

# REALTOR® Rally

# 2010



April 13, 2010 • 7:30am — 3:30pm  
Colorado Convention Center

# DENVER

REALTOR® Rally is presented by  
the following boards and associations:  
Aurora, Denver, Douglas/Elbert, Jefferson County,  
Mountain Metro, North Metro, and South Metro

Visit [www.RealtorRally.org](http://www.RealtorRally.org)  
or call 720.748.4872



Keynote Speaker  
Michael Tchong  
Ubercool  
9:45 AM - 11:00 AM



Keynote Speaker  
Corey Ciocchetti  
University of Denver  
1:45 PM - 3:00 PM

Title Sponsor:

**WELLS  
FARGO**

HOME  
MORTGAGE

**TUESDAY, APRIL 13****► 8:30 - 9:30 AM****How to Avoid Problems with the Commission****Room 401**

Marcia will address areas of concern that the Commission notices. These areas range from basic noncompliance issues (i.e. no errors and omissions insurance or continuing education) to bad business practices. She will also give an overview of the compliant investigation process so that licensees are not bewildered when they receive notification that a complaint has been filed.

> **Marcia Waters, Colorado Division of Real Estate, Denver, CO**

**10 Tricks to Easy Property Management****Room 402**

Patrick will share with you 10 short cuts to making your life easier while managing rental properties. He will also share mistakes he has made that you will want to avoid. He will also pass along some great stories from many years of managing rental properties with demanding owners and tenants.

> **Patrick Chomyn, www.4RentDenver.com, Westminster, CO**

**Short Sales****Room 4035**

> **Lisa Smiley Hayes, North American Title Company, Aurora, CO**

**Blogging as a Strategic Real Estate Marketing Tool****Room 404**

Consumers go online to find properties and real estate services, making the Internet the Amazon River of new business for the savvy agent. The web is as much the local marketplace as it is the global marketplace, and it must be treated as such if you are to survive in this economy. At every instant, your competition is developing content, posted to be found on various forums, blogs, social networking sites, etc. Here, we'll discuss how blogs serve as a strategic real estate marketing tool. Attendees will learn about: The 7 Strategic Benefits of Having a Blog - The Elements of a Successful Blog (which platform to use & other resources).

> **Ricardo Bueno, Ribeezie Media, Los Angeles, CA**

**"Deep Dive" into Social Media****Room 501-502**

This is an open forum. Whether you are a novice in social media or a proficient user wanting more information, come and share your best ideas and learn from your peers the best practices and tricks in social media.

> **David Douglas, Keller Williams, DTC, Greenwood Village, CO**

**Bankruptcy and the Realtor/Seller/Buyer****Room 503-504**

> **Oliver Frasca, Esq., Frasca, Joiner, Goodman and Greenstein, P. C., Boulder, CO**

**The Buyers Mind 2010****Room 505**

> **Alan Smith, CRS, GRI, RE/MAX Professionals, Littleton, CO**  
**Joe DiVito, RE/MAX Alliance, Arvada, CO**

**Risk Management Tips & Tricks****Room 506/507**

Ideas for improving your service while minimizing your risk. Topics covered include current risk issues, use of flowcharts, checklists, and office policy. Interactive presentation so attendees can cover what they are dealing with in the field. As always, we will strive to have fun doing it!

> **Doug Barber, CRB, GRI, MRE, e-Pro, The Rawhide Company, Colorado Springs, CO**

**KEYNOTE SESSION****► 9:45 - 11:00 AM****I'm Going to Tweet You Up****Four Seasons Ballroom**

America is changing at warp speed. Massive trends, like Time Compression and the Digital Lifestyle, are reshaping the world. Smartphones are turning consumers into e-mail and texting junkies. In fact, texts have already replaced phone conversations as the most popular way to communicate in America. Social networks are also reshaping the dialog. With some 700 million people actively engaged with social media worldwide, the traditional roles of media and marketing are in flux.

Follow Michael along as he takes you on an exhilarating ride through the landscape of now, including DWT, multitasking, energy drinks, yoga, texting, location-based marketing, brain training, augmented reality browsing, control freak, viral marketing, TOA, unfriending and much, much more.

> **Michael Tchong, Ubercool, San Francisco, CA**

**► 11:15 AM - 12:15 PM****Lending Hot Topics****Room 401**

The lending industry is constantly changing these days and agents need to know this information to be able to best serve their clients. This class will cover new policy and underwriting changes on CHFA, FHA, Conventional, and VA loans. In addition we will cover the changes to RESPA, Good Faith Estimates, Truth In Lending forms, as well as the new timelines that are required. We will cover condo approvals, new property flippings rules, and overlayment (you will have to come and find out what that means). Hopefully, we will all learn something new.

