

BRING SUCCESS HOME

Atlantic City Convention Center
Atlantic City, New Jersey

DEC. 4-7, 2023
EXPO: DEC. 5-6, 2023


TriplePlay
REALTOR® Convention & Trade Expo

promoting
REALTOR®
success

REALTORS**TriplePlay.com**



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Pennsylvania Associations of REALTORS®.

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KEYNOTE



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First Vice President

Gloria Siciliano
Treasurer

Gloria Monks
President-Elect

Robert White
*Immediate
Past President*

Jarrold Grasso
Chief Executive Officer



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REALTORS®**

Past Presidents

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2022

Jeffrey Jones
2021

Angela Sicoli
2020

Ilene Horowitz
2019

Christian Schlueter
2018

Robert "Bob"
Oppenheimer
2017

TG Glazer
2016

Eugenia
"Jean" Bonilla
2015

Cindy Marsh-Tichy
2014

Christina Banasiak
2013

Gary Large
2012

Allan "Dutch"
Dechert
2011

Judy Appleby
2010

Diane Dilzell
2009

Drew Fishman
2008

William Hanley
2007

Bonnie Fitzgerald
2006

Mary Davis
2005

Charles Oppler
2004

Christina Clemans
2003

Rosanne Citta
2002

Timothy Richards
2001

Joseph Harrigan
2000

Gloria Woodward
1999

Michael Ford
1998-97

Robert Kinniebrew
1996

Carl DeMusz
1995

Inez Lief
1994

Gene Azzalina
1993

Maurice Hageman, II
1992

Maurice Hoffman
1991

Janet Barton
1990

Ferris Saydah
1989

Anthony Camassa
1988

William Thomas
1987

Past President Representative

Jeff Jones

Association Executive Representative

Emily Bowden

Division Officers

Mary Nuziale
Association Operations

Heather Robillard
Communications & Public Relations

Jairo Rodriguez
Industry Advocacy

Nicola Esposito
Professional Conduct

Jessie Frias
Professional Development

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*Region 1
Vice President*

Mina Newstadt
*Region 2
Vice President*

C. John Kruk
*Region 3
Vice President*

Sue LaRue
*Region 4
Vice President*

Bob Funabashi
*Region 5
Vice President*

NAR Region 2 Regional Vice President

Ilene Horowitz

National Association of REALTORS® Directors

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Christina Banasiak
Valerie Arch Belardo
Corinna Burke
Colleen Camillo
Laura Castella
Chris Clemans
Lisa Comito
Dutch Dechert
Larry DePalma
John DiNizio
Diane Disbrow
Genette Falk

Drew Fishman
Bob Funabashi
Phil Greco
Bill Hanley
Ilene Horowitz
Alex Jesus
Jeff Jones
Sue LaRue
Nick Manis
Gloria Monks
Judy Moriarty
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Charlie Oppler

Steven Pagan
Jeanine Pescatore
Mark Quartello
Brenda Richmond
Chris Schlueter
Melanie Selk
Gloria Siciliano
Angela Sicoli
Diane Traverso
David Weisbrod
Robert White
Wendy Worthly



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Chair, President

Jacqlene Rose
Treasurer

Duncan MacKenzie
Chief Executive Officer

Joe Rivellino
*Vice Chair,
President-Elect*

Jennifer Vucetic
*Immediate
Past President*



New York State Association of REALTORS®, Inc.

Past Presidents

Jennifer Vucetic
2022

David Legaz
2021

Jennifer Stevenson
2020

Moses Seuram
2019

CJ DelVecchio
2018

Dawn Carpenter
2017

Linda Lugo
2016

Mike Smith
2015

JP Endres
2014

Margaret M. Hartman
2013

Susan Goldy
2012

Nicholas Gigante
2011

Hank W. Fries
2010

Daniel J. Hartnett
2009

Linda J. Page
2008

Max Wm. Gurvitch
2007

J. Gregory Connors
2006

Gary P. Kenline
2005

Joseph L. Canfora
2004

Robert E. Galliher
2003

Savo Fries
2002

Ronald Steed
2001

George K. Wonica
2000

Joseph Whittington
1999

Joan Isgro-Grant
1998

Don Milton
1997

Gene Currier
1996

Alan J. Greenstein
1995

Lee Rothleder
1994

Anthony Diruzzo,
1993

Jo Levine
1992

David Adams
1991

James Webb
1990

Frederic Mayer
1989

John Dwyer
1988

Alan Yassky
1987

Local Board Presidents

Tahir Baig
*Hamptons North Fork
REALTORS® Association*

Gina Marie Bettenhauser
*Long Island Board
of REALTORS®*

Kristopher Buchanan
*Cortland County Board
of REALTORS®*

Rosalind Burgin
*Buffalo Niagara Association
of REALTORS®*

Frederic Cantor
*Dutchess County Association
of REALTORS®*

Tony D'Anzica
*Hudson Gateway Association
of REALTORS®, Inc.*

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*Sullivan County
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Ithaca Board of REALTORS®

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*Jefferson Lewis Board
of REALTORS®*

Jennifer Greenmun
*Greater Binghamton
Association of REALTORS®*

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*Columbia-Greene Board
of REALTORS®*

Roseanne La Fata
*Staten Island Board
of REALTORS®*

Kelly McKay
*Elmira Corning Regional
Association of REALTORS®*

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

David Paciello
*Mohawk Valley Association
of REALTORS®*

Dennis Pezzimenti
*Chautauqua-Cattaraugus
Board of REALTORS®*

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*Greater Syracuse Association
of REALTORS®*

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*Otsego Delaware Board
of REALTORS®*

Randy Spiesman
*Ulster County Board
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*Clinton County Board
of REALTORS®*

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

Elizabeth Trego
*St. Lawrence County Board
of REALTORS®*

Eden Whitaker
*Southern Adirondack
REALTORS®*

Peter Whitbeck
*Northern Adirondack Board
of REALTORS®*

Linda Yetto
*Greater Capital Association
of REALTORS®*

National Association of REALTORS® Directors

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Joe Rivellino
Jacqlene Rose
Moses Seuram
Christopher Bacchus

Dorothy Botsoe
Frederic Greene
Max Gurvitch
Margaret Hartman
Crystal Hawkins Syska

