

# TIMING \* IS EVERYTHING

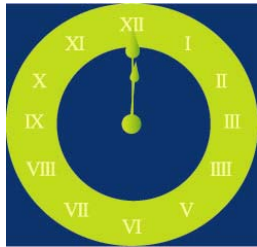
September 16 - 18, 2008

Iowa Association of REALTORS®  
Annual Convention  
Sheraton \* West Des Moines, Iowa

2008 ANNUAL CONVENTION  
REGISTRATION PACKET



REGISTER TODAY at  
[www.iowarealtors.com](http://www.iowarealtors.com)



## CONVENTION OFFERS GREAT VALUE

At the 2008 Iowa Association of REALTORS® Convention, sponsored by Iowa Realty and Prudential First Realty, you'll find the education, networking, products, and services to enhance your business and see your sales grow. Register today at [www.iowarealtors.com](http://www.iowarealtors.com).

### GREAT VALUE

**EDUCATION.** The convention will offer more than 15 hours of CEs. With a registration fee of just \$75 for the entire convention - that's a super value! You'll receive high quality education from some of the state and nation's leading trainers and practitioners. **NETWORKING.** You'll have a chance to meet REALTORS® from across Iowa and to get involved in a variety of IAR committees. Networking can enhance your professional development and help your business grow. **PRODUCTS & SERVICES.** The Exhibitor Expo will feature dozens of vendors that offer products and services for real estate. You'll also have a chance to see the technology at work through free demonstrations.

### EXHIBITOR EXPO: A "MUST SEE" ACTIVITY

*The Exhibitor Expo will give you an opportunity to check out the latest in technology products and services to help you make the most of your real estate business.* The Exhibitor Expo will feature expanded shopping hours and more than 50 vendors offering a wide variety of technology products and services to improve your business, as well as specialty products to enhance your image. For a complete list of participating vendors visit the IAR Convention 2008 web page at [www.iowarealtors.com/convention](http://www.iowarealtors.com/convention).

### TRADE SHOW BUCKS ARE BACK

*Back by popular demand, Trade Show Bucks can be earned and spent just like cash only at the Exhibitor Expo.* We are striving for record numbers of attendees at the convention this year. You can help recruit new participants and receive Trade Show Bucks for shopping at the Expo.

**The only way to get these special little incentives (Trade Show bucks) is by referring a first time IAR convention attendee.** If you refer a first time attendee, make sure they write your name on the registration form in the "Referred by" blank in order to receive the bucks. The first time attendee will receive \$25 Trade Show Bucks, and the person who referred them (listed in the "Referred by" blank on the new attendee's registration form) will receive \$25 Trade Show Bucks too. **All registrations must be received by September 1, 2008, in order to be eligible for Trade Show Bucks.**

Encourage your colleagues to attend this year's convention—there's something for everyone! Exciting courses, special events, many ways to get involved with the association, networking opportunities to enhance your professional development and grow your business, and also Trade Show Bucks!

### NEW: TECHNOLOGY DEMOS

*New this year, we've invited Expo exhibitors who provide technology products and services for real estate to offer demonstrations of their products and services.* This will give you an chance to see the technology at work and ask questions/have discussion with vendors and other REALTORS®. Check the IAR Convention 2008 web page at [www.iowarealtors.com/convention](http://www.iowarealtors.com/convention) for a complete list of exhibitors who will be offering demonstrations and a detailed schedule.



### GET INVOLVED

*The strength of the Iowa Association of REALTORS® comes from its many members offering their time, perspective, and ideas on the challenges and opportunities facing the real estate industry.* Whether your interest is in legislative issues, marketing, technology, public policy, professional development, or one of many other areas, the IAR encourages you to get involved, help to serve our membership, and work to protect private property rights in Iowa.

It's easy to get involved! Take a look at the convention schedule and plan to attend a committee, work-group, or task-force that interests you. Since most meetings are open to members (except where noted), you can stop by a meeting and participate. For more information on each committee, work-group, or task-force, visit the IAR Convention 2008 web page at [www.iowarealtors.com/convention](http://www.iowarealtors.com/convention).



## FEATURED COURSES & SPEAKERS



**Short Sales from A to Z** will give you a solid understanding of the short sale process, pitfalls, opportunities, and how they benefit the bank, your client, and you. **Instructor, Jacob Swodeck**, trainer for 12 years and short sales negotiator for 10 years, has successfully closed 500 short sales in southern California.



**How to Build Wealth with Real Estate** explores how to double your income by working with investors, help enlighten and motivate buyers, calculate rate of return before your purchase, and maximize tax benefits. **Instructor, Tom Lundstedt**, CCIM, a former Major League Baseball player, is known as the funniest investment and tax guy in America.

**Seven Key Money Issues Every REALTOR® Should Know** introduces IRA use, buying rental property the smart way, put your “kid” to work, become a “bifurcating” expert, shelter your earned income, and more. **Instructor, Tom Lundstedt**.



**Agricultural/Land Tax Update** provides information on real estate taxation, sales price allocations and gain computations; new tax law updates, new depreciation rules, and individual vs. capital gain rate changes; 1031 like-kind exchanges, new regulations-2nd homes and estate planning and ideas; and more. **Instructor, Gary Peters**, CPA, has more than 30 years experience in accounting, auditing, and tax planning/preparation as a managing partner of a CPA firm in Spencer.

**NOTE:** A certificate for one CE will be given for each hour of class attended. Students must stay in the classroom for the entire hour to receive credit. However, students will have flexibility to move around listening to various speakers in one hour sessions throughout the day.



**Home From Work** educates REALTORS® on the benefits of employer-assisted housing, and how to reach out to employers. **Instructor, Mary Ann Bush**, Bush Real Estate, Broker/Owner ABR, ABRM, CRS, e-Pro, GRI, SRES, TRC, WCR Member AHWD – At Home With Diversity Certification, ASR, brings a unique perspective to training courses through her vast experience as a REALTOR®.



**Real Estate Generation: How to Market and Sell Across Multiple Generations** will discuss each generation, the relationship between the generational mix and client engagement, and how to improve your business by understanding generational differences. **Instructor, Josh Hanson**, CRS, GRI, helps businesses transform into high performance organizations through Nfinity Performance Group, LLC, which he founded and manages.

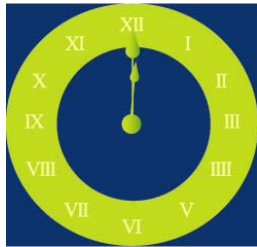


**Branding Your Business—Positioning Yourself for Success** will teach the best practices for marketing yourself as an expert in the real estate field to build life long customers and a strong referral base. **Instructor, Taura Prosek**, CRS, GRI, MBA, is a member of the PDI Real Estate Team at RE/MAX Professionals in Muscatine, with more than a decade of experience in human resources, sales, and marketing.



**Principles of Partnership Selling** explores ways to understand your client’s needs and handle their objections so you can truly partner with them to meet their needs. **Instructor, Tyler Abens**, IAR Gold Individual Achievement Award Winner, is a Broker Associate at Abens Realty in Webster City, who also worked for several years in human resources and training.





## THE SCHEDULE AT A GLANCE

### Tuesday, September 16

7:30am-10:30am	RLI Committee & Board of Directors Meetings	Marion
8:00am-9:00am	IAR Leadership/RVP's Bylaws Committee ( <i>not open</i> )	Chambers
8:00am-5:00pm	Exhibitor Expo	Des Moines/Benton
8:00am-8:50am	*Setting Up an Email Marketing Campaign / <i>Mark Gavin</i>	Webster/Clayton
8:30am-11:30am	*Seven Key Money Issues / <i>Tom Lundstedt</i>	Dallas
9:00am-10:00am	Executive Committee	Chambers
9:00am-9:50am	Top Producer Demonstration	Webster/Clayton
10:00am-11:00am	RPAC Trustees	Salon B
10:00am-11:30am	Executive Board Officers	Chambers
10:00am-10:50am	Fidelity MLS Systems & Solutions Demonstration	Webster/Clayton
10:30am-11:30am	RLI Press Conference – Sept. 2008 Land Trends & Values	Marion
11:00am-11:50am	Send Out Cards Demonstration	Webster/Clayton
11:30am-1:30pm	Annual Meeting Luncheon	Polk
11:30am-1:00pm	RLI Awards & Installation Luncheon	Salon C
1:00pm-1:50pm	*Champion Seminars—Office Management	Clayton
1:00pm-4:00pm	*RLI Agricultural/Land Tax Update / <i>Gary Peters</i>	Marion
1:30pm-4:30pm	*How to Build Wealth with Real Estate / <i>Tom Lundstedt</i>	Dallas
1:30pm-2:30pm	Membership Development Forums	Polk
2:00pm-2:50pm	*Spindustry-Communicating Transaction Costs through Outlook & Excel	Webster/Clayton
2:30pm-3:30pm	Public Relations Committee	Chambers
3:00pm	Coaching/Mentoring Task Force	Chambers
3:00pm	Techmark, Inc. Board of Directors Meeting	
3:00pm-3:50pm	*USDA Rural Development– Get to Know GUS	Webster/Clayton
4:00pm-4:50pm	*Keeping in Touch with Clients Using Smartphones / <i>Josh Hibben</i>	Webster/Clayton
5:00pm-7:00pm	Foundation Auction	Polk
6:30pm	Past President's Dinner Invitation Only	
7:00pm-11:30pm	Iowa CRS Chapter sponsors <i>A Night at the Cabaret</i>	Cabaret Lounge, WDM

### Wednesday, September 17

7:30am-8:30am	REALTOR® Foundation Breakfast Meeting ( <i>not open</i> )	Chambers
8:00am-1:30pm	Exhibitor Expo	Des Moines/Benton
7:30am-11:30am	*Real Estate Generation:How to Market & Sell Across Multiple Generations / <i>Josh Hanson</i>	Marion
8:00am-8:50am	*How to Create a Virtual Tour / <i>Heather Gray</i>	Salon B
8:30am-11:30am	*Short Sales from A to Z / <i>Jacob Swodeck</i>	Webster/Clayton
9:00am-9:50am	Top Producer Demonstration	Salon B
9:00am-10:00am	Personnel Committee ( <i>not open</i> )	Chambers
10:00am-10:50am	*Spindustry – Promoting Client Properties with Word & Publisher	Salon B
10:00am-11:00am	Legislative Committee	Polk
10:00am-11:00am	Young REALTORS® Committee	Chambers
11:00pm	RETS Task Force	Chambers
11:00am-11:50am	Send Out Cards Demonstration	Salon B
12:00pm	Iowa CRS Chapter Sponsored Luncheon	Atrium
12:00pm-3:00pm	*Branding Your Business – Positioning Yourself for Success / <i>Taura Prosek</i>	Marion
12:30pm-3:30pm	*Short Sales from A to Z, continued / <i>Jacob Swodeck</i>	Webster/Clayton
6:30pm-7:30pm	Hospitality Hour	Atrium
7:30pm	Inaugural Gala	Des Moines

### Thursday, September 18

8:00am-11:00am*	Principles of Partnership Selling / <i>Tyler Abens</i>	Clayton
8:30am-11:30am*	Home From Work / <i>Mary Ann Bush</i>	Webster
8:45am & 9:45am	Meet and Greet IAR Leadership	Atrium
10:00am-10:30am	Public Policy Coordinating Committee	Chambers
10:30am-11:30am	Executive Committee-Follow up	Salon B
11:30am	Board of Directors	Des Moines

**TENTATIVE SCHEDULE—SUBJECT to CHANGE** \*A certificate for 1 hour of CE will be given for each 50-minute session attended. Students must have their name badges scanned and stay in the classroom for the entire session to receive credit. However, students will have flexibility to move around, listening to various speakers in 50-minute sessions throughout the day. For example, on Tuesday, Sept. 16, Seven Key Money Issues is scheduled from 8:30am-11:30am. It will be presented in three parts, at 8:30am, 9:30am, and 10:30am, with a short break in between each presentation. For a full description of the continuing education rules, please see the Convention Booklet at convention.



# Convention 2008 Registration Form

September 16-18, 2008 • Sheraton • Clive • 515-223-1800 for reservations

Name \_\_\_\_\_ First IAR Convention? \_\_\_\_ Yes \_\_\_\_ No

Company Name \_\_\_\_\_

Office Address \_\_\_\_\_

City, State, ZIP \_\_\_\_\_

Office Phone \_\_\_\_\_ Office Fax \_\_\_\_\_

E-mail Address \_\_\_\_\_ Guest Name \_\_\_\_\_

## **REGISTRATION FEES**

REALTOR® Registration - \$75 before Sept. 10 / \$85 after Sept. 10 \$ \_\_\_\_\_

RLI Members Registration - \$75 before Sept. 10 / \$85 after Sept. 10 \$ \_\_\_\_\_

Iowa Realty/Prudential First Realty Registration - \$45 before Sept. 10 \$ \_\_\_\_\_

REALTOR® Registration 1-day only\* - \$60 before Sept. 10 / \$70 after Sept. 10 \$ \_\_\_\_\_

\*Please indicate which 1 day you will attend: \_\_\_\_ Tues \_\_\_\_ Wed \_\_\_\_ Thurs

1st Time Iowa Attendee - \$60 before Sept. 10 / \$85 after Sept. 10 \$ \_\_\_\_\_

Referred by \_\_\_\_\_

(This blank must be filled in for 1st time attendee and referring individual to receive Trade Show Bucks. See details on page 2.)

Iowa Affiliate or Guest (non-licensee only) - \$35 before Sept. 10 / \$45 after Sept. 10 \$ \_\_\_\_\_

Iowa Licensee non-REALTOR® - \$125 before Sept. 10 / \$140 after Sept. 10 \$ \_\_\_\_\_

Board Paid Staff - \$35 before Sept. 10 / \$50 after Sept. 10 \$ \_\_\_\_\_

## **OPTIONAL EVENTS** (The following events can be added for an additional fee.)

### **Tuesday, September 16**

Awards & Annual Meeting Luncheon - 11:30am (# tickets \_\_\_\_\_ @ \$20 each) \$ \_\_\_\_\_

RLI Awards & Installation Luncheon - 11:30am (#of tickets \_\_\_\_\_ @ \$20 each) \$ \_\_\_\_\_

A Night at the Cabaret 5:30-11:30pm (#of tickets \_\_\_\_\_ @ \$25 each) \$ \_\_\_\_\_

(Iowa CRS Chapter members - # of tickets \_\_\_\_\_ @ \$20 each) \$ \_\_\_\_\_

Please indicate - # of *Steak* \_\_\_\_\_ # of *Chicken* \_\_\_\_\_

### **Wednesday, September 17**

CRS Luncheon - 12:00pm (# tickets \_\_\_\_\_ @ \$20 each) \$ \_\_\_\_\_

Inaugural Gala - 7:30p.m. (# tickets \_\_\_\_\_ @ \$30 each) \$ \_\_\_\_\_

**TOTAL AMOUNT DUE** \$ \_\_\_\_\_

**METHOD OF PAYMENT** \_\_\_\_\_ VISA \_\_\_\_\_ MasterCard \_\_\_\_\_ Discover \_\_\_\_\_ American Express

Card number \_\_\_\_\_ Expiration Date \_\_\_\_\_

Signature \_\_\_\_\_

Check # \_\_\_\_\_ Cash \_\_\_\_\_

Return your completed form to IAR, 1370 NW 114th St, Ste. 100, Clive, IA 50325 with check or credit card #.  
If paying by credit card, you can register by phone (515-453-1064/800-532-1515) or FAX (515-453-1070/800-874-2002).  
Questions? Contact Stephanie Anderson at IAR at 515-453-1064/800-532-1515, or stephanie@iowarealtors.com.