> **Mark Afman, Universal Lending Corporation, Denver, CO**

**Ask a Real Estate Geek****Korbel Foyer**

Do you find yourself mulling over a silly snafu with software? Are you seriously stymied on how to get started with social media? Are you perplexed by pixels in your camera? Do you live dangerously by not backing up your most valuable real estate resource, your data? Our Geeks are here to help answer your burning questions on real estate technology. Better yet, our Geeks are real estate professionals just like you, they speak your language. Come visit the Real Estate Geeks located in the Korbel Foyer for peer to peer communication and a powerful one on one learning experience. It's time to take your technology skills to the next level.

**Metro Denver Real Estate Trends****Room 404**

This class reviews major real estate trends in our Denver Metro residential market. Students gain a deep understanding of the local real estate conditions at the neighborhood and metro level. In addition, we compare historical data with current economic data to try to predict what lies ahead. You will leave this session with a solid understanding of the residential and income housing market and which areas have had the best and worst appreciation. We'll also discuss how to explain this to clients so they can make better decisions.

> **Lon Welsh, Your Castle Real Estate, LLC, Centennial, CO**

> **Charles Roberts, Your Castle Real Estate, LLC, Arvada, CO**

**Using Social Networks to Drive Consumers to Your Website****Room 501-502**

You're on Facebook, Twitter, and LinkedIn... now what? Learn best practices for turning friends and followers into prospects and clients.

> **Todd Carpenter, National Association of REALTORS®, Chicago, IL**

## Negotiating

Room 503-504

Negotiation Skills have never been in higher demand. Whether it is sellers, buyers or lenders, today's agent needs to improve their abilities and know how to get agreement between all parties. Our clients rank the ability of their realtor to negotiate as one of their highest expectations. Learn the different types of negotiators and how to get the desired results. Whether it be business, personal or family challenges learn the basics on how to build momentum to correct solutions.

> **Bruce Dunning, Pinnacle Properties Group, Littleton, CO**

## Unlimited Possibilities

Room 505

As a REALTOR®, your MLS provides you with the tools to help your business grow. Metrolist® offers unlimited access to the newest MLS system in Colorado along with a host of professional-grade tools to assist you in your business needs. Come learn about the newest MLS technologies from Metrolist® and how these diversified services can help you become more successful.

> **Ed Hardy, Integrity Real Estate Group, Denver, CO**

> **Melissa Olson, Metrolist®, Inc., Greenwood Village, CO**

## Property Valuation: The New Reality

Room 506-507

This class complies with the Real Estate Commission continuing education requirements. 1 CE credit will be given to attendees who meet all attendance requirements.

> **Patrick Armbrust, Armbrust Real Estate Institute, Greenwood Village, CO**

▶ 12:30 – 1:30 PM

## Hot Market Legal Issues

Room 401

Buyers who are desperate to close before their interest rate lock or home buyer's credit expires! Sellers who want to play competing buyers off against another, without selling their property twice! Learn how to address these and other legal issues tossed up by a hot market.

> **Jonathan Goodman, Esq., Frasca, Joiner, Goodman and Greenstein, P. C., Boulder, CO**

## What's Up With FHA? New Rules and Guidelines

PM Room 402

This training will first cover the basics of FHA lending so that you will have a good, clear understanding of why this loan program is so useful to so many buyers. Then we will cover the recent changes in the lending world in general and FHA loans specifically. This will include changes to the FHA Mortgage Insurance, tightened underwriting guidelines, Condo Approvals, the FHA 90 Day Flip Rule, and much more including new changes at CHFA. Bring your questions and hopefully everyone will learn something new.

> **Mark Afman, Universal Lending Corporation, Denver, CO**

## Short Sales Panel

Room 403

This short sale panel will review the tough questions facing today's agent. This will be an open panel discussion.

> **Michael Welk, Your Castle Real Estate, LLC, Arvada, CO**

> **Bobby Burnett, Keller Williams Realty DTC, Englewood, CO**

## Beyond the Basics: Local Niche Blogging & Lead Generation

Room 404

Technically speaking, a Blog, in its simplest form is a Content Management System. This particular type of CMS tool allows you as the author to publish, categorize and manage your content. In this session, we'll move beyond the basics and dive deep into how to use

Blogs to: Dominate Search, Build Your Brand, Position Yourself as the Expert, Exploit a Niche, Generate Leads, and more.

> **Ricardo Bueno, Ribeezie Media, Los Angeles, CA**

## Managing Your Digital Footprint

Room 501-502

Reputation management is more than just a buzz word. It's an essential piece of a professional's business plan. Consumers are researching professionals online long before they decide to connect. With the ease of search engines they are collecting information and making a decision whether or not to do business with you or go on to the next person. What does your online reputation look like? How can you improve it? What steps should you take now to prevent a disgruntled consumer from ruining your reputation. Learn how to monitor, protect and improve your reputation by creating your personal Command Central and putting it on automatic pilot so you don't have to give it a second thought.

> **Kristal Kraft, The Berkshire Group, Denver, CO**

## Crystal Ball - 2010 Legislation Changing CREC Forms

Room 503-504

Pending Legislation will require changes to the contract forms.

The latest proposed modifications and changes to the contracts will be reviewed. Hot spots of the contracts will also be discussed. This class complies with the Real Estate Commission continuing education requirements. 1 CE credit will be given to attendees who meet all attendance requirements.

> **Betty Armbrust, GRI, ABR, AST, CRS, Metro Brokers, Southridge Realty, Littleton, CO**

> **Kent Levine, Esq., Kent Jay Levine, P.C., Englewood, CO**

## Capitol Connection

Room 505

Jack Fox, CAR Division Vice President and Rachel Nance, Vice President of Public Policy, together will present an overview and update on recent legislation impacting the real estate industry. This session will allow for an open exchange of information on business, housing, regulatory and land use issues that are being lobbied by CAR at the State Capitol. Despite media reports, the 2010 session is addressing much more than just state fiscal issues and stands to be politically charged and full of philosophical debates.

> **Rachel Nance, Colorado Association of REALTORS®, Denver, CO**

> **Jack Fox, Jack Fox Realty, Denver, CO**

## Capture Those Listings

Room 506-507

The secret to a consistent and successful business, still lies within the listings. For over a decade, Jace and his team's production have consistently ranked them in the top 1% of our industry. You are guaranteed to be entertained, educated, and motivated as Jace shares his insightful pearls of wisdom. Everything from managing expectations to creating a bounty of referrals will be discussed. This is the one class you don't want to miss!"

> **Jace Glick, ABR, GRI, CRS, CLHMS, CDPE, RE/MAX Alliance, Parker, CO**

## Keynote Session - Chasing Authentic Success

1:45 - 3:00 PM

This discussion encourages people of all ages to chase the truly important things in life such as a solid character, strong personal relationships and a sense of contentment. These "real rabbits" are compared and contrasted to worldly types of success such as excessive wealth, popularity and prestige. Audience members leave with a better sense of what it takes to develop character, set priorities and gain a big-picture perspective.

> **Corey Ciocchetti, University of Denver, Denver, CO**



Tuesday, April 13, 2010  
Colorado Convention Center  
Register Online Today at  
[www.RealtorRally.org!](http://www.RealtorRally.org)

Please include **ALL** requested information.

**Primary Board/Association:**

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

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

Address: \_\_\_\_\_ City/State/Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_

Your e-mail address will only be used to confirm your registration. E-mails are NEVER sold or shared.

\_\_\_\_\_ # of Years in Real Estate \_\_\_\_\_ # of Rallies Attended \_\_\_\_\_ # of Agents in Your Office

Primary Reason for Attending Rally: \_\_\_ Education \_\_\_ Exhibit Hall \_\_\_ Networking (Rank 1 - 3)

**Payment Information**

Enclosed is a check \_\_\_\_\_ in the amount of \$ \_\_\_\_\_ (\$25/person). Please make checks payable to REALTOR® Rally.

Please charge my  Visa  MasterCard (Discover and American Express are NOT accepted)

Cardholder's Name: \_\_\_\_\_

Credit Card Billing Address: \_\_\_\_\_

Card Number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Cardholder's Signature: \_\_\_\_\_

Pre-registration fee (Deadline is Friday, March 26, 2010) \$25.00 ~ On-Site Registration \$35.00

Registration form must have a March 27, 2009, postmark or must be faxed by 5:00 pm Friday, March 26, 2010, to be accepted as a preregistration. Registrations arriving after the deadline will be considered on-site registrations and charged accordingly. Cancellations may be made and will be given a full refund up to and including March 26, 2010. No refunds will be given for cancellations after March 26, 2010.



## 2010 Keynote Speakers

**Michael Tchong**  
**Ubercool**  
**9:45 AM - 11:00 AM**



**Corey Ciocchetti**  
**University of Denver**  
**1:45 PM - 3:00 PM**



Title Sponsor

7:30 am - Registration Opens  
7:30 am - Trade Show Opens  
9:45 am - Keynote Session  
1:45 pm - Keynote Session

**How to Register:** Online at [www.RealtorRally.org](http://www.RealtorRally.org) or Mail form to: REALTOR® Rally Registrar

7315 E 5th Ave Pkwy, Denver, CO 80230 or Fax to: 303-474-6656

For More Information - Call 720-748-4872