Mike Smith
Andrew Castine
Linda Page



Leadership

2023 Line Officers

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President

Preston Moore
President-Elect

William Lublin
First Vice President

David Dean
Treasurer



**Pennsylvania
Association of
Realtors®**

Past Presidents

Christopher Beadling
2022

Christopher Raad
2021

William Festa
2020

William McFalls
2019

Todd Umbenhauer
2018

Kathleen McQuilkin
2017

F. Todd Polinchock
2016

Ron Croushore
2015

Kim Skumanick
2014

Betty McTamney
2013

Frank Jacovini
2012

Guy Matteo
2011

Donald D. Roth
2010

Greg Herb
2009

Bob Hay
2008

Dominic J. Cardone
2007

E. Leonard Ferber, Jr.
2006

Melissa Sieg
2005

Gerald E. Romanik
2004

Theodore Stefan, Jr.
2003

Ellen B. Renish
2002

Robert J. Fleck
2001

Jerry Y. Speer
2000

Janice C. Smarto
1999

Jack L. Rawlings
1998

Stanley J. Lesniak, Jr.
1997

Robert M. Jones
1996

Steve D. Finney
1995

James L. Helsel, Jr.
1994

Richard J. Stampahar
1993

Sandra L. Stevens
1992

Frank B. Capone
1991

William J. Strachan
1989

Timothy S. Karr
1988

District Vice Presidents

Stephaie Biello
District 1 Vice President

Brian Slater
District 2 Vice President

Janet Tarity
District 3 Vice President

Alexa Sanchez
District 4 Vice President

Sherrie Miller
District 5 Vice President

Jodi Diego
District 6 Vice President

Kevin Hodrick
District 7 Vice President

Quenna Smith
District 8 Vice President

Mark Kibbe
District 9 Vice President

Jim Jarrett
District 10 Vice President

National Association of REALTORS® Directors

John Barry

David Dean

Jodi Diego

Robina English

Kenneth Enochs

Kim Ford

James Helsel

Gregory Herb

Jim Jarrett

Sean LaSalle

William Lublin

Kathleen McQuilkin

Bette McTamney

Preston Moore

Maryellen O'Brien

Susan Patt

Albert Perry

Vincent Range

Eric Rehling

Ellen Renish

Lisa Sanderson

Julie Sebock

Alex Shnayder, Esq.,

Quenna Smith



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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. Packages includes high-quality recordings of the latest ideas and best practices shared at Triple Play 2023. 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.** (NJR President's Installation and 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 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 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 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 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 2023.

For Pennsylvania CE: Real estate licensees in PA are required to complete 14 hours of continuing education (CE) credit, by May 31 of even numbered years. Next renewal May 31, 2024. The PA Real Estate Commission imposed the following continuing education requirement for the 2022-2024 renewal period. The coursework must be completed between June 1, 2022, and May 31, 2024. In order to meet the requirement, 3 hours of the required 14 hours must be taken in the topic that covers the responsibilities of the broker and the responsibilities of the licensees in regard to property management, advertising and general supervisions, which would include but not be limited to, commissions and fees. 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.

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 and Announcements booth, 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 2023 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 and Announcements booth, located in Hall B, across from booth #102. *All prizes must be claimed by 5 p.m. on Wednesday, December 6.*

Registration Hours

Convention Registration Area, Level 2

Monday	10:00 a.m. - 5:30 p.m.
Tuesday	7:30 a.m. - 6 p.m.
Wednesday	7:30 a.m. - 5 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. Atlantic City Convention Center Fire Safety Code does not allow for sitting on the floor or standing if no seating is available.

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	7a.m. - 7 p.m.; every 15 minutes
Thursday	7a.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; Golden Nugget, 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 \$2.50 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.

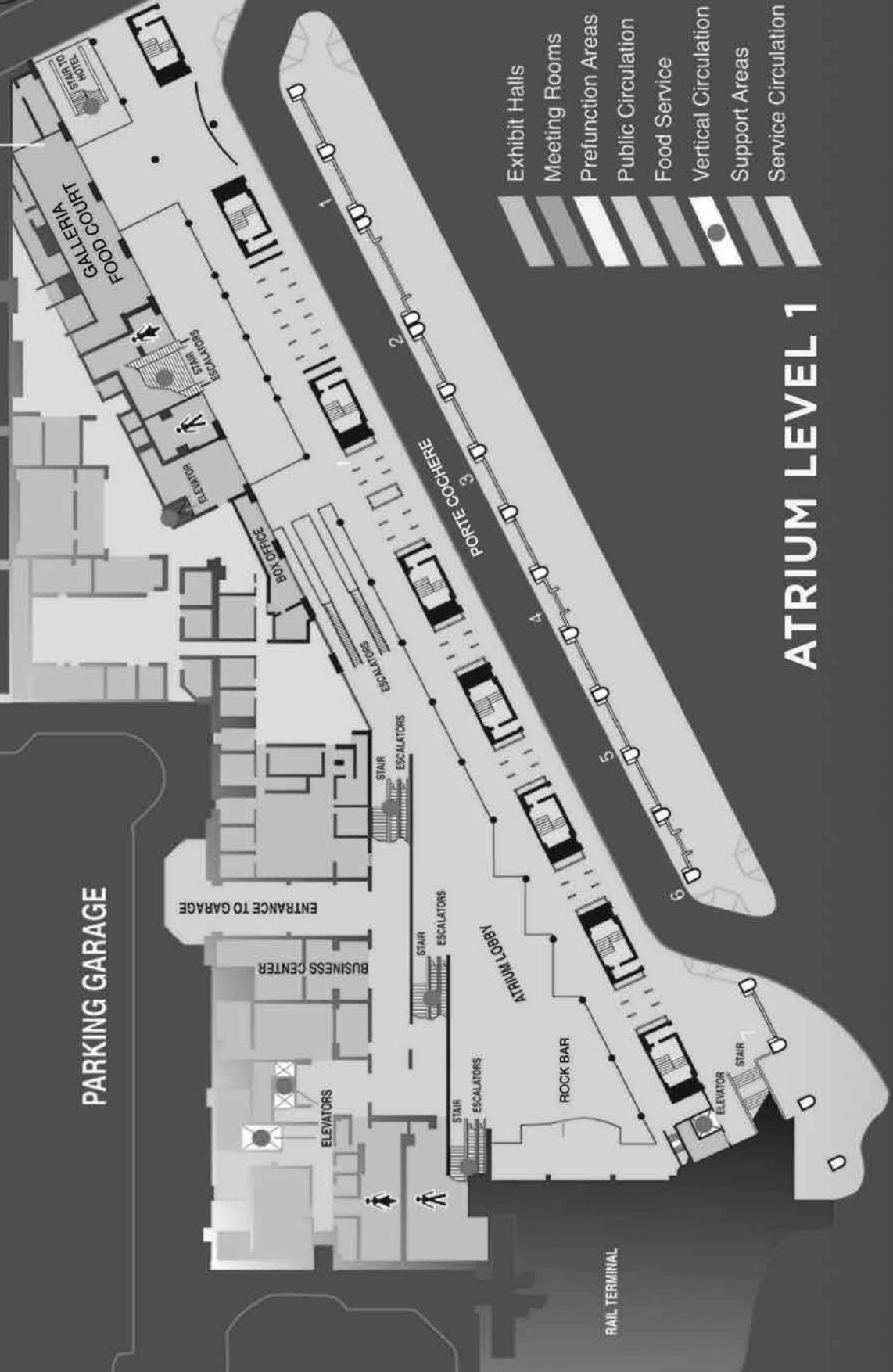
Release

By attending "REALTORS® TRIPLE PLAY", you grant NJR, NYSAR and 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 and 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 and 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.

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GALLERIA
FOOD COURT

PARKING
GARAGE
ENTRANCE



ATRIUM LEVEL 1

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

ENTRANCE TO GARAGE

BUSINESS CENTER

ELEVATORS

STAIR

ESCALATORS

STAIR

ESCALATORS

STAIR

ESCALATORS

BOX OFFICE

STAIR

ESCALATORS

GALLERIA

FOOD COURT

STAIR

ESCALATORS

ELEVATOR

PORTE COCHERE

ATRIUM LOBBY

ROCK BAR

STAIR

ESCALATORS

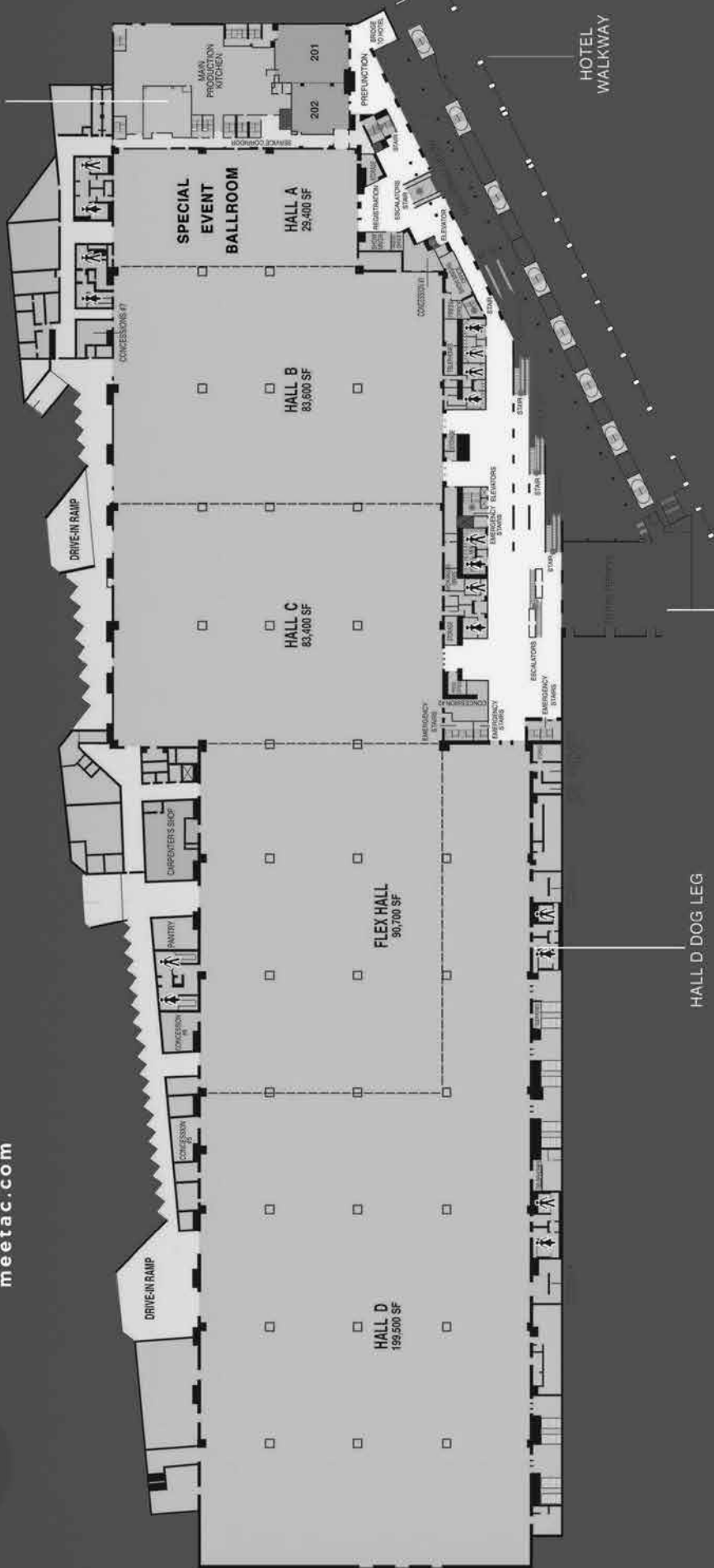
ELEVATOR

STAIR

ESCALATORS

RAIL TERMINAL

KITCHEN



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

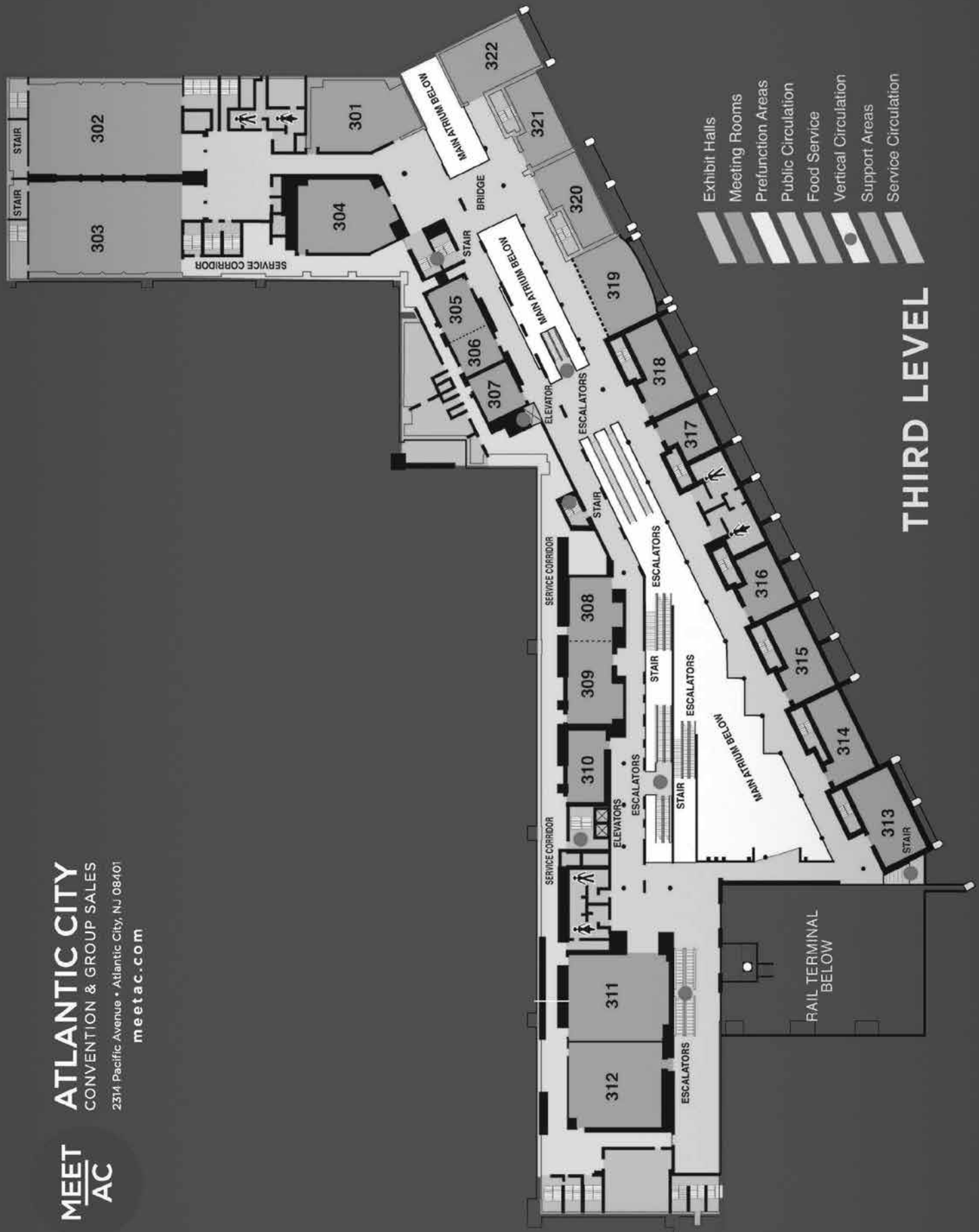
RAIL TERMINAL

HALL D DOG LEG

SECOND LEVEL EXHIBIT HALLS

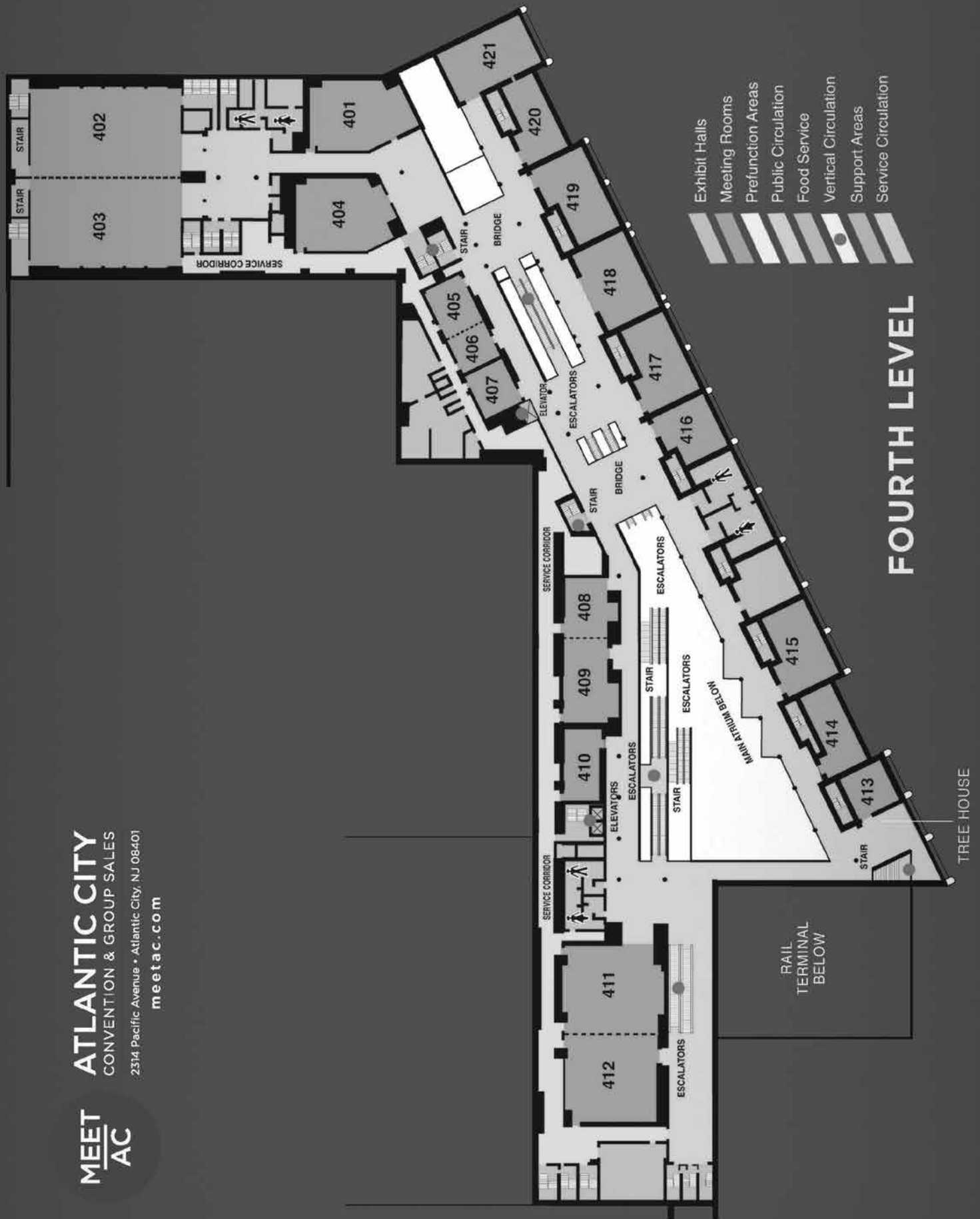
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TIME	PROGRAM	PRESENTER	CE HOURS	TRACK	ROOM
12:00 P.M. - 3:00 P.M.	Building an Ethical AI-Driven Real Estate Industry	Marki Lemons Ryhal	NJ: 3 Elective, NY: 3 Ethics, PA: 3	T	303
12:00 P.M. - 3:00 P.M.	Danger Zones: The Intersection of Advertising and Fair Housing Law	Cheryl Knowlton	NJ: 3 Fair Housing, NY: 3 Fair Housing, PA: 3	L	302
12:30 P.M. - 1:30 P.M.	AI for Real Estate Simplified	Jeff Lobb	None	T	312
1:00 P.M. - 2:30 P.M.	Every Market is Good For Somebody!	Bill Fields	None	P	308/309
1:00 P.M. - 3:00 P.M.	Top Scams Targeting the Real Estate Industry	Craig Grant	NJ: 2 Elective, NY: None, PA: None,	T	304
2:00 P.M. - 3:00 P.M.	The Art of Hosting Successful "POWER" Open Houses	Jeff Lobb	None	T	312
2:00 P.M. - 3:00 P.M.	35 Ways to Avoid Burnout	Ashley Harwood	None	W	301

*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

W = Wellness



SCHEDULE AT-A-GLANCE*

TUESDAY, DECEMBER 5

TIME	PROGRAM	PRESENTER	CE HOURS	TRACK	ROOM
9:00 A.M. - 10:00 A.M.	There's No Font For Sarcasm ... Managing a Multi-Generational Workplace	Trista Curzydlo	None	AE, B	415
9:00 A.M. - 10:00 A.M.	Define Your Niche To Transform Your Business	Brandon Johnson	None	S	421
9:00 A.M. - 10:00 A.M.	Adapt or Evaporate: Reinvent Your Lead Generation & Marketing	Ifoma Pierre	None	P	304
9:00 A.M. - 12:00 P.M.	Introduction to Commercial Real Estate: What You Need to Know	Joshua Cadillac	NJ: 3 Elective, NY: 3, PA: 3	C	404
9:00 A.M. - 12:00 P.M.	Auction Essentials for Real Estate Professionals	Tim Keller	NJ: CE Pending, NY: 3, PA: 3	P	417
9:00 A.M. - 12:00 P.M.	10 Ways to Avoid Mortgage Fraud (and Prison)	Cheryl Knowlton	NJ: 3 Elective, NY: None, PA: 3	P	302
9:00 A.M. - 12:00 P.M.	Navigating the New Construction and Rehab Process with Ease	Monica Neubauer	NJ: 3 Elective, NY: Pending, PA: 3	P, L	303
9:00 A.M. - 12:00 P.M.	Under All is the Land	Leigh York	NJ: 3 Ethics, NY: 3 Ethics, PA: 3	L	402
9:00 A.M. - 12:00 P.M.	Who's In Charge Here? Lessons in Licensee Duties and Broker Supervision	Hank Lerner Kacy Clouser	NJ: None, NY: None, PA: 3	L	408/409
9:00 A.M. - 12:00 P.M.	Leveraging AI to Improve Your Customer Experience in Real Estate	Marki Lemons Ryhal	NJ: 3 Elective, NY: None, PA: 3	T	411/412
9:30 A.M. - 11:30 A.M.	Flood Insurance and Flooding Recovery	Brent Lancaster	NJ: 2 Elective, NY: 2, PA: 2	L	401
10:00 A.M. - 11:00 A.M.	Inflection Points: How Today's Buyers are Responding to a Changing Market	David Arbit	None	S	419
10:00 A.M. - 11:00 A.M.	CRUSH IT!! Strategies to Kick Off 2024 Strong!	Jairo Rodriguez Jorge Aviles Kevin Iglesias Carey Smith	None	P	312
10:00 A.M. - 11:00 A.M.	Elements of 1031 Exchanges	Randy Templeman	NJ: 1 Elective, NY: 1, PA: None	P	308/309
10:00 A.M. - 11:00 A.M.	Keep More of Your Paycheck: Tax Strategies for Agents	Gregory Antipoff	None	L	313
10:00 A.M. - 12:00 P.M.	Weeding Through the Complexities: Understanding the Impact of Marijuana Legalization and Property Values	Fredrick Buehler	NJ: CE Pending, NY: Pending, PA: 2	L	201/202
10:00 A.M. - 12:00 P.M.	Field Ramifications of the MLS/DOJ Lawsuits	Adorna Carroll	None	AE, B	301
10:00 A.M. - 12:00 P.M.	AI, ChatGPT and Real Estate	Craig Grant	None	T	403
10:00 A.M. - 12:00 P.M.	How to Read an Appraisal	Zoe Liston	NJ: 2 (RE/AP), NY: 2 (RE/AP), PA: 2 (RE/AP)	L	318
10:00 A.M. - 12:00 P.M.	DEI & Implicit Bias for Real Estate	Brittany Matott	NJ: 2 Core, NY: None, PA: None	P	322
11:00 A.M. - 12:00 P.M.	Mental Health and Wellness: Handling Employee Disengagement, Toxic People, Burnout & Fatigue	Preethi Fernando	None	AE, W	415

SCHEDULE AT-A-GLANCE*

TUESDAY, DECEMBER 5

TIME	PROGRAM	PRESENTER	CE HOURS	TRACK	ROOM
11:00 A.M. - 12:00 P.M.	Millennials - The Now Big Thing	Brandon Johnson	None	S	421
11:00 A.M. - 12:00 P.M.	Hot Market, Cool Head: Creative Strategies for Working with Buyers in Any Market	Ifoma Pierre	None	P	304
11:30 A.M. - 12:30 P.M.	Business Entities for Agents: LLC or S-Corp?	Gregory Antipoff	None	L	313
1:00 P.M. - 2:30 P.M.	Policies, Practices & Protection: Does Your Handbook Have What it Takes?	Wendy Christie	None	AE, B	315
2:00 P.M. - 3:00 P.M.	Reasonable & Necessary? Fair Housing Accommodations	Trista Curzydlo	NJ: 1 Elective, NY: 1 Fair Housing, PA: None	L	303
2:00 P.M. - 3:00 P.M.	Mindfulness and Self Care: Slowing Down to Speed Up	Preethi Fernando	None	W	415
2:00 P.M. - 3:00 P.M.	How Not to Be a Robot in a Digital World	Heather Haase	None	T	419
2:00 P.M. - 3:00 P.M.	Adapt or Evaporate: Reinvent Your Lead Generation & Marketing	Ifoma Pierre	None	P	304
2:00 P.M. - 3:00 P.M.	Investment Options for Agents	Gregory Antipoff	None	L	313
2:00 P.M. - 4:00 P.M.	Top Scams Targeting the Real Estate Industry	Craig Grant	NJ: 2 Elective, NY: None, PA: None	T	403
2:00 P.M. - 5:00 P.M.	The ACE Property Manager	Joshua Cadillac	NJ: 3 Elective, NY: 3, PA: 3	C	404
2:00 P.M. - 5:00 P.M.	246 Things That Can Go Wrong in a Real Estate Transaction	Cheryl Knowlton	NJ: 3 Core, NY: 2, PA: 3	S	302
2:00 P.M. - 5:00 P.M.	Who's In Charge Here? Lessons in Licensee Duties and Broker Supervision	Hank Lerner Kacy Clouser	NJ: None, NY: None, PA: 3	L	408/409
2:00 P.M. - 5:00 P.M.	Size Matters	Zoe Liston	NJ: 3 Elective (RE/AP), NY: 3 (RE/AP), PA: 3 (RE)	A	318
2:00 P.M. - 5:00 P.M.	Under All is the Land	Leigh York	NJ: 3 Ethics, NY: 3 Ethics, PA: 3	L	402
2:30 P.M. - 3:30 P.M.	The "Do's and Don'ts" of Working with Special Needs Clients	John Young	None	P	417
2:30 P.M. - 4:30 P.M.	Furry Babies and Fair Housing: What Real Estate Agents Must Know About Service Animals and ADA Compliance in Residential Real Estate	Fredrick Buehler	NJ: 2 Core, NY: 2, PA: 2	L	201/202
2:30 P.M. - 4:30 P.M.	Flood Insurance and Flooding Recovery	Brent Lancaster	NJ: 2 Elective, NY: 2, PA: 2	L	401
3:00 P.M. - 4:00 P.M.	Demographics are Destiny	Lisa Sturtevant	None	B	301

*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
W = Wellness

SCHEDULE AT-A-GLANCE*

TUESDAY, DECEMBER 5

TIME	PROGRAM	PRESENTER	CE HOURS	TRACK	ROOM
3:00 P.M. - 4:30 P.M.	Maintain Market Relevance in Our Digital Era - 2024 Edition	John Reyes	None	S	421
3:00 P.M. - 5:00 P.M.	REALTOR® Safety	Brittany Matott	NJ: 2 Core, NY: 2, PA: 2	P	322
3:00 P.M. - 5:00 P.M.	Real Estate Investment Assessment	Randy Templeman	NJ: 2 Elective, NY: 2, PA: 2	P	308/309
3:30 P.M. - 4:30 P.M.	You Can't Say That! Antitrust in Real Estate	Trista Curzydlo	NJ: 1 Core, NY: 1, PA: None	L	303
3:30 P.M. - 5:00 P.M.	Mitigating the Risk of Sexual Harassment and Workplace Violence	Wendy Christie	None	AE, B	315
4:00 P.M. - 5:00 P.M.	Short but Sweet, from TikTok to Reels to Shorts	Heather Haase	None	T	419
4:00 P.M. - 5:00 P.M.	Hot Market, Cool Head: Creative Strategies for Working with Buyers in Any Market	Ifoma Pierre	None	P	304
4:00 P.M. - 5:00 P.M.	Tax Advantages for Agents Investing in Real Estate	Gregory Antipoff	None	L	313

SCHEDULE AT-A-GLANCE*

WEDNESDAY, DECEMBER 6

9:00 A.M. - 10:00 A.M.	How Not to Be a Robot in a Digital World	Heather Haase	None	T	419
9:00 A.M. - 10:00 A.M.	Me, Myself & AI-Evolve, Elevate & Educate with Automated Intelligence	Jeremias JMan Maneiro	None	T	304
9:00 A.M. - 10:00 A.M.	Ignite Your Fire - Transform to Thrive	Paula Monthofer	None	P	403
9:00 A.M. - 10:30 A.M.	Advertising, On-Boarding and Retention the Key to Lowering your Turnover	Wendy Christie	None	B	315
9:00 A.M. - 11:00 A.M.	PA Legal Update	Hank Lerner and Kacy Clouser	NJ: None, NY: None, PA: 2	L	408/409
9:00 A.M. - 11:00 A.M.	50 Ways to Use RPR® to Better Serve Buyers and Sellers	Veronica McManus	NJ: 2 Elective, NY: 2, PA: None	P	415
9:00 A.M. - 12:00 P.M.	Effectively Managing the Risks of Renting	Jamie Borodin	NJ: 3 Elective, NY: 3, PA: 3	B	312
9:00 A.M. - 12:00 P.M.	Distressed Properties: Foreclosures, Estates, Divorces, Short Sales & Pre-Estate Sales	Joshua Cadillac	NJ: 2 Elective, NY: 3, PA: 3	L	311
9:00 A.M. - 12:00 P.M.	Leave Your Mark - How to Earn Top of Mind Awareness from your Customers, Clients, and Community	Sean Carpenter	PA: 3 NY: None	P	411/412
9:00 A.M. - 12:00 P.M.	AITA: The Real Estate Edition (Is That Legal? Real Life Scenarios Real Estate Licensees Encounter)	Trista Curzydlo	NJ: 3 Core, NY: 3 Fair Housing, PA: 3	L	303
9:00 A.M. - 12:00 P.M.	The Ethical REALTOR® - From Disclosure to Due Diligence: Understanding Our 6 Fiduciary Duties	Cheryl Knowlton	NJ: 3 Ethics, NY: 3 Ethics, PA: 3	L	302
9:00 A.M. - 12:00 P.M.	The Power of 1031 Exchanges	Margo McDonnell	NJ: 3 Elective, NY: 3, PA: 3	C	404

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SCHEDULE AT-A-GLANCE*

WEDNESDAY, DECEMBER 6

TIME	PROGRAM	PRESENTER	CE HOURS	TRACK	ROOM
9:00 A.M. - 12:00 P.M.	Do Well by Doing Good - Preparedness and Sustainability	Coni Meyers	NJ: 3 Elective, NY: 3, PA: 3	L	301
9:30 A.M. - 10:30 A.M.	ChatGPT is Coming for Your Job (And That's a Good Thing)	Chris Linsell	None	S, T	401
9:30 A.M. - 11:30 A.M.	Bank on Real Estate to Fund Your Retirement	Bernice Ross	NJ: 2 Elective, NY: 2, PA: None	P	313
10:00 A.M. - 11:30 A.M.	New Jersey Legal Update	Barry Goodman	NJ: 1 Core, NY: None, PA: None	L	201/202
10:00 A.M. - 12:00 P.M.	Whose Fiduciary Are You Anyway? Demystifying the Law of Agency: A Comprehensive Guide for Real Estate Professionals	Fredrick Buehler	NJ: 2 Elective, NY: 2 Agency, PA: 2	L	402
10:00 A.M. - 12:00 P.M.	REALTOR® Safety is NO Joke!	Janet Judd	NJ: 2 Core, NY: 2, PA: 2	P	417
10:00 A.M. - 12:00 P.M.	What was My Appraiser Thinking?	Zoe Liston	NJ: 2 Elective (RE/AP), NY: 2 (RE/AP), PA: 2 (RE/AP)	A	318
10:00 A.M. - 12:00 P.M.	7 Steps to Create Raving Fans! How to Earn Client Loyalty & Massive Referrals in a Changing Market!	Keri Zoumas	None	P	421
11:00 A.M. - 12:00 P.M.	Short but Sweet, from TikTok to Reels to Shorts	Heather Haase	None	T	419
11:00 A.M. - 12:00 P.M.	Real Estate's Crystal Ball: Big Data & Predictive Analytics	Jeremias JMan Maneiro	None	T	304
11:00 A.M. - 12:00 P.M.	Calm the Fork Down	Paula Monthofer	None	P, W	403
11:30 A.M. - 12:30 P.M.	5 Mistakes New REALTORS® Make That Cost Them Dearly (And How to Avoid Them)	Chris Linsell	None	S, T	401
11:30 A.M. - 1:00 P.M.	Best Practices for Progressive Discipline and Termination	Wendy Christie	None	B	315
12:00 P.M. - 1:00 P.M.	Power Up Your Prospecting & Promotion with RPR!	Veronica McManus	None	P	415
1:00 P.M. - 5:00 P.M.	Basics of Commercial Financing	Dan Sterba	NJ: 4 Elective, NY: 4, PA: 4	C	404
2:00 P.M. - 3:00 P.M.	The FHA and Emotional Support Animals and Service Animals	Kristina Bergsten	NJ: 1 Elective, NY: 1 Fair Housing, PA: None	L	311
2:00 P.M. - 3:00 P.M.	Your First Year as a REALTOR®: How to Build Your Business Quickly	Shay Hata	None	S	408/409
2:00 P.M. - 3:00 P.M.	REALTORS® as Leaders: Why Your Community Needs Your Voice	Chris Linsell	None	P	401
2:00 P.M. - 3:00 P.M.	Turning Likes Into Leads	Ed Stulak	None	T	419
2:00 P.M. - 3:00 P.M.	Have it all! Create Balance, Boundaries and Big Business!	Keri Zoumas	None	W	421
2:00 P.M. - 4:00 P.M.	REALTOR® Safety is NO Joke!	Janet Judd	NJ: 2 Core, NY: 2, PA: 2	P	417

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SCHEDULE AT-A-GLANCE*

WEDNESDAY, DECEMBER 6

TIME	PROGRAM	PRESENTER	CE HOURS	TRACK	ROOM
2:00 P.M. - 5:00 P.M.	Satisfying the Seller - How to Secure, Serve, and Succeed with Sellers	Sean Carpenter	NJ: 3 Elective, NY: Pending, PA: 3	P	411/412
2:00 P.M. - 5:00 P.M.	You TwitFace: When Real Estate, New Media and the Law Collide	Trista Curzydlo	NJ: 3 Core, NY: 3, PA: 3	L	303
2:00 P.M. - 5:00 P.M.	How to Read and Understand an Energy Assessment Report	Matthew Dean	NJ: 3 Elective, NY: 3, PA: 3	P	318
2:00 P.M. - 5:00 P.M.	Mold, Meth, Murder, and Mayhem: The Importance of Real Estate Disclosure	Cheryl Knowlton	NJ: 3 Core, NY: 3, PA: 3	L	302
2:00 P.M. - 5:00 P.M.	Distressed Properties - 8 Ways a Compassionate REALTOR® Can Help	Coni Meyers	NJ: 3 Elective, NY: 3, PA: 3	L	301
2:00 P.M. - 5:00 P.M.	YPN Mastermind Session	Panel	None	P	315
2:00 P.M. - 5:00 P.M.	Do the Right Thing! The Code of Ethics and Fair Housing	Paula Monthofer	NJ: 2 Ethics; 1 Fair Housing, NY: 3 Fair Housing, PA: 3	P, L	403
2:30 P.M. - 3:30 P.M.	Virtual Reality, Real Results: Master the Metaverse & Boost Your Real Estate Game	Jeremias JMan Maneiro	None	T	304
2:30 P.M. - 4:30 P.M.	RPR Commercial: Your Secret Weapon to Commercial Success	Joseph Gehl	NJ: 2 Elective, NY: 2, PA: None	C, P	415
2:30 P.M. - 4:30 P.M.	Demystifying the Confusion Around Detached/Site Condominium Ownership	Bernice Ross	NJ: 2 Elective, NY: 2, PA: 2	P	313
3:00 P.M. - 4:00 P.M.	The Untapped Money Potential of the Rental Market	Michael Lucarelli	None	P	312
3:00 P.M. - 5:00 P.M.	The Battle for Commission: Navigating the Code of Ethics and What Real Estate Agents Need to Know About Procuring Cause	Fredrick Buehler	NJ: 2 Ethics, NY: 2 Ethics, PA: 2	L	402
4:00 P.M. - 5:00 P.M.	Attracting More Buyers and Earning Referrals from Past Buyers	Shay Hata	None	S	408/409

SCHEDULE AT-A-GLANCE*

THURSDAY, DECEMBER 7

TIME	PROGRAM	PRESENTER	CE HOURS	TRACK	ROOM
9:00 A.M. - 12:00 P.M.	Do the Right Thing! The Code of Ethics and Fair Housing	Paula Monthofer	NJ: 2 Ethics; 1 Fair Housing, NY: 3, 1 Fair Housing, PA: None	P, L	303
9:00 A.M. - 12:00 P.M.	Nillions to Millions	Robert Oppenheimer	NJ: None, NY: None, PA: None	P	311
9:00 A.M. - 12:00 P.M.	Understanding Sellers Concessions / Sellers Credits / Lenders Credits and Discount Points	Doug Vairo	NJ: 3 Elective, NY: 3 Appraisal, PA: 3	A, S	301
9:00 A.M. - 12:00 P.M.	Succeeding in a Shifting Market with First Time Home Buyers	Lakesha White	NJ: 2 Elective, NY: 3, PA: 3	S	312
9:30 A.M. - 11:30 A.M.	Housing Opportunity for All: Inclusion and Solutions	Laurie Benner and Brenda Kasuva	NJ: 2 Elective, NY: Pending, PA: 2	L	304

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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 15 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 4 - SESSIONS

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

Opening Session: Building an Ethical AI-Driven Real Estate Industry

Speaker: Marki Lemons Ryhal

Track: T, Room: 303

NJ CE: 3 Ethics Elective, **NY CE:** 3 Ethics, **PA CE:** 3

Artificial Intelligence (AI) can potentially revolutionize the real estate industry, but it raises significant concerns regarding privacy, data security, and fair housing. Together, we will explore practical applications, strategies for success and the art of leveraging these tools ethically and responsibly. Thank you to our session sponsor: Blue Moon Estate Sales!

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

Danger Zones: The Intersection of Advertising and Fair Housing Law

Speaker: Cheryl Knowlton

Track: L, Room: 302

NJ CE: 3 Fair Housing, **NY CE:** 3 Fair Housing, **PA CE:** 3

This is a crucial real estate course that addresses the critical intersection of advertising and fair housing laws. Participants will learn about protected classes, discriminatory advertising practices and the legal and ethical implications of non-compliant advertising. With expert instruction, this course will provide participants with the knowledge, skills and tools they need to develop compliant and effective advertising strategies that resonate with diverse audiences.

12:30 p.m. - 1:30 p.m.

AI for Real Estate Simplified

Speaker: Jeff Lobb

Track: T, Room: 312

We've all heard about the AI revolution, but what does it mean for you as a real estate agent? In this session, you will learn about the latest AI tools and applications that are available to real estate professionals and how to leverage these technologies to simplify, streamline your work and improve your client's experiences. We'll walk you through real-life examples of how to use AI to improve your business. Participants will leave with a FREE ebook of ALL the tools and strategies.

1:00 p.m. - 2:30 p.m.

Every Market is Good For Somebody!

Speaker: Bill Fields

Track: P, Room: 308/309

Every real estate market presents unique opportunities to help your clients buy, sell and invest in properties. We'll show you how you can

help them identify the best markets and capitalize on those opportunities by understanding their needs and goals. You'll learn how to leverage technology and data to find the best opportunities in your markets and stay ahead of the competition.

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

Top Scams Targeting the Real Estate Industry

Speaker: Craig Grant

Track: T, Room: 304

NJ CE: 2 Elective

The real estate industry is constantly under attack by hackers, fraudsters and other entities with malicious intent. In this session, we will explore some of the main scams targeting the real estate world, including wire transfer fraud, listing scams, business email compromise (BEC) phishing, ADA compliance of websites and more, but most importantly, how to protect you and your clients from these devious schemes.

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

35 Ways to Avoid Burnout

Speaker: Ashley Harwood

Track: W, Room: 301

We've all heard of burnout, but why is it detrimental? And, more importantly, how can we avoid it without simply being on vacation all the time? In this session, agents will learn the dangers of burning out, both to their businesses and to their overall health. The bulk of the session consists of 35 simple, tangible ways to avoid burnout. We end with a selection process, so agents leave with 35 strategies to implement immediately.

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

The Art of Hosting Successful "POWER" Open Houses

Speaker: Jeff Lobb

Track: T, Room: 312

Generate MORE leads from your open houses! So many agents miss the mark in maximizing the power of a well thought out open house with a plan to drive more traffic, more leads and more exposure for the agent. This session will provide agents with tactical tips, scripts and strategies for running a "POWER" open house. Participants will leave with a FREE ebook on how to prep, how to market, how to prospect, how to follow up and what to say to maximize the convert visitors into clients.

TUESDAY, DECEMBER 5 - SESSIONS

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

There's No Font For Sarcasm...

Managing a Multi-Generational Workplace

Speaker: