PA: 2	L	408/409
2:00 P.M. - 4:00 P.M.	<b>Tactical Strategies to Find New Listing Opportunities</b>	Jeff Lobb	None	S	421
2:00 P.M. - 4:00 P.M.	<b>The Buyer Representation Agreement: Steps for Reps to Getting It Signed</b>	Randy Templeman	NJ: 2 core, NY: 2 agency, PA: 2	P	304
2:00 P.M. - 5:00 P.M.	<b>CMA's, BPO's &amp; What to Expect When You're Expecting . . . A Good Appraisal</b>	Josh Cadillac	NJ: 3 elective; 3 AP, NY: 3; 3 AP, PA: 3	A	404
2:00 P.M. - 5:00 P.M.	<b>Commercial Lending 101</b>	Robert Tuzzo	NJ: 3 elective, NY: 3, PA: 3	C, S	417
2:00 P.M. - 5:00 P.M.	<b>Communicating Your Value to Seller Clients</b>	Adorna Carroll	NJ: 3 core, NY: 3 agency, PA: 3	P, B	402
2:00 P.M. - 5:00 P.M.	<b>Compensation in a Changed Industry</b>	Melanie McLane	NJ: 3 core, NY: 3 agency, PA: 3	P	308/309
2:00 P.M. - 5:00 P.M.	<b>Ethics of Social Media and Advertising</b>	Heather Haase, John Gillam	NJ: 3 core, NY: Pending, PA: 3	L	303
2:00 P.M. - 5:00 P.M.	<b>Fair Play: Representation &amp; Compensation Conversations</b>	Maura Neill	NJ: 3 core, NY: 3, PA: 3	P	415
2:00 P.M. - 5:00 P.M.	<b>Legal Landmines in Real Estate: Navigating Through The Top 10 Lawsuit Triggers</b>	Cheryl Knowlton	NJ: 3 core, NY: 3, PA: 3	L	302
2:30 P.M. - 3:30 P.M.	<b>Global Horizons: Bridging Cultures in Real Estate</b>	Brenda Kasuva	NJ: 1 elective	L	401
2:30 P.M. - 4:30 P.M.	<b>Creating Awesome Content &amp; Marketing Materials with AI</b>	Craig Grant	None	T	403
2:30 P.M. - 4:30 P.M.	<b>Unlocking the Secrets of Property Management Success</b>	Fredrick Buehler	NJ: 2 elective, NY: 2, PA: 2	L	302
3:30 P.M. - 4:30 P.M.	<b>Database Mastery: Creating a 6-Figure Database</b>	Natalie Davis	None	P	322
3:30 P.M. - 4:30 P.M.	<b>Valuing Homes, Valuing Relationships</b>	Kevin Hecht	None	A	313

\*Subject to change. See CE Credit Addendum, app or convention website for up-to-date CE availability by state.

## Track KEY

**A** = Appraisal  
**B** = Brokerage/Management  
**C** = Commercial/Investment  
**AE** = Association Executives

**L** = Legal/Tax/Environmental  
**P** = Professional Development  
**S** = Sales/Marketing  
**T** = Technology

# SCHEDULE AT-A-GLANCE\*

WEDNESDAY, DECEMBER 11

8:30 A.M. - 4:30 P.M.	<b>USPAP</b>	Kevin Hecht	NJ: 7 elective; 7 AP; NY: 7.5; 7 AP; PA: 7	A	421
9:00 A.M. - 10:00 A.M.	<b>Nice to Meet You</b>	Heather Haase	None	S	419
9:00 A.M. - 10:30 A.M.	<b>The Art of Accountability! Building Team Respect, Credibility and Connection</b>	Pam Ermen	None	B	322
9:00 A.M. - 12:00 P.M.	<b>American Architecture</b>	Melanie McLane	NJ: 3 elective; 3 AP, NY: 3, PA: 3	A, S	301
9:00 A.M. - 12:00 P.M.	<b>Creative Financing: Closing Deals Others Can't</b>	Josh Cadillac	NJ: Pending, NY: 3	S	311
9:00 A.M. - 12:00 P.M.	<b>Fair Housing &amp; Negotiations: How to Counsel Clients</b>	Michael Walker	NJ: 3 elective, NY: 3 fair housing, PA: 3	L	312
9:00 A.M. - 12:00 P.M.	<b>Litigation Update: Recent Cases Impacting Real Estate</b>	Trista Curzydlo	NJ: 3 core, NY: 3, PA: 3	L	303
9:00 A.M. - 12:00 P.M.	<b>Money for Sale: The Perils of Wire Fraud and Money Laundering</b>	Deb Killian	NJ: 3 core, PA: 3	L	304
9:00 A.M. - 12:00 P.M.	<b>Mortgage Calculations/ Qualifying Borrowers</b>	Doug Vairo	NJ: 3 elective, NY: 3, PA: 3	P	415
9:00 A.M. - 12:00 P.M.	<b>Agency Relationships and Disclosures in Pennsylvania</b>	Kacy Clouser, Paige Perrucci	PA: 3	L	408/409
9:00 A.M. - 12:00 P.M.	<b>The Power of 1031 Exchanges</b>	Margo McDonnell	NJ: 3 elective, NY: 3, PA: 3	C	404
9:30 A.M. - 10:30 A.M.	<b>Tech: Know - Top Tech Trends Changing the Real Estate Game</b>	Chris Linsell	None	S, T	401
9:30 A.M. - 11:00 A.M.	<b>NJ Legal Update</b>	Barry Goodman, Conor Hennessey	NJ: 1 core	L	403
9:30 A.M. - 11:00 A.M.	<b>State of Industry Litigation/ Changes and Value of Buyers Agent: The New World Order</b>	Joey Bandemer	NJ: Pending, NY: 1.5	P	313
10:00 A.M. - 12:00 P.M.	<b>Contract Negotiations: Is this Really your Highest and Best?</b>	John Gillam	NJ: 2 core, NY: 2, PA: 2	L	302
10:00 A.M. - 12:00 P.M.	<b>Fiduciary Duties Unveiled: A Comprehensive Exploration of Agency Law for Real Estate Agents</b>	Fredrick Buehler	NJ: 2 core, NY: 2 agency, PA: 2	L	402
10:00 A.M. - 12:00 P.M.	<b>Shield &amp; Sell: Ensuring Real Estate Agent Safety in Critical Situations</b>	Robert Canfield	NJ: Pending, NY: 2, PA: 2	P	417
11:00 A.M. - 12:00 P.M.	<b>How to Win in the New Era of Real Estate</b>	Jared James	None	P	411/412
11:00 A.M. - 12:00 P.M.	<b>The Gen R Factor: From Property Lines to Time Lines</b>	Heather Haase	None	S	419
11:30 A.M. - 12:30 P.M.	<b>Content Chaos: Why Most Real Estate Agents Get Marketing Wrong</b>	Chris Linsell	None	P, S	401
11:30 A.M. - 1:00 P.M.	<b>The Principles of Profit for Brokers: This is No Time to 'Practice' Real Estate</b>	Pam Ermen	None	B	322
2:00 P.M. - 3:00 P.M.	<b>How to Leverage Social Media for Real Followers That Turn Into Actual Clients</b>	Jared James	None	P	411/412

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# SCHEDULE AT-A-GLANCE\*

WEDNESDAY, DECEMBER 11

TIME	PROGRAM	PRESENTER	CE HOURS	TRACK	ROOM
2:00 P.M. - 3:00 P.M.	<b>Negotiation Baseline</b>	Michael Walker	None	P	312
2:00 P.M. - 3:00 P.M.	<b>The Beginning of the End or the End of the Beginning?</b>	Chris Linsell	None	P	401
2:00 P.M. - 4:00 P.M.	<b>Shield &amp; Sell: Ensuring Real Estate Agent Safety in Critical Situations</b>	Robert Canfield	NJ: Pending, NY: 2, PA: 2	P	417
2:00 P.M. - 4:00 P.M.	<b>The Long &amp; Short of Short Term Rentals</b>	Josh Cadillac	NJ: 2 elective, NY: 2, PA: 2	S	311
2:00 P.M. - 5:00 P.M.	<b>Disclosure and Inspection: That's Not How This Works</b>	John Gillam	NJ: 3 core, NY: 3, PA: 3	L	302
2:00 P.M. - 5:00 P.M.	<b>Going, Going, Gone . . . Utilizing the Auction Method of Marketing to Sell Commercial Properties</b>	Mary Jean Agostini, Sam Kelly	NJ: 3 elective, NY: 3, PA: 3	C	404
2:00 P.M. - 5:00 P.M.	<b>Navigating the Commission Maze: The Code of Ethics and Procuring Cause Explained for Real Estate Agents</b>	Fredrick Buehler	NJ: 3 ethics, NY: 3 ethics, PA: 3	L	402
2:00 P.M. - 5:00 P.M.	<b>Nilions to Millions</b>	Robert Oppenheimer	NJ: 3 core	P	408/409
2:00 P.M. - 5:00 P.M.	<b>Pricing or Pandering? Market Realities</b>	Melanie McLane	NJ: 3 elective, NY: 3, PA: 3	P	301
2:00 P.M. - 5:00 P.M.	<b>Selling Fixer-Uppers Using 203(k) Loans</b>	Doug Vairo	NJ: 3 elective, NY: 3, PA: 3	P	415
2:00 P.M. - 5:00 P.M.	<b>The Fair Housing Act: Where It Started &amp; How It's Going</b>	Trista Curzydlo	NJ: 3 core, NY: 3, PA: 3	L	303
2:00 P.M. - 5:00 P.M.	<b>The Rate is What?</b>	Deb Killian	NJ: 3 elective, NY: 3, PA: 3	P	304
2:00 P.M. - 5:00 P.M.	<b>YPN Mastermind</b>	Panel	None	P	419
2:30 P.M. - 4:30 P.M.	<b>Buyer Beware? Seller Beware? Agent Beware!</b>	Pam Ermen	NJ: 2 core, PA: 2	L	322
4:00 P.M. - 5:00 P.M.	<b>Mastering the Art of Commission Negotiations</b>	Michael Walker	None	P	312
4:00 P.M. - 5:00 P.M.	<b>Real Estate Fads That All Went Bust (and what we can learn from them)</b>	Chris Linsell	None	P	401

# SCHEDULE AT-A-GLANCE\*

THURSDAY, DECEMBER 12

TIME	PROGRAM	PRESENTER	CE HOURS	TRACK	ROOM
9:00 A.M. - 11:00 A.M.	<b>Buyer Beware? Seller Beware? Agent Beware!</b>	Pam Ermen	NJ: 2 core, PA: 2	L	322
9:00 A.M. - 11:00 A.M.	<b>Make an Impact With Freddie Mac Affordable Housing Solutions</b>	Panel	NJ: Pending, NY: 2, PA: 2	P	312
9:00 A.M. - 12:00 P.M.	<b>Appraisals/How Values are Determined</b>	Doug Vairo	NJ: 3 elective, 3 AP, NY: 3; 3 AP, PA: 3	A	301
9:00 A.M. - 12:00 P.M.	<b>Money for Sale: The Perils of Wire Fraud and Money Laundering</b>	Deb Killian	NJ: 3 core, PA: 3	L	311
9:00 A.M. - 12:00 P.M.	<b>Navigating the Commission Maze: The Code of Ethics and Procuring Cause Explained for Real Estate Agents</b>	Fredrick Buehler	NJ: 3 ethics, NY: 2 ethics, PA: 3	L	303

\*Subject to change. See CE Credit Addendum, app or convention website for up-to-date CE availability by state.





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\*All claims are based on the data available at [showingtimeplus.com/showcase-facts](https://www.zillow.com/showingtimeplus.com/showcase-facts)



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# CONTINUING EDUCATION (CE) CREDIT INFORMATION

Free real estate and/or appraisal CE credit is available to Triple Play registrants for some sessions (see addendum for the latest details). Stop by the CE Information booth outside Halls B/C, Level 2 or speak to a session moderator for more information.

**Those seeking CE credit MUST have their bar-coded badge scanned whenever ENTERING and EXITING a session.** If your barcode does not scan properly, please complete the attendance sheet available at the door by legibly printing your name, badge number, sign-in and sign-out times.

Please stop at the registration desk at your earliest convenience to have your defective badge reprinted at no cost.

To assure your access to a seat, **plan to arrive early** for any session that carries CE credit.

**CE credit will be awarded only to those who participate in CE sessions for the full time.** Attendees who arrive 5 minutes or more after their session begins and those who leave before their session ends won't receive CE credit.

**Your CE completion will be confirmed no later than early January.** If you do not receive notification for all completed sessions, please contact your state association immediately.

## MONDAY, DECEMBER 9 - SESSIONS

**12:00 p.m. - 3:00 p.m.**

### **AI, ChatGPT, the Law & the Code of Ethics**

Speaker: Craig Grant

Track: Legal, Tech, Room: 303

NJ: 3 elective, PA: 3

Artificial Intelligence or AI is the science of making machines that can think, act, process large amounts of data, perform, be artistic and creative, and more like Humans. But this game-changing technology has many downsides that, if not implemented properly, can cause all kinds of legal, ethical, and compliance problems for you and your real estate business. Attend this fast-paced session to stay ahead of the curve, improve your life happiness and boost your business efficiencies and customer service, all while using these tools in an ethical and compliant manner!

**12:00 p.m. - 3:00 p.m.**

### **Lawsuits, Commission, & REALTORS®, Oh My!**

Speaker: Cheryl Knowlton

Track: Legal, Room: 302

NJ: 3 Core, NY: 3 Ethics, PA: 3

Dive into the up to the minute things you must know to successfully navigate the changes in the real estate national landscape including antitrust, THE lawsuits, compensation discussions with clients, and how all of these changes will affect your clients - and you. Learn to navigate legal pitfalls, negotiate commissions effectively, and uphold ethical standards to enhance your professional integrity and client trust.

**1:00 p.m. - 2:00 p.m.**

### **3 Trends That Will Directly Impact Brokerages and Teams Success in the Next Year**

Speaker: Jeff Lobb

Track: ProfDev, Room: 308/309

As we look ahead, three key trends are set to redefine the success of brokerages in the ever-evolving real estate landscape. We'll discuss the shift from the traditional recruitment model, the importance and changes of a brokerage's value proposition, and the ways to cultivate a culture that keeps pace with a new virtual world that's upon us. We'll unpack these trends and equip you with actionable strategies to ensure your brokerage not only adapts but thrives in the constantly shifting market.

**1:00 p.m. - 3:00 p.m.**

### **Tenant Takeover: Property Sales with Occupied Units**

Speaker: Joshua Kleinman, Kevin Uniglicht,

Ian Bloom, Gabriella Erenberg

Track: Legal, Room: 312

NJ: 2 elective, NY: 2, PA: 2

This course simplifies tenant-occupied property sales, providing real estate professionals with the know-how to handle transactions effectively. We'll cover landlord rights, identify common pitfalls, and apply best practices, ensuring smooth sales that prioritize the interests of all parties.

**1:00 p.m. - 4:00 p.m.**

### **Seven Subjects to Know to Prevent Closing Delays and Manage Client Expectations**

Speaker: Paula Zwiren, Juliana Diaz

Track: Legal, Room: 304

NJ: 3 core, NY: 3, PA: 3

Prevent surprises with your closings by attending this well-rounded presentation of key considerations to set a transaction up successfully. After taking this course, you will feel empowered to navigate important real estate principles and laws by understanding how the practices of the salesperson are critical from contract to closing and beyond.

**3:00 p.m. - 4:00 p.m.**

### **Creating Your Referral Ecosystem: Transforming Your Client Network into a Referral Powerhouse**

Speaker: Jeff Lobb

Track: ProfDev, Room: 308/309

The referral ecosystem approach focuses on harnessing the power of your current client base and those connections you've fostered over time. The goal is to ensure that whenever real estate is mentioned within their networks, YOUR name is the one they refer with confidence. It's not just about the service you provide during the transaction, but how you continue to add value long after the deal has closed, keeping you firmly in their minds as the go-to real estate professional.

# TUESDAY, DECEMBER 10 - SESSIONS

9:00 a.m. - 10:00 a.m.

## **Building for Tomorrow:**

### **A 2025 Business Planning Workshop**

Speaker: Natalie Davis

Track: ProfDev, Room: 322

Join Natalie for an exclusive workshop tailored for REALTORS® navigating the evolving business landscape. Explore strategic planning essentials, crafting a roadmap for success in 2025 and beyond. Leave with actionable steps to future-proof your business for sustained growth and profitability.

9:00 a.m. - 10:00 a.m.

## **Keep More of Your Paycheck - Tax Strategies for Agents**

Speaker: Gregory Antipoff

Track: Legal, Room: 313

It's not what you earn, it's what you keep! With our industry's strong focus on helping agents earn more, this session will focus on helping you keep more. Join us to learn about ways to reduce your largest expense, taxes. Learn how to increase your wealth by automating your accounting, understanding the value of a tax deduction and the power of proactive tax planning strategies.

9:00 a.m. - 10:00 a.m.

## **Your Money Story**

Speaker: Sandy Hedenberg

Track: ProfDev, Room: 401

This session focuses on personal finance and achieving financial goals for REALTORS® and other real estate professionals. We'll explore how subconscious money stories shape our financial decisions and success, and how aligning these narratives can strengthen our value proposition in today's real estate landscape.

9:00 a.m. - 12:00 p.m.

## **AI, ChatGPT, the Law & the Code of Ethics**

Speaker: Craig Grant

Track: Legal, Tech, Room: 403

NJ: 3 elective, PA: 3

Artificial Intelligence or AI is the science of making machines that can think, act, process large amounts of data, perform, be artistic and creative, and more like Humans. But this game-changing technology has many downsides that, if not implemented properly, can cause all kinds of legal, ethical, and compliance problems for you and your real estate business. Attend this fast-paced session to stay ahead of the curve, improve your life happiness and boost your business efficiencies and customer service, all while using these tools in an ethical and compliant manner!

9:00 a.m. - 12:00 p.m.

## **Communicating Your Value to Buyer Clients**

Speaker: Adorna Carroll

Track: ProfDev, Broker, Room: 402

NJ: 3 core, NY: 3 agency, PA: 3

In today's real estate market, having effective dialogue and cutting-edge skills are imperative to representing buyer clients. Real estate professionals need to be able to articulate their value and demonstrate that we have the skills to guide the buyer through the home buying process.

9:00 a.m. - 12:00 p.m.

## **CYA In Today's Market**

Speaker: John Gillam

Track: Legal, Room: 303

NJ: pending, NY: 3, PA: 3

In a post-DOJ, pro-Buyer Agent world, we need to be real about where we've been as an industry. Due diligence isn't just a phrase, but a cornerstone of protecting both buyers and sellers. Safeguard your clients' interests, reduce liability, and be viewed as a trustworthy and valuable professional.

9:00 a.m. - 12:00 p.m.

## **How to Finance Your Purchase Using FHA VA Conforming Loans**

Speaker: Robert Tuzzo

Track: ProfDev, Sales, Room: 417

NJ: 3 elective, NY: 3, PA: 3

This class will train the real estate agent about several of the important differences of the most popular but misunderstood loan programs. Those programs are: FHA, VA, Conforming (FNMA, FHLMC) and Construction loans.

9:00 a.m. - 12:00 p.m.

## **Normal or Crazy, What's Next? Reading the Market**

Speaker: Melanie McLane

Track: ProfDev, Room: 308/309

NJ: 3 elective, NY: 3, PA: 3

The market has shifted and will keep shifting. What was successful for you in the past may not work now. Changes are everywhere: outside influencers seeking a piece of the pie, the economy continues to evolve, and artificial intelligence permeates all business. In this session, you'll find out what signals to watch regarding economic trends; we'll review the impact of new business models; and we'll discuss strategies to help your clients regarding inventory, pricing and interest rate challenges.

9:00 a.m. - 12:00 p.m.

## **Agency Relationships and Disclosures in Pennsylvania**

Speaker: Kacy Clouser, Paige Perrucci

Track: Legal, Room: 408/409

PA: 3

This 3-hour Pennsylvania State Real Estate Commission required topic for the 2024-2026 continuing education cycle will examine Pennsylvania real estate agency relationships as defined by the Real Estate Registration and Licensing Act, including required disclosures during the sale or purchase of real estate in Pennsylvania. The

### **Track KEY**

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Development

**S** = Sales/Marketing

**T** = Technology



course will examine standard forms used in the sale or purchase of real estate to protect consumers and clients from the point of first contact with a real estate licensee through the conclusion of a real estate transaction. In-depth discussion of the variety of agency relationships will be examined in conjunction with the specific form to be used to remain in compliance with the Pennsylvania Real Estate and Licensing Registration Act for the protection of the consumer.

**9:00 a.m. - 12:00 p.m.**  
**The Six Federal Laws Every Real Estate Professional Must Know**

Speaker: Cheryl Knowlton  
Track: Legal, Room: 302  
NJ: 3 core, NY: 3, PA: 3

Dive into "The 6 Federal Laws Every Agent Must Know," a 3-hour engaging masterclass tailored for real estate professionals. Explore key regulations including TRID, Anti-Trust, Lead-Based Paint, Do-Not-Call, ADA, and Fair Housing, with a unique blend of fun and practicality. This course promises to deepen your understanding of crucial federal laws, safeguarding your clients' interests and your professional reputation.

**9:30 a.m. - 11:30 a.m.**  
**Buyer Counseling Session: The Comprehensive Guide**

Speaker: Randy Templeman  
Track: ProfDev, Room: 304  
NJ: 2 core, NY: 2 agency, PA: 2

A counseling session provides an ideal opportunity to establish a successful relationship with a potential buyer through a purposeful conversation. Discover proper interview methods, how to explain your role, ask questions, listen effectively, analyze responses, and react accordingly. Determine how to conduct a needs analysis, establish rapport, and build trust so that sessions conclude with buyers agreeable to working with you exclusively through a signed buyer representation agreement.

**9:30 a.m. - 11:30 a.m.**  
**Essentials of Commercial Investment Analysis**

Speaker: Josh Cadillac  
Track: Comm, Room: 404  
NJ: 2 elective, NY: 2, PA: 2

Investors care about the numbers and for many agents the numbers are the very thing that trips them up. In this session, you'll find out how to use "the numbers" to make the case for your product and demonstrate your professional expertise. You'll get training on how to analyze cap rates, TVM (time value of money) calculations, internal rates of return, and net present values. This session will provide you with renewed confidence in your ability to quantify investment values for your clients.

**9:30 a.m. - 11:30 a.m.**  
**Tactical Strategies to Find New Listing Opportunities**

Speaker: Jeff Lobb  
Track: Sales, Room: 421

Listings drive the business. Those who control the inventory, control the market. Listings generate a huge organic lead funnel as well! Today's consumer is different, getting access to data is different and

the strategies to connect with people have changed dramatically. This session will discuss in detail creative strategies that can help agents focus on finding new listing opportunities, and build a better funnel for listing inventory, now and in the future. This power-packed session will give you the insights to tools and ideas that can take your listings and your business to the next level.

**10:00 a.m. - 11:00 a.m.**  
**Launchpad: Ignite and Crush Your Goals for 2025!**

Speaker: Jairo Rodriguez, Carey Smith, Jorge Aviles, Kevin Iglesias  
Track: Sales, ProfDev, Room: 312

Step into the new year with confidence and vigor! "Launchpad 2025" is a dynamic panel session designed to equip you with the tools and mindset needed to kickstart your year on a high note. Join us as we listen to actionable strategies, set powerful goals, overcome obstacles, and seize opportunities for growth. Get ready to ignite your success and soar to new heights in 2025!

**10:00 a.m. - 12:00 p.m.**  
**Engage, Entice, Evolve: Using Today's Technology to Grow Your Company**

Speaker: Matthew Rathbun  
Track: Tech, Broker, Room: 419

Are you scratching your head trying to get in front of one agent at a time? Today's innovative Brokers are using the power of emerging technologies to build a following of agents. AI, blogging, video and social engagement opens many opportunities for recruiting knowledgeable and dedicated agents. Combining these free tools with a few strategic systems will promise positive growth in your company!

**10:00 a.m. - 12:00 p.m.**  
**Leverage AI to Enhance GCI**

Speaker: Marki Lemons Ryhal  
Track: ProfDev, Sales, Room: 411/412

Picture this: You're a real estate brokerage striving for success in a dynamic market. You know that lead generation is the lifeblood of your business, but with fierce competition and ever-changing consumer behaviors, staying ahead can be a challenge. That's where Artificial Intelligence comes in. We will dive into the world of AI and discover how it can supercharge your brokerage lead generation efforts, driving your Gross Closed Income to new heights.

**10:00 a.m. - 12:00 p.m.**  
**Perception and Reality in Leadership**

Speaker: Maura Neill  
Track: AE, Broker, Room: 415

An effective leader hones leadership skills, improves their emotional intelligence and recognizes there are many realities in an organization. One's perception and reality, may not be the same as others'. We'll test your perception, compare it to others', and discuss environmental perceptions and the application of emotional intelligence. How you utilize these skills to relate to Association staff, your Leadership Team, member volunteers and the organization's membership may define your success.

**11:00 a.m. - 12:00 p.m.**

**Database Mastery: Creating a 6-Figure Database**

Speaker: Natalie Davis

Track: ProfDev, Room: 322

Roll up your sleeves and jump into this hands-on training session about creating a 6-figure database, where you'll learn the strategies and techniques to build the business of your dreams. This workshop is designed to empower REALTORS® with practical knowledge and actionable steps to develop a solid plan that will propel their business to new heights. Don't miss this opportunity to transform your business and take it to the next level.

**11:00 a.m. - 12:00 p.m.**

**Global Horizons: Bridging Cultures in Real Estate**

Speaker: Brenda Kasuva

Track: Legal, Room: 401

NJ: 1 elective

In this session, we'll unlock the potential of the immigrant market. Discover key strategies for cultural sensitivity, overcoming barriers for first-time immigrant buyers, and effective communication. Learn practical marketing, trust-building techniques to expand your client base and foster long-lasting relationships. Tailored for real estate professionals, with promises of actionable insights to navigate cross-cultural transactions successfully.

**11:00 a.m. - 12:00 p.m.**

**SMART from the Start: Accounting and Tax Tips**

Speaker: Gregory Antipoff

Track: Legal, Room: 313

Don't be surprised by your first, or next, big tax bill. As a real estate agent, you are a self-employed business owner. This session will bring awareness to the tax and accounting requirements that make up the SMART acronym. Attendees will leave knowing the tools to use to automate common accounting tasks. Attendees will also know how to estimate their tax bill so there are no surprises come tax time.

**1:30 p.m. - 2:30 p.m.**

**Building for Tomorrow:  
A 2025 Business Planning Workshop**

Speaker: Natalie Davis

Track: ProfDev, Room: 322

Join Natalie for an exclusive workshop tailored for REALTORS® navigating the evolving business landscape. Explore strategic planning essentials, crafting a roadmap for success in 2025 and beyond. Leave with actionable steps to future-proof your business for sustained growth and profitability.

**2:00 p.m. - 3:00 p.m.**

**Masterfully Negotiating  
Home Inspections Agreements**

Speaker: Matthew Rathbun

Track: ProfDev, Room: 419

NJ: 1 elective

The home inspection phase is crucial in real estate deals, often deciding a sale's outcome. Effective negotiation and resolution of inspection issues are key to preventing deals from falling apart. This session aims to boost real estate professionals' negotiation skills, help draft solid inspection agreements, and devise action plans for smooth transactions, benefiting consumers. This session will also explore effective tools to be productive and efficient in managing the agreed upon repairs.

**2:00 p.m. - 3:00 p.m.**

**Stop Asking: Is This Tax Deductible?**

Speaker: Gregory Antipoff

Track: Legal, Room: 313

How often do you ask yourself or your tax advisor, "Is this tax deductible?" In this session you will learn how to ask a much better version of that question that can save you thousands. Learn the IRS criteria for determining if something is deductible. Join us to find out how to make almost anything tax deductible. We'll also bust some of the most common myths about what is deductible for agents. Be sure to bring your "Is this deductible?" questions.

**2:00 p.m. - 4:00 p.m.**

**Instagram Lead Generation:  
100 Leads in Seven Days**

Speaker: Marki Lemons Ryhal

Track: ProfDev, Tech

Room: 411/412

Real estate professionals, you will learn the art and science of generating 100 leads in just seven days using Instagram with fewer than 3,000 followers. This intensive session is tailored for individual real estate agents and real estate teams looking to leverage social media for expansive growth. You'll gain insights into the practical tools and strategies needed to captivate your audience, create impactful content, and convert interactions into tangible leads.

**2:00 p.m. - 4:00 p.m.**

**PA Legal Update**

Speaker: Kacy Clouser, Paige Perrucci

Track: Legal, Room: 408/409

PA: 2

Join Pennsylvania Association of REALTORS® Legal Counsel for an update on Pennsylvania legal issues to reduce risk and assure you're operating in full compliance.

**2:00 p.m. - 4:00 p.m.**

**Tactical Strategies to Find New  
Listing Opportunities**

Speaker: Jeff Lobb

Track: Sales, Room: 421

Listings drive the business. Those who control the inventory, control the market. Listings generate a huge organic lead funnel as well! Today's consumer is different, getting access to data is different and the strategies to connect with people have changed dramatically. This session will discuss in detail creative strategies that can help agents focus on finding new listing opportunities, and build a better funnel for listing inventory, now and in the future. This power-packed session will give you the insights to tools and ideas that can take your listings and your business to the next level.

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**T** = Technology

**2:00 p.m. - 4:00 p.m.**

**The Buyer Representation Agreement: Steps for Reps to Getting It Signed**

Speaker: Randy Templeman

Track: ProfDev, Room: 304

NJ: 2 core, NY: 2 agency, PA: 2

Agent and buyer professional relationships must be formalized by a Buyer Representation Agreement (BRA) that documents and clarifies the roles and responsibilities of both parties. Discover how perception (what you know) and perspective (what you believe) affect the use of a BRA. Implement specific steps to improve your aptitude and attitude (skill and will), recognize words to use and words to lose, and how to explain the benefits of obtaining a "consent to represent" through a signed BRA.

**2:00 p.m. - 5:00 p.m.**

**CMA's, BPO's & What to Expect When You're Expecting . . . A Good Appraisal**

Speaker: Josh Cadillac

Track: Appraisal, Room: 404

NJ: 3 elective, 3 appraisal, NY: 3, 3 appraisal, PA: 3

Everyone has an opinion of what the value of a property is. The buyer has one, the seller has another, and then the appraiser comes in and tells you what it's "really" worth. As the real estate professional, you need to understand the valuation process backwards and forwards. The client hired you to do a job and knowing the market value of the property and how the appraiser will do their report is must-have information. In this session, you will learn how valuation works, what the appraiser does, and the best ways to get your appraisals to come in. We will also cover BPO's and CMA's so that you have all the needed tools for whatever real estate throws your way.

**2:00 p.m. - 5:00 p.m.**

**Commercial Lending 101**

Speaker: Robert Tuzzo

Track: Comm, Sales, Room: 417

NJ: 3 elective, NY: 3, PA: 3

This course is designed to teach Real Estate Professionals the basics of Commercial Lending, how to calculate cash flow (DSCR), how to perform due diligence on a property, how to calculate Cap Rate and how a property will perform based on cash flow. There will be an overview of commercial real estate loans on the properties and entities that qualify for commercial loans and details on how to perform calculations to qualify a CRE loan.

**2:00 p.m. - 5:00 p.m.**

**Communicating Your Value to Seller Clients**

Speaker: Adorna Carroll

Track: ProfDev, Broker, Room: 402

NJ: 3 core, NY: 3 agency, PA: 3

In today's real estate market, having effective dialogue and cutting-edge skills are imperative to representing seller clients. Real estate professionals need to be able to articulate their value and demonstrate that we have the skills to guide the seller through the home seller process.

**2:00 p.m. - 5:00 p.m.**

**Compensation in a Changed Industry**

Speaker: Melanie McLane

Track: ProfDev

Room: 308/309, NJ: 3 core, NY: 3 agency, PA: 3

In this session, we'll delve into the implications of the proposed NAR settlement, including the exclusion of compensation offers via the MLS and the necessity for buyer agency agreements. We'll also discuss articulating our value to sellers, buyers, and fellow agents, as well as strategies for conducting effective buyer counseling sessions and securing agency agreements with clients.

**2:00 p.m. - 5:00 p.m.**

**Ethics of Social Media and Advertising**

Speaker: Heather Haase, John Gillam

Track: Legal, Room: 303

NJ: 3 core, NY: 3, PA: 3

Uncover crucial pitfalls in real estate advertising and master compliance with the NAR Code of Ethics to elevate your marketing. Dive into frequent challenges in signage, social media, and team branding, with a spotlight on Articles 1, 3, 10, 11, 12, 15, and 16. Learn to sidestep intellectual property issues, RESPA violations, and the perils of resharing online, ensuring your advertising stands out legally and ethically.

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**2:00 p.m. - 5:00 p.m.**  
**Fair Play: Representation & Compensation Conversations**

Speaker: Maura Neill  
Track: ProfDev, Room: 415  
NJ: 3 core, NY: 3, PA: 3

Homebuyers have had access to fair and equal transaction representation since the 1990s. Now, the value and process of buyer representation has come under scrutiny with the NAR lawsuit's settlement terms. Removal of MLS compensation offers and the mandating of written agreements have real estate licensees questioning both how to serve their buyer clients and how they will be paid for their work. In this session, we'll break down buyer representation into a step-by-step buyer consultation, effective buyer agreement discussions, objection handling dialogues, and ways to nurture buyer relationships in a changing market. We'll explore why agency for first time and first-generation homebuyers is critical; and how advocacy and fair housing are connected. Get straight forward information and practical tools in this power packed session.

**2:00 p.m. - 5:00 p.m.**  
**Legal Landmines in Real Estate: Navigating Through The Top 10 Lawsuit Triggers**

Speaker: Cheryl Knowlton  
Track: Legal, Room: 302  
NJ: 3 core, NY: 3, PA: 3

This high-energy session is designed to arm real estate professionals with the knowledge to identify and navigate the most common legal pitfalls in our industry, with a particular focus on understanding and managing the intricacies of dual (or limited agency) relationships. Participants will learn practical ways to mitigate risks, adhere to best practices, and uphold their professional integrity, while significantly reducing the likelihood of facing legal action.

**2:30 p.m. - 3:30 p.m.**  
**Global Horizons: Bridging Cultures in Real Estate**

Speaker: Brenda Kasuva  
Track: Legal, Room: 401  
NJ: 1 elective

In this session, we'll unlock the potential of the immigrant market. Discover key strategies for cultural sensitivity, overcoming barriers for first-time immigrant buyers, and effective communication. Learn practical marketing, trust-building techniques to expand your client base and foster long-lasting relationships. Tailored for real estate professionals, with promises of actionable insights to navigate cross-cultural transactions successfully.

**2:30 p.m. - 4:30 p.m.**  
**Creating Awesome Content & Marketing Materials with AI**

Speaker: Craig Grant  
Track: Tech, Room: 403

In this session, we will explore many Generative Artificial Intelligence (AI) tools including OpenAI's ChatGPT & Dalle, Google Gemini, Microsoft's Co-Pilot, Canva Pro & the Magic Studio, MidJourney, Descript, & and more that each attendee can Leverage. Develop an effective marketing and communication plan that will help them connect with consumers, curate social media and videos content, and how to create an entire year's worth of social media content, blog articles, videos ready to go in minutes. By the end of this session, each attendee will

understand how to properly use Generative AI tools and be ready to go home and apply the tools and techniques to create their own annual multi-media marketing and content campaign and more to help grow their real estate business!

**2:30 p.m. - 4:30 p.m.**  
**Unlocking the Secrets of Property Management Success**

Speaker: Fredrick Buehler  
Track: Legal, Room: 302  
NJ: 2 elective, NY: 2, PA: 2

Embark on a journey to unlock new opportunities in real estate with this dynamic session, tailored to offer real estate agents a cutting-edge perspective on property management. This well-designed workshop provides a comprehensive overview of the industry. Introducing agents to the basics, covering accounting, upkeep, administration, & legal compliance. In the fast-changing real estate industry, studying human rights, fair housing, ADA compliance, & environmental laws can help you stay ahead.

**3:30 p.m. - 4:30 p.m.**  
**Database Mastery: Creating a 6-Figure Database**

Speaker: Natalie Davis  
Track: ProfDev, Room: 322

Roll up your sleeves and jump into this hands-on training session about creating a 6-figure database, where you'll learn the strategies and techniques to build the business of your dreams. This workshop is designed to empower REALTORS® with practical knowledge and actionable steps to develop a solid plan that will propel their business to new heights. Don't miss this opportunity to transform your business and take it to the next level.

**3:30 p.m. - 4:30 p.m.**  
**Valuing Homes, Valuing Relationships**

Speaker: Kevin Hecht  
Track: Appraisal, Room: 313

This insightful session aims to bridge the gap between REALTORS® and appraisers by clarifying the appraisal process, addressing misconceptions, and fostering teamwork. This session provides insights into appraisal practices, communication tactics, and resolving discrepancies focusing on strengthening relationships, enhancing client satisfaction, and ensuring successful transactions through effective partnerships.



# WEDNESDAY, DECEMBER 11 - SESSIONS

**9:00 a.m. - 10:00 a.m.**

## **Nice to Meet You**

**Speaker:** Heather Haase

**Track:** Sales, Room: 419

Get ready to level up your networking game with a class that's all about building connections with ease! This class is perfect for pros who want to thrive in the business world or people looking to kick-start their careers. With a mix of practical tips, engaging theory, and hilarious improv games, you'll learn how to network! Discover the secrets to making unforgettable first impressions, forging genuine relationships, and unleashing the power of your network in any professional environment.

**9:00 a.m. - 10:30 a.m.**

## **The Art of Accountability! Building Team Respect, Credibility and Connection**

**Speaker:** Pam Ermen

**Track:** Broker, Room: 322

Learn to build a more effective and healthy real estate team by implementing accountability processes. In this session, discover common mistakes Team Leaders make that hinder accountability, turning it into a power struggle instead of fostering a healthy team culture. Gain tangible tools, strategies, and resources to inspire the right hires to join and retain existing productive team associates. Cultivate a connection of credibility, trust, and mutual respect through the Art of Accountability!

**9:00 a.m. - 12:00 p.m.**

## **American Architecture**

**Speaker:** Melanie McLane

**Track:** Appraisal, Sales, Room: 301

**NJ: 3 elective, 3 appraisal, NY: 3, PA: 3**

In "American Architecture" we'll discuss the construction, style and architecture of homes and other buildings throughout the US. Attendees will learn to identify architectural styles, time periods, materials used, and how homes were constructed. We will explore the actual home style and construction beyond the Fannie Mae descriptions, defining a house's architectural styles, features, and construction date. We'll even discuss the construction innovations leading to architectural changes.

**9:00 a.m. - 12:00 p.m.**

## **Creative Financing: Closing Deals Others Can't**

**Speaker:** Josh Cadillac

**Track:** Sales, Room: 311

**NJ: pending, NY: 3**

When interest rates get higher, the need for creative ways to access the capital necessary to close deals becomes an important and valuable skill set. Understanding the tools used in similar, past markets (such as mortgage assumption, wrap around mortgages, seller financing, etc.) will help you survive. Incorporating the new options that now exist will let you thrive in a market for which most agents are unprepared.

**9:00 a.m. - 12:00 p.m.**

## **Fair Housing & Negotiations: How to Counsel Clients**

**Speaker:** Michael Walker

**Track:** Legal, Room: 312

**NJ: 3 elective, NY: 3 fair housing, PA: 3**

This focused training covers the history, protected classes, variations, and regulation of the fair housing laws impacting your business.

We'll specifically examine numerous implications for the negotiation process in common situations: showing property, financial proof, price analysis, exclusive agreements, etc. You'll not only get a better understanding of the protected classes, but a chance to discuss several real-life case studies and applicable standards of practice in negotiation.

**9:00 a.m. - 12:00 p.m.**

## **Litigation Update: Recent Cases Impacting Real Estate**

**Speaker:** Trista Curzydlo

**Track:** Legal, Room: 303

**NJ: 3 core, NY: pending, PA: 3**

Real estate litigation has made headlines lately and those headlines are overwhelming, scary, and sometimes misleading. In this session, Trista examines recent litigation by explaining the law behind the lawsuits. She will address frequently asked questions such as: "Can I still use floorplans in advertising?" "Am I responsible for something a chatbot tells a customer?" "What's the deal with AI?" "What's antitrust again?" and introduces some new topics agents really need to pay attention to.

**9:00 a.m. - 12:00 p.m.**

## **Money for Sale: The Perils of Wire Fraud and Money Laundering**

**Speaker:** Deb Killian

**Track:** Legal, Room: 304

**NJ: 3 core, PA: 3**

This course provides real estate professionals the anti-money laundering voluntary guidelines aimed at increasing awareness, knowledge, and understanding of the potential money laundering risks surrounding real estate, and to enable real estate professionals to identify and to take practical measures to mitigate these risks. NAR is strongly encouraging voluntary compliance.

**9:00 a.m. - 12:00 p.m.**

## **Mortgage Calculations/Qualifying Borrowers**

**Speaker:** Doug Vairo

**Track:** ProfDev, Room: 415

**NJ: 3 elective, NY: 3, PA: 3**

Correctly qualifying borrowers has always been a challenge for real estate agents. Since schools do not offer specific classes on proper methods, the agents and loan officers are now at the mercy of learning as they go. Because the real estate agent relies in many cases on the borrower's loan being approved, it is in everyone's best interest if an agent had a deeper understanding of what the mortgage loan officer is asking their customer.

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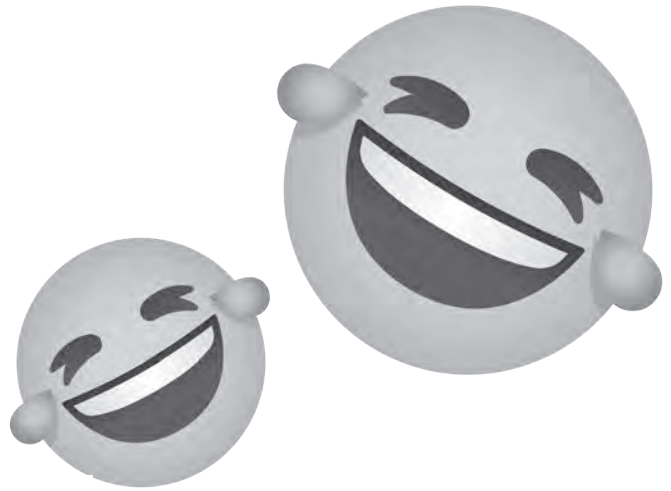
**L** = Legal/Tax/Environmental

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# LUNCH, LAUGH, AND LEARN



Al "Caz" Casalnova

Stop by my booth 705 and HUMOR me. Drawing for a gift basket worth potentially millions! How to use humor to get listings and diffuse the toughest negotiations.

The real estate comic is available for all public and private events. Award dinners, client appreciation parties, golf outings. If you're having a luncheon at one of the hospitality suites, I'll pop by and make it memorable.

- Roast the NAR
- Roast your broker
- Roast the DOJ
- Roast your clients

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**9:00 a.m. - 12:00 p.m.**

### **Agency Relationships and Disclosures in Pennsylvania**

Speaker: Kacy Clouser, Paige Perrucci

Track: Legal, Room: 408/409

PA: 3

This 3-hour Pennsylvania State Real Estate Commission required topic for the 2024-2026 continuing education cycle will examine Pennsylvania real estate agency relationships as defined by the Real Estate Registration and Licensing Act, including required disclosures during the sale or purchase of real estate in Pennsylvania. The course will examine standard forms used in the sale or purchase of real estate to protect consumers and clients from the point of first contact with a real estate licensee through the conclusion of a real estate transaction. In-depth discussion of the variety of agency relationships will be examined in conjunction with the specific form to be used to remain in compliance with the Pennsylvania Real Estate and Licensing Registration Act for the protection of the consumer.

**9:00 a.m. - 12:00 p.m.**

### **The Power of 1031 Exchanges**

Speaker: Margo McDonnell

Track: Comm, Room: 404

NJ: 3 elective, NY: 3, PA: 3

This is not just another CE course on 1031 like-kind exchanges. This course will help real estate professionals harness the power of Section 1031 to assist their investor and business owner clients in accomplishing their investment objectives. While the requirements of a successful exchange and its tax consequences will be reviewed, this session will focus on their many benefits. We will review several 1031 exchange case studies and the goals each helped accomplish.

**9:30 a.m. - 10:30 a.m.**

### **Tech: Know - Top Tech Trends Changing the Real Estate Game**

Speaker: Chris Linsell

Track: Sales, Tech, Room: 401

Stay on top of the latest emerging trends with can't-miss insights, analysis, and some controversial predictions in the real estate tech space.

**9:30 a.m. - 11:00 a.m.**

### **NJ Legal Update**

Speaker: Barry Goodman & Conor Hennessey

Track: Legal, Room: 403

NJ: 1 core

Join the New Jersey REALTORS® general counsel for an update on New Jersey legal issues affecting all licensees. The session will be followed by a brief question-and-answer period.

**9:30 a.m. - 11:00 a.m.**

### **State of Industry Litigation/Changes and Value of Buyers Agent: The New World Order**

Speaker: Joey Bandemere

Track: ProfDev, Room: 313

NJ: pending, NY: 1.5

Bright MLS Senior Manager of MLS Policy Joey Bandemere will deliver a dynamic presentation that delves into the intricate legal landscape of real estate, and what has changed following the NAR case settlement. Featuring up to the minute updates and information from around the industry, the presentation will also focus on the fact that the role a buyer's agent plays has not changed.

**10:00 a.m. - 12:00 p.m.**

### **Contract Negotiations:**

### **Is This Really Your Highest and Best?**

Speaker: John Gillam

Track: Legal, Room: 302

NJ: 2 core, NY: 2, PA: 2

This class starts with a review of issues that can raise red flags or even kill a deal just based on the parties involved. Discussions will cover other negotiation standpoints that may be considered, including both buyer and seller perspectives on handling assignment, amend extends, inspection negotiations and seller concessions from inspection issues, how to resurrect a dead contract, understanding purchase agreement addendums, pre qual vs preapproval vs loan application, and Third Party transactions (1031, etc.). Then the class will delve into the complexities of multiple offer situations as well as working in a variable rate commission scenario. We will look at actual examples that have occurred to explore the ethical implications, broker communications and working within your relationship and learn how to approach these in a very methodical manner to reduce liability and frustration on the part of our clients.

**10:00 a.m. - 12:00 p.m.**

### **Fiduciary Duties Unveiled: A Comprehensive Exploration of Agency Law for Real Estate Agents**

Speaker: Fredrick Buehler

Track: Legal, Room: 402

NJ: 2 core, NY: 2 agency, PA: 2

In this session, we'll review the law of agency in the real estate industry, including the different types of agency relationships and the fiduciary duties of real estate agents, gain an understanding of the legal obligations and responsibilities of agents towards their clients and how to navigate the complexities of agency law to avoid legal issues. We'll also explore the potential conflicts of interest that arise in real estate transactions and provide strategies to navigate these gray areas.

**10:00 a.m. - 12:00 p.m.**

### **Shield & Sell: Ensuring Real Estate Agent Safety in Critical Situations**

Speaker: Robert Canfield

Track: ProfDev, Room: 417

NJ: pending, NY: 2, PA: 2

In this impactful presentation, we'll learn about situational awareness, property showing safety, client meeting security, stress management, and self-defense. Navigate legalities and aftermath with confidence. Empower your real estate journey!

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**11:00 a.m. - 12:00 p.m.**

### **How to Win in the New Era of Real Estate**

Speaker: Jared James

Track: ProfDev, Room: 411/412

Our industry has endured unprecedented and in some cases, unnecessary change over the past 12 months. While that change is inevitable and outside of our control, our ability to pivot and adjust to the change is within our control. Come learn from leading speaker and coach, Jared James, on what practical changes will be required moving forward to win for yourself, your consumers and those that rely on you. Come ready to laugh, be motivated and take lots of notes!

**11:00 a.m. - 12:00 p.m.**

### **The Gen R Factor: From Property Lines to Time Lines**

Speaker: Heather Haase

Track: Sales, Room: 419

In the ever-evolving world of real estate, the ability to effectively communicate across diverse regions and generations is not just an asset-it's essential. Designed by seasoned REALTORS® to share lessons learned through years of experience and thousands of client interactions, this course delves deep into the subtleties of real estate language, clarifying client expectations, and the art of adapting to people from various geographical, cultural, and generational differences.

**11:30 a.m. - 12:30 p.m.**

### **Content Chaos: Why Most Real Estate Agents Get Marketing Wrong**

Speaker: Chris Linsell

Track: ProfDev, Sales, Room: 401

In order to get the most from their time and money, real estate professionals don't need more marketing; they need a content strategy that draws together all their existing efforts into a single plan. In this session, we'll dive into the common pitfalls REALTORS® who are executing isolated marketing efforts fall into, as well as give anyone attending a simple, easy to follow content strategy template they can use to start scaling their business.

**11:30 a.m. - 1:00 p.m.**

### **The Principles of Profit for Brokers: This is No Time to 'Practice' Real Estate**

Speaker: Pam Ermen

Track: Broker, Room: 322

More than ever, brokers and owners must be sensitive to the changing landscape of the real estate industry. In this fast-paced session, we'll discuss competitive broker strategies regarding the use of space and services, market challenges requiring relevant education and skill sets and industry shifts that are specifically redefining the protocol and importance of buyer agency...ALL with the ability to impact the bottom-line profitability of your business!

**2:00 p.m. - 3:00 p.m.**

### **How to Leverage Social Media for Real Followers That Turn Into Actual Clients**

Speaker: Jared James

Track: ProfDev, Room: 411/412

Like it or not, social media is modern day marketing when used correctly. Whether you are frustrated by social media or just know you can do better, leading speaker and coach, Jared James, is going to show you step by step how to leverage it for real followers that turn into actual transactions. Jared is one of the few people who has actually done this with his own brand and he will be pulling back the curtain on how he did it and how he continues to do it to this day.

**2:00 p.m. - 3:00 p.m.**

### **Negotiation Baseline**

Speaker: Michael Walker

Track: ProfDev, Room: 312

Get basic negotiation fundamentals, why the industry typically fails at negotiation, find out where you can improve, and how making basic changes leads to major gains. We'll focus on how some agents improperly market themselves as "negotiators", so you can analyze your own skill set as a reference point for growth. We'll explore Global Negotiation Theory, Psychological Applications, Influence Approaches, consumer conflict avoidance, and how to use a mapping tool to map a negotiation in action.

**2:00 p.m. - 3:00 p.m.**

### **The Beginning of the End or the End of the Beginning?**

Speaker: Chris Linsell

Track: ProfDev, Room: 401

Real estate technology has been incredibly disruptive, including being a catalyst for the recent lawsuits against NAR; the possible precursors to completely changing the commission structure of our industry. In this session, we'll examine how real estate tech was responsible for bringing these changes about, and, ultimately how technology tools and strategies will keep successful agents strong and our industry thriving.

**2:00 p.m. - 4:00 p.m.**

### **Shield & Sell: Ensuring Real Estate Agent Safety in Critical Situations**

Speaker: Robert Canfield

Track: ProfDev

Room: 417, NJ: pending, NY: 2, PA: 2

In this impactful presentation, we'll learn about situational awareness, property showing safety, client meeting security, stress management, and self-defense. Navigate legalities and aftermath with confidence. Empower your real estate journey!

**2:00 p.m. - 4:00 p.m.**

### **The Long & Short of Short Term Rentals**

Speaker: Josh Cadillac

Track: Sales, Room: 311

NJ: 2 elective, NY: 2, PA: 2

Vacation rentals have taken the market by storm and consumers need expert guidance to determine if this is a property's best use. In this session, you'll learn short term rental terminology, the financial difference between a long- and short-term rental, and how to discuss the workload difference between the two with your investor. You, as the knowledgeable professional, will be able to present clear benefits vs risk evidence so the client can make an informed decision.

**2:00 p.m. - 5:00 p.m.**

### **Disclosure and Inspection: That's Not How This Works**

Speaker: John Gillam

Track: Legal, Room: 302

NJ: 3 core, NY: 3, PA: 3

In today's market, brokers are so busy that more and more things fall between the cracks. One of the biggest areas that causes liability is lack of disclosure and not handling the inspection process properly, resulting in complaints and lawsuits. There is a lot of misunderstanding of what a broker should be doing and the proper ways in which inspection /inspection issues should be handled and it is one of the least covered areas in real estate education. Don't be left exposed! This course will

help you learn ways to properly disclose material defects and handle stigmatizing defects, understand how to avoid slandering a property and damaging your buyer or seller, make disclosure to the opposing party and properly handle inspections (it probably is NOT what you have been doing!)

**2:00 p.m. - 5:00 p.m.**  
**Going, Going, Gone . . . Utilizing the Auction Method of Marketing to Sell Commercial Properties**

Speaker: Mary Jean Agostini, Sam Kelly  
Track: Comm  
Room: 404, NJ: 3 elective, NY: 3, PA: 3

This course is designed to introduce brokers/agents to the auction process for the sale of real estate. The class will delve into the different types of auctions available, how to identify a seller and/or property that would make a great auction candidate and how the auction process optimizes value for the seller. We'll also cover how auctioneers and brokers/agents can work together and how each are compensated. Discussion and questions encouraged.

**2:00 p.m. - 5:00 p.m.**  
**Navigating the Commission Maze: The Code of Ethics and Procuring Cause Explained for Real Estate Agents**

Speaker: Fredrick Buehler  
Track: Legal, Room: 402  
NJ: 3 ethics, NY: 3 ethics, PA: 3

We base our business integrity on professionalism and ethics. The NAR Code of Ethics guides real estate professionals to treat consumers and clients fairly. This session covers how to enforce these regulations, including our arbitration obligations and how hearing panels resolve procuring cause issues. We address the compensation dilemma as it pertains to the COE and provide a number of "Win-Win" solutions. Case studies illuminate real-world situations.

**2:00 p.m. - 5:00 p.m.**  
**Nillions to Millions**  
Speaker: Robert Oppenheimer  
Track: ProfDev, Room: 408/409  
NJ: 3 core

Designed for REALTORS®, this course provides the basics of financial planning: business & personal budgeting, goal setting and the planning process, handling debt and retirement planning.

**2:00 p.m. - 5:00 p.m.**  
**Pricing or Pandering? Market Realities**

Speaker: Melanie McLane  
Track: ProfDev, Room: 301  
NJ: 3 elective, NY: 3, PA: 3

This course is to help agents price properties in a changing market. Agents are encountering sellers who expect the overheated market of the past, with multiple offers guaranteed for almost every listing. The temptation to pander to sellers is there, but that will almost always end badly for both the agent and the seller. In this session, we will discuss pricing and the discussions agents need to have with sellers during the listing and sales process.

**2:00 p.m. - 5:00 p.m.**  
**Selling Fixer-Uppers Using 203(k) Loans**

Speaker: Doug Vairo  
Track: ProfDev, Room: 415  
NJ: 3 elective, NY: 3, PA: 3

Agents will learn how they can sell more homes using the 203k loan program through FHA, sometimes referred to as Rehab loans or "Fixer

Upper" loans. It's an awesome loan program for older homes that need a little TLC and it can be used for owner-occupied current homes as well as on owner-occupied purchased homes.

**2:00 p.m. - 5:00 p.m.**  
**The Fair Housing Act: Where It Started & How It's Going**

Speaker: Trista Curzydlo  
Track: Legal, Room: 303  
NJ: 3 core, NY: 3, PA: 3

Learn about the evolution of the real estate industry since the Fair Housing Act's inception 50 years ago. Explore its amendments, enforcement guidelines, and adaptations by professionals. Discover the impact of technology on advertising and regulations, with Trista offering best practices for navigating new media. Stay current on fair housing issues such as the 2012 Equal Access Rule, Housing for Older Persons, Sexual Harassment, and Disparate Impact.

**2:00 p.m. - 5:00 p.m.**  
**The Rate is What?**

Speaker: Deb Killian  
Track: ProfDev, Room: 304  
NJ: 3 elective, NY: 3, PA: 3

Join us for an engaging session where you'll discover how a buyer's risk affects the interest rate and financing costs. Learn how originators set interest rates based on transaction risk and what this means for your clients. We'll cover everything from where rates come from to comparing conventional and FHA rates, and even how to spot the "sweet spot" in pricing.

**2:00 p.m. - 5:00 p.m.**  
**YPN Mastermind**

Speaker: Panel  
Track: ProfDev, Room: 419

Join fellow tri-state members for discussion topics such as planning and structuring a network/event, financing and sponsorship, branding and engagement, the role of RPAC, growing your business through YPN, and strategic leadership. This will be an interactive panel discussion where everyone will have an opportunity to ask questions and share experiences/success stories!

**2:30 p.m. - 4:30 p.m.**  
**Buyer Beware? Seller Beware? Agent Beware!**

Speaker: Pam Ermen  
Track: Legal, Room: 322  
NJ: 2 core, PA: 2

Changes in the homebuyer-agent-seller relationship could reshape your business this year and beyond. How will you communicate your value proposition to the buyers you work with AND the buyer's value proposition to the sellers you'll represent? Bringing clarity to how all parties will interact—regardless of which client you're representing—can be the difference between whether 2025 is your best year or your most challenging year in real estate! Join us for this information packed session!

**Track KEY**

**A** = Appraisal  
**B** = Brokerage/Management  
**C** = Commercial/Investment  
**AE** = Association Executives

**L** = Legal/Tax/Environmental  
**P** = Professional Development  
**S** = Sales/Marketing  
**T** = Technology



**4:00 p.m. - 5:00 p.m.**

**Mastering the Art of Commission Negotiations**

Speaker: Michael Walker

Track: ProfDev, Room: 312

Whether you're a seasoned professional or new to the field, a buyers' agent or sellers' agent, this session empowers you to thrive in a multitude of scenarios. From the psychology of influence and decision making to Conflict Theory and the art of framing, you'll explore the dynamics of commission negotiations.

**4:00 p.m. - 5:00 p.m.**

**Real Estate Fads That All Went Bust (and what we can learn from them)**

Speaker: Chris Linsell

Track: ProfDev, Room: 401

From tiny homes to iBuying to virtual land in the metaverse, the real estate industry has seen some pretty outrageous fads pop up in the last 20 years. In this session, we break down the craziest examples of the "next big thing" and pull out the timeless lessons from that hysteria that will help build our business this year and beyond.



**Track KEY**

**A** = Appraisal

**B** = Brokerage/Management

**C** = Commercial/Investment

**AE** = Association Executives

**L** = Legal/Tax/Environmental

**P** = Professional Development

**S** = Sales/Marketing

**T** = Technology

**THURSDAY, DECEMBER 12 - SESSIONS**

**9:00 a.m. - 11:00 a.m.**

**Buyer Beware? Seller Beware? Agent Beware!**

Speaker: Pam Ermen

Track: Legal, Room: 322

NJ: 2 core, PA: 2

Changes in the homebuyer-agent-seller relationship could reshape your business this year and beyond. How will you communicate your value proposition to the buyers you work with AND the buyer's value proposition to the sellers you'll represent? Bringing clarity to how all parties will interact—regardless of which client you're representing—can be the difference between whether 2025 is your best year or your most challenging year in real estate! Join us for this information packed session!

**9:00 a.m. - 11:00 a.m.**

**Make an Impact With Freddie Mac Affordable Housing Solutions**

Speaker: Carolina Valderrama, Luis Ortiz, Madelynn Tejeda

Track: ProfDev, Room: 312

NJ: pending, NY: 2, PA: 2

As housing prices continue to rise and entry-level inventory remains at historically low levels, discover solutions that fit unique borrower needs and help achieve the dream of homeownership. Learn how you can use Freddie Mac's affordable housing solutions to strengthen your communities and foster your business growth.

**9:00 a.m. - 12:00 p.m.**

**Appraisals / How Values are Determined**

Speaker: Doug Vairo

Track: Appraisal, Room: 301

NJ: 3 elective, 3 appraisal, NY: 3, 3 appraisal, PA: 3

Appraisals are one of the most important items related to the financing of 1 to 4 family homes. Even though sites like Zillow have millions of home values in their database they are not as accurate. Questions

addressed in this class are: What is an appraisal? Why is an appraisal required? Who performs the appraisal? Who picks the appraiser? How can you prepare your home for appraisal? Does the appraiser perform a home inspection? And the #1 question, What factors affect the appraised value?

**9:00 a.m. - 12:00 p.m.**

**Money for Sale: The Perils of Wire Fraud and Money Laundering**

Speaker: Deb Killian

Track: Legal, Room: 311, NJ: 3 core, PA: 3

This course provides real estate professionals the anti-money laundering voluntary guidelines aimed at increasing awareness, knowledge, and understanding of the potential money laundering risks surrounding real estate, and to enable real estate professionals to identify and to take practical measures to mitigate these risks. NAR is strongly encouraging voluntary compliance.

**9:00 a.m. - 12:00 p.m.**

**Navigating the Commission Maze: The Code of Ethics and Procuring Cause Explained for Real Estate Agents**

Speaker: Fredrick Buehler

Track: Legal, Room: 303

NJ: 3 ethics, NY: 3 ethics, PA: 3

We base our business integrity on professionalism and ethics. The NAR Code of Ethics guides real estate professionals to treat consumers and clients fairly. This session covers how to enforce these regulations, including our arbitration obligations and how hearing panels resolve procuring cause issues. We address the compensation dilemma as it pertains to the COE and provide a number of "Win-Win" solutions. Case studies illuminate real-world situations.



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# SPECIAL EVENTS

## MONDAY, DECEMBER 9

8:00 p.m. - 11:00 p.m.

### Kick-off Party

#### Caesars Atlantic City, Wild Wild West

Kick off the excitement of Triple Play 2024 with the opening night reception. Mix and mingle with fellow attendees and industry influencers. It's the perfect opportunity to network, share ideas, kick-start meaningful conversations and have fun! Music, dancing, arcade games, and much more. Free drink ticket to the first 500 attendees. Free admission (BADGE REQUIRED); 21 and over.

## TUESDAY, DECEMBER 10

11:00 a.m. - 2:00 p.m.

### PAR Luncheon

#### Room 311

Join your fellow Pennsylvania REALTORS® during a luncheon from 11:00 a.m. to 2:00 p.m. on Tuesday. Enjoy some downtime away from the conference hustle and bustle to connect with friends. (Ticket required; tickets are non-transferable.)

2:00 p.m. - 4:00 p.m.

### NJ REALTORS® Awards Session

#### Room 312

Honor NJ REALTORS® State and Local REALTORS® of the Year, Member Communications award winners, NJ REALTORS® Good Neighbor award winners, Quarter Century Club recipients, Leadership Academy and REALTOR® Emeritus members.

5:30 p.m. - 6:30 p.m.

### NYSAR Reception

#### Sheraton Atlantic City Convention Center Hotel - Crown Ballroom

Gather with your fellow NYSAR members, while enjoying hors d'oeuvres and a cash bar!

6:00 p.m. - 9:00 p.m.

### NJ REALTORS® President's Installation & Gala Bally's Atlantic City, Ocean Ballroom and Legacy Lounge

Gala reception honoring 2024 President Gloria Monks and the 2024 leadership team with installation of 2025 President Kathy Morin and the 2025 leadership team. (Ticket required.)

9:00 p.m. - 11:59 p.m.

### Icebreaker Reception

#### Bally's Atlantic City - The Yard (NEW LOCATION!)

Get ready to ignite the vibe at Triple Play 2024. Mix, mingle and make connections that count. It's not just about networking, it's about sparking those game-changing conversations that could redefine your career. Music, dancing, boardwalk-style snacks such as pretzels and pizza, cash bar, and networking. Free admission and all attendees receive a drink ticket (BADGE REQUIRED); 21 and over.

## WEDNESDAY, DECEMBER 11

10:00 a.m. - 4:00 p.m.

### RPAC High Rollers' Suite

#### Room 308/309

Relax and recharge at Triple Play while supporting the REALTORS® Political Action Committee (RPAC). Your \$250 investment at the door will count towards your 2025 RPAC total.



# TriplePlay



While we want you to enjoy all that Triple Play and Atlantic City have to offer, we also want to remind you to be vigilant about your safety during your stay. Keep the following safety tips in mind:

- Avoid going out by yourself after dark.
- Be aware of your surroundings and travel in groups.
- Carry wallets, purses and bags securely.
- Remove your name badge upon leaving the ACCC.
- Walk "smart" when you leave the ACCC or hotel. Know your destination and the best way to get there.
- Know when the last scheduled pick-ups are. The last convention shuttles depart the ACCC at 6 p.m. on Monday, 7 p.m. on Tuesday and Wednesday, and 1 p.m. on Thursday.
- Be aware of your alcohol consumption. Becoming intoxicated can make you a target.
- Remove all personal items when parking your car overnight.
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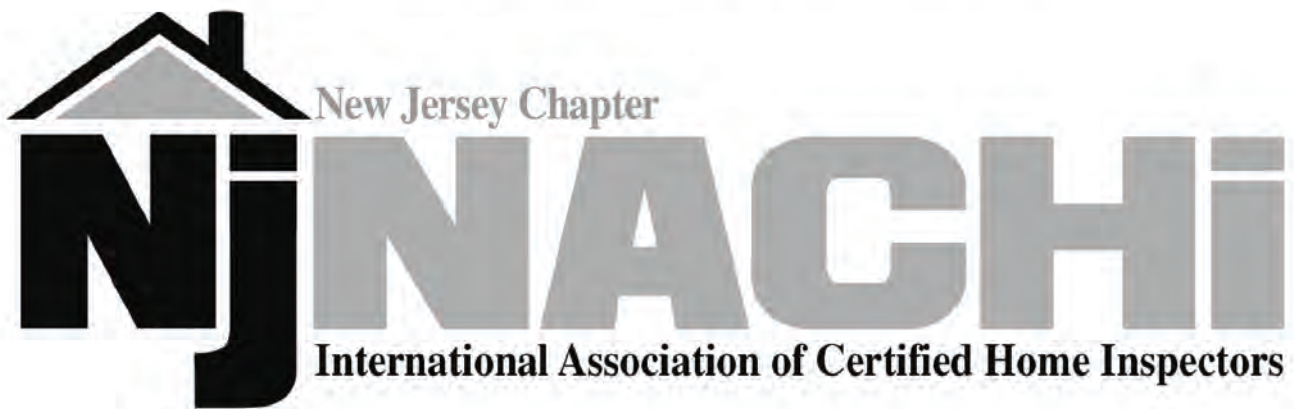
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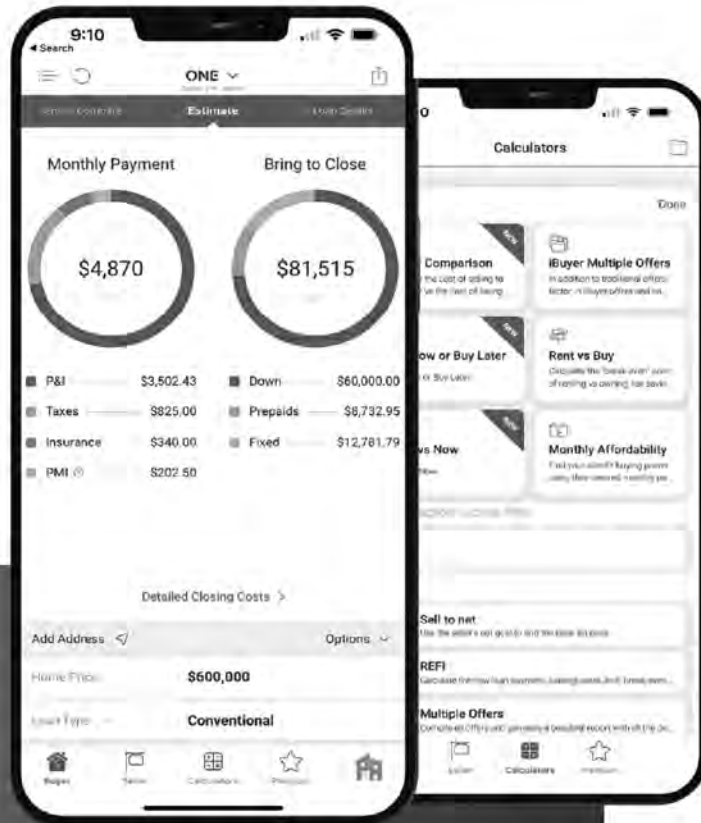


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# EXHIBITOR DIRECTORY

## **1031 CORP.**

Collegeville, PA  
1031corp.com  
Booth #: 528  
*Product/Service Category:*  
1031 Tax-Deferred Exchanges

## **1031X**

Denver, CO  
1031x.com  
Booth #: 543  
*Product/Service Category:*  
1031 Tax-Deferred Exchanges

## **Absolute Home Mortgage Corp.**

Fairfield, NJ  
ahmclloans.com  
Booth #: 223, 322  
*Product/Service Category:*  
Financial Programs & Services

## **Accruit**

Denver, CO  
accruit.com  
Booth #: 707  
*Product/Service Category:*  
1031 Tax-Deferred Exchanges

## **Adcorp Media Group**

Tarrytown, NY  
adcorpimg.com  
Booth #: 429, 431  
*Product/Service Category: Signs*

## **Admin Owls - Real Estate Assistants**

Toms River, NJ  
AdminOwls.com  
Booth #: 209  
*Product/Service Category:*  
Computer Consultants

## **Advanced Air Duct Cleaning Bayville, NJ**

advancedairductcleaning.com  
Booth #: 335  
*Product/Service Category:*  
Environmental Services

## **All Corners Home Inspections, LLC**

Toms River, NJ  
Booth #: 404  
*Product/Service Category:*  
Home Inspection/Warranty

## **Allen Home Inspection Services**

Hightstown, NJ  
homeinspectionsbyallen.com  
Booth #: 802  
*Product/Service Category:*  
Home Inspection/Warranty

## **All-State Well Testing Services, LLC**

Washington, NJ  
allstatewell.com  
Booth #: 234  
*Product/Service Category:*  
Environmental Services

## **Alpha Tech Lending**

West Hempstead, NY  
alphatechlending.com  
Booth #: 424  
*Product/Service Category:*  
Financial Programs & Services

## **American Society of Home Inspectors**

Sewell, NJ  
homeinspector.org  
Booth #: 533  
*Product/Service Category:*  
Home Inspection/Warranty

## **America's Preferred Home Warranty**

Jackson, MI  
aphw.com  
Booth #: 709  
*Product/Service Category:*  
Home Inspection/Warranty

## **AnnieMac Home Mortgage**

Mount Laurel, NJ  
annie-mac.com  
Booth #: 304, 306  
*Product/Service Category:*  
Financial Programs & Services

## **Asset Based Lending**

Jersey City, NJ  
abl1.net  
Booth #: 532  
*Product/Service Category:*  
Financial Programs & Services

## **Berkshire Hathaway HomeServices**

Devon, PA  
foxroach.com  
Booth #: 510, 512  
*Product/Service Category:*  
Real Estate Companies/Franchises

## **Blue Moon Estate Sales**

Monroe Township, NJ  
bluemoonestatesales.com  
Booth #: 610  
*Product/Service Category:*  
Real Estate Companies/Franchises

## **Bolt Marketing**

Hoboken, NJ  
boltahead.com  
Booth #: 141  
*Product/Service Category:*  
Lead Generation

## **Bright MLS**

N. Bethesda, MD  
brightmls.com  
Booth #: 423, 522  
*Product/Service Category:*  
Property Information Services

## **Brighton Bank**

Memphis, TN  
agentsgetpaidonmortgages.com  
Booth #: 722  
*Product/Service Category:*  
Financial Programs & Services

## **Buyer Beacon**

Ramsey, NJ  
njbuyerbeacon.com  
Booth #: 613  
*Product/Service Category:*  
Lead Generation



# EXHIBITOR DIRECTORY

## **Caplan School of Real Estate LLC**

Toms River, NJ  
caplanschool.com  
Booth #: 624

*Product/Service Category:*  
*Education & Professional Development*

## **Certified Environmental Contractors, LLC**

Farmingdale, NJ  
certified-enviro.com  
Booth #: 407

*Product/Service Category:*  
*Environmental Services*

## **Cinch Home Services**

Boca Raton, FL  
cinchrealestate.com  
Booth #: 717

*Product/Service Category:*  
*Home Inspection/Warranty*

## **CMG Home Loans**

Freehold, NJ  
cmghomeloans.com  
Booth #: 135

*Product/Service Category:*  
*Financial Programs & Services*

## **Commission Express**

Caifon, NJ  
cenj.com  
Booth #: 542

*Product/Service Category:*  
*Financial Programs & Services*

## **Comparion Insurance**

Marlton, NJ  
comparioninsurance.com  
Booth #: 641, 740

*Product/Service Category: Insurance*

## **Credit Lift LLC**

Richmond Hill, NY  
creditliftllc.com  
Booth #: 340

*Product/Service Category:*  
*Financial Programs & Services*

## **Curren Environmental Inc.**

Cherry Hill, NJ  
currenenvironmental.com  
Booth #: 608

*Product/Service Category:*  
*Environmental Services*

## **Cutco Closing Gifts**

Olean, NY  
cutcoclosinggifts.com  
Booth #: 435

*Product/Service Category:*  
*Premiums & Incentives*

## **DashFox**

Brooklyn, NY  
dashfox.com  
Booth #: 714

*Product/Service Category:*  
*Real Estate Software*

## **Dearborn Real Estate Education**

Fort Lauderdale, FL  
Dearborn.com  
Booth #: 314

*Product/Service Category:*  
*Education & Professional Development*

## **Dee Sign Company**

West Chester, OH  
DeeSign.com  
Booth #: 701

*Product/Service Category: Signs*

## **Digital World Connections**

New Hyde Park, NY  
digiwconnect.com  
Booth #: 205

*Product/Service Category:*  
*Lead Generation*

## **Down Money Media**

Philadelphia, PA  
downmoneymedia.com  
Booth #: 706

*Product/Service Category:*  
*Photographic Equipment*

## **East Coast Capital Corp**

Melville, NY  
eastcoastcap.com  
Booth #: 626, 628

*Product/Service Category:*  
*Financial Programs & Services*

## **Envision Branding LLC**

Portland, OR  
envisionbranding.net  
Booth #: 805

*Product/Service Category:*  
*Newspapers/Magazines/Home Guides*

## **EXIT Realty USA**

Woburn, MA  
joinexitrealty.com  
Booth #: 323, 422

*Product/Service Category:*  
*Real Estate Companies/Franchises*

## **EXP Realty, LLC**

Montclair, NJ  
join.exprealty.com  
Booth #: 308

*Product/Service Category:*  
*Real Estate Companies/Franchises*

## **Federal Motor Carrier Safety Administration**

Washington, DC  
fmcsa.dot.gov  
Booth #: 530

*Product/Service Category:*  
*Government Agencies*

## **First National Bank of America**

East Lansing, MI  
fnba.com  
Booth #: 416

*Product/Service Category:*  
*Financial Programs & Services*

## **Flutter Eyewear**

Redwood City, CA  
fluttereyewear.com  
Booth #: 227

*Product/Service Category: Apparel*

# EXHIBITOR DIRECTORY

## **Form Simplicity/Tech Helpline**

Orlando, FL  
formsimplicity.com  
Booth #: 511

*Product/Service Category:*  
*Real Estate Software*

## **Home Warranty Inc**

Rock Rapids, IA  
homewarrantyinc.com  
Booth #: 309

*Product/Service Category:*  
*Home Inspection/Warranty*

## **Iron Valley Real Estate**

Hershey, PA  
IVREFranchise.com  
Booth #: 415, 417

*Product/Service Category:*  
*Real Estate Companies/Franchises*

## **Garden State Home Inspections/ Next Generation Home Inspections**

Willingboro, NJ  
gardenstateinspections.com  
Booth #: 327, 329

*Product/Service Category:*  
*Home Inspection/Warranty*

## **HomeRiver Group Property Management**

Parsippany, NJ  
homeriver.com  
Booth #: 325

*Product/Service Category:*  
*Property Management*

## **Jared James**

New Haven, CT  
jaredjamestoday.com  
Booth #: 504

*Product/Service Category:*  
*Education & Professional Development*

## **Graber Agency Inc**

Montvale, NJ  
graberagency.com  
Booth #: 732

*Product/Service Category:*  
*Insurance*

## **homesale.plus**

Towson, MD  
homesale.plus  
Booth #: 202

*Product/Service Category:*  
*Computer Technology*

## **Jersey Radon**

New Brunswick, NJ  
jerseyradon.com  
Booth #: 509

*Product/Service Category:*  
*Environmental Services*

## **H&R Funding LLC**

Cranford, NJ  
hrfundingllc.com  
Booth #: 410

*Product/Service Category:*  
*Financial Programs & Services*

## **HomeTeam Inspection Service**

Milford, OH  
hometeam.com  
Booth #: 616

*Product/Service Category:*  
*Home Inspection/Warranty*

## **Jersey Strong Pool Inspection**

South Amboy, NJ  
jerseystrongpoolinspection.com  
Booth #: 433

*Product/Service Category:*  
*Home Inspection/Warranty*

## **Hartford Funding, Ltd.**

Woodbury, NY  
hartfordfunding.com  
Booth #: 425, 427

*Product/Service Category:*  
*Financial Programs & Services*

## **HomeTourVision**

Florida, NY  
HomeTourVision.com  
Booth #: 604, 606

*Product/Service Category:*  
*Real Estate Photography/  
Videography/3D Tours*

## **Kathy Kamei Designs**

Santa Ynez, CA  
kathykamei.com  
Booth #: 222

*Product/Service Category: Apparel*

## **Hawkeye Services**

Frenchtown, NJ  
hawkeyeservice.com  
Booth #: 434

*Product/Service Category:*  
*Environmental Services*

## **Horizon Printing Solutions**

Fairfield, NJ  
hbforms.com  
Booth #: 725

*Product/Service Category: Printing*

## **Keller Williams Greater PA Region**

Norfolk, NE  
kwparegion.com  
Booth #: 541, 640

*Product/Service Category:*  
*Real Estate Companies/Franchises*

## **Heidi Kagan Designs**

Cherry Hill, NJ  
heidikagan.com  
Booth #: 117

*Product/Service Category: Apparel*

## **Insurance Express**

West Palm Beach, FL  
quoteslash.com  
Booth #: 634

*Product/Service Category: Insurance*

## **Kelly Title Group**

Wall, NJ  
kellytitlegroup.com  
Booth #: 102

*Product/Service Category:*  
*Title Companies*

# EXHIBITOR DIRECTORY

## **King Kong Printing of New Jersey**

Matawan, NJ  
kingkongprinting.com  
Booth #: 103  
*Product/Service Category:*  
*Printing*

## **Landvoice**

Draper, UT  
landvoice.com  
Booth #: 440  
*Product/Service Category:*  
*Lead Generation*

## **Lendmarq**

Philadelphia, PA  
lendmarq.com  
Booth #: 800  
*Product/Service Category:*  
*Financial Programs & Services*

## **Lifestyle International Realty**

Secaucus, NJ  
lifestyle.com  
Booth #: 534  
*Product/Service Category:*  
*Real Estate Companies/Franchises*

## **LJS Sign Installers**

Odenton, MD  
ljssigns.com  
Booth #: 627  
*Product/Service Category: Signs*

## **Logan Finance**

Hauppauge, NY  
LoganFinance.com  
Booth #: 646  
*Product/Service Category:*  
*Financial Programs & Services*

## **Lone Wolf Technologies**

Dallas, TX  
lwolf.com  
Booth #: 341  
*Product/Service Category:*  
*Real Estate Software*

## **Long & Foster Companies**

Fairfax, VA  
longandfoster.com  
Booth #: 710, 712  
*Product/Service Category:*  
*Real Estate Companies/Franchises*

## **Meadowbrook Financial Mortgage Bankers Corp.**

Westbury, NY  
mfmbankers.com  
Booth #: 515  
*Product/Service Category:*  
*Financial Programs & Services*

## **Mortgage Matchup, powered by UWM**

Pontiac, MI  
findamortgagebroker.com  
Booth #: 615, 617  
*Product/Service Category:*  
*Financial Programs & Services*

## **Mulroy School of Real Estate**

Freehold, NJ  
mulroyschoolofrealestate.com  
Booth #: 311  
*Product/Service Category:*  
*Education & Professional Development*

## **My Sign Shine**

Hawthorn Woods, IL  
MySignShine.com  
Booth #: 406  
*Product/Service Category:*  
*Lead Generation*

## **National Association of Real Estate Brokers**

St. Albans, NY  
NAREB.COM  
Booth #: 317  
*Product/Service Category:*  
*REALTOR® Associations*

## **National Association of REALTORS®**

Chicago, IL  
nar.realtor  
Booth #: 505, 507  
*Product/Service Category:*  
*REALTOR® Associations*

## **National Flooring Removal**

Augusta, NJ  
nationalflooringremoval.com  
Booth #: 206  
*Product/Service Category:*  
*Environmental Services*

## **National Tenant Network**

Turnersville, NJ  
ntnonline.com  
Booth #: 801  
*Product/Service Category:*  
*Property Information Services*

## **New American Funding**

Newtown Square, PA  
newamericanfunding.com  
Booth #: 635, 734  
*Product/Service Category:*  
*Financial Programs & Services*

## **New Jersey Division of Consumer Affairs**

Newark, NJ  
njconsumeraffairs.gov  
Booth #: 104  
*Product/Service Category:*  
*Government Agencies*

## **New Jersey Fire Sprinkler Advisory Board-PenJerDel NFSA**

Hamilton, NJ  
njfsab.org  
Booth #: 204  
*Product/Service Category:*  
*Security & Safety Products*

## **New Jersey Housing and Mortgage Finance Agency**

Trenton, NJ  
njhmfa.gov  
Booth #: 814, 816  
*Product/Service Category:*  
*Government Agencies*

## **New Jersey Multiple Listing Service**

Saddle Brook, NJ  
newjerseymls.com  
Booth #: 605, 704  
*Product/Service Category:*  
*Property Information Services*



# EXHIBITOR DIRECTORY

## **New Jersey REALTORS®**

Trenton, NJ  
njrealtor.com  
Booth #: 501

*Product/Service Category:*  
*REALTOR® Associations*

## **New York State Association of REALTORS®**

Albany, NY  
nysar.com  
Booth #: 601

*Product/Service Category:*  
*REALTOR® Associations*

## **NJ Academy of Home Inspectors**

Somerset, NJ  
nj-ahi.com  
Booth #: 506

*Product/Service Category:*  
*Home Inspection/Warranty*

## **NJ Lenders Corp**

Little Falls, NJ  
njlenders.com  
Booth #: 523

*Product/Service Category:*  
*Financial Programs & Services*

## **NJ NACHI**

Somerset, NJ  
njnachi.com  
Booth #: 735

*Product/Service Category:*  
*Home Inspection/Warranty*

## **NJ Oil Tank Sweep LLC**

Hawthorne, NJ  
njoiltanksweep.com  
Booth #: 525

*Product/Service Category:*  
*Home Inspection/Warranty*

## **Nu World Title**

Rutherford, NJ  
nuworldtitle.com  
Booth #: 412, 414

*Product/Service Category:*  
*Title Companies*

## **Oakley Signs**

Altamonte Springs, FL  
Oakleysign.com  
Booth #: 207

*Product/Service Category: Signs*

## **Oil Tank Services**

Roselle, NJ  
oiltankservices.com  
Booth #: 303

*Product/Service Category:*  
*Environmental Services*

## **OneKeyMLS.com**

White Plains, NY  
OneKeyMLS.com  
Booth #: 629, 631

*Product/Service Category:*  
*REALTOR® Associations*

## **Peak Private Lending**

Teaneck, NJ  
peakprivatelending.com  
Booth #: 224

*Product/Service Category:*  
*Financial Programs & Services*

## **Pearl Insurance**

Peoria Heights, IL  
pearlinsurance.com  
Booth #: 716

*Product/Service Category:*  
*Insurance*

## **Pennsylvania Association of REALTORS®**

Lemoyne, PA  
parealtor.org  
Booth #: 401

*Product/Service Category:*  
*REALTOR® Associations*

## **Premier Homes**

Roselle Park, NJ  
premierhomespros.com  
Booth #: 332, 334

*Product/Service Category:*  
*Real Estate Companies/Franchises*

## **Premier Tech Water and Environment**

Williamsport, PA  
premiertechaqua.com/en-ca  
Booth #: 546

*Product/Service Category:*  
*Green Products & Services*

## **Primerica Mortgage**

Lansford, PA  
primerica.com/scottkamm  
Booth #: 632

*Product/Service Category:*  
*Financial Programs & Services*

## **Profit Power**

Williamsville, NY  
lantrax.com  
Booth #: 817

*Product/Service Category:*  
*Real Estate Software*

## **Prudential**

Basking Ridge, NJ  
prudential.com/advisor/michael-locascio  
Booth #: 408

*Product/Service Category:*  
*Financial Programs & Services*

## **PSE&G WorryFree**

Plainfield, NJ  
worryfree.pseg.com  
Booth #: 614

*Product/Service Category: Insurance*

## **RAdata**

Flanders, NJ  
ProtectEnvironmental.com  
Booth #: 723

*Product/Service Category:*  
*Environmental Services*

## **Radian**

Coraopolis, PA  
orders.mytitlegenius.com  
Booth #: 808

*Product/Service Category:*  
*Title Companies*

# EXHIBITOR DIRECTORY

## **RE/MAX**

Denver, CO  
remax.com  
Booth #: 623

*Product/Service Category:*  
*Real Estate Companies/Franchises*

## **REALTORS®**

### **Relief Foundation**

Chigago, IL  
rrf.realtor  
Booth #: 405

*Product/Service Category:*  
*REALTOR® Associations*

### **Realty ONE Group NJ**

Clifton, NJ  
realtyonegroupnj.com  
Booth #: 517

*Product/Service Category:*  
*Real Estate Companies/Franchises*

### **RealtyMark**

Huntington Valley, PA  
realtymark.net  
Booth #: 547

*Product/Service Category:*  
*Real Estate Companies/Franchises*

### **Reliant Home Funding**

Melville, NY  
relianthomefunding.com  
Booth #: 122

*Product/Service Category:*  
*Financial Programs  
& Services*

### **ReminderMedia**

King Of Prussia, PA  
lp.remindermedia.com/tripleplay  
Booth #: 302

*Product/Service Category:*  
*Lead Generation*

### **Renter Insight, LLC.**

Denver, CO  
renterinsight.com  
Booth #: 310

*Product/Service Category:*  
*Real Estate Software*

## **RSP USA, Inc.**

Bradenton, FL  
rspusa.com  
Booth #: 803

*Product/Service Category:*  
*Lead Generation*

### **Schaible's Plumbing, Heating, and Water Treatment**

Hampton, NJ  
schaiblesplumbing.com  
Booth #: 232

*Product/Service Category:*  
*Health & Personal Comfort*

### **SEI/Navica MLS**

Greensboro, NC  
SEIsystems.com  
Booth #: 508

*Product/Service Category:*  
*Property Information Services*

### **SentriLock, LLC**

West Chester, OH  
sentrilock.com  
Booth #: 622

*Product/Service Category:*  
*Security & Safety Products*

### **Service World Realty**

Lords Valley, PA  
serviceworldrealty.com  
Booth #: 822

*Product/Service Category:*  
*Real Estate Companies/Franchises*

### **ShowingTime+**

Chicago, IL  
showingtimeplus.com  
Booth #: 514, 516  
*Product/Service Category:*  
*Computer Technology*

### **Signature Realty NJ**

Summit, NJ  
signaturerealtynj.com  
Booth #: 524, 526  
*Product/Service Category:*  
*Real Estate Companies/Franchises*

## **SOLD.com**

Ladera Ranch, CA  
agents.sold.com/promo/triple-play  
Booth #: 703

*Product/Service Category:*  
*Lead Generation*

### **Somireddy Law Group PLLC**

Princeton, NJ  
somireddylaw.com  
Booth #: 609

*Product/Service Category:*  
*Legal Products & Services*

### **Suburban City Group**

North Wales, PA  
suburbancitygroup.com  
Booth #: 216

*Product/Service Category:*  
*Real Estate Developers*

### **Summit VA Solutions, Inc.**

Houston, TX  
summitvasolutions.com  
Booth #: 203

*Product/Service Category:*  
*Lead Generation*

### **Supra**

Salem, OR  
suprasystems.com  
Booth #: 316  
*Product/Service Category:*  
*Real Estate Software*

### **TenantReports.com**

Broomall, PA  
TenantReportX.com  
Booth #: 402  
*Product/Service Category:*  
*Property Management*

### **The CE Shop**

Greenwood Village, CO  
theceshop.com  
Booth #: 711  
*Product/Service Category:*  
*Education &  
Professional Development*

# EXHIBITOR DIRECTORY

## The Real Estate Comic

Galloway, NJ  
therealestatecomic.com  
Booth #: 705

*Product/Service Category:*  
Education & Professional  
Development

## ThriveActive Coaching Solutions

Westfield, NJ  
thriveactive.life  
Booth #: 708

*Product/Service Category:*  
Education & Professional  
Development

## TrustFunds

Minneapolis, MN  
trustfunds.us.com  
Booth #: 413

*Product/Service Category:*  
Real Estate Software

## U.S. Bank

Melville, NY  
usbank.com

Booth #: 324, 326

*Product/Service Category:*  
Financial Programs & Services

## United Mortgage

Melville, NY  
unitedmortgage.com  
Booth #: 312

*Product/Service Category:*  
Financial Programs & Services

## Unity Bank

Clinton, NJ  
unitybank.com

Booth #: 527

*Product/Service Category:*  
Financial Programs & Services

## USDA Rural Development

Mount Laurel, NJ  
rd.usda.gov/nj

Booth #: 612

*Product/Service Category:*  
Financial Programs & Services

## Visionary Abstract Services LLC

Belle Mead, NJ  
re-visionaries.com

Booth #: 535

*Product/Service Category:*  
Title Companies

## Vitale Inspection

Robbinsville, NJ  
vitaleinspection.com

Booth #: 215, 217

*Product/Service Category:*  
Home Inspection/Warranty

## VOX REALTY

Union, NJ  
voxrg.com

Booth #: 611

*Product/Service Category:*  
Real Estate Companies/Franchises

## White Glove Moving & Storage

Bayonne, NJ  
whiteglovemoving.us

Booth #: 123

*Product/Service Category:*  
Relocation & Referral Services

## Wise Agent

Fountain Hills, AZ  
wiseagent.com

Booth #: 513

*Product/Service Category:*  
Real Estate Software

## Yardi Breeze

Santa Barbara, CA  
yardibreeze.com

Booth #: 647

*Product/Service Category:*  
Real Estate Software

## Zwiren Title Agency Inc

Livingston, NJ  
ZwirenTitle.com

Booth #: 305

*Product/Service Category:*  
Title Companies



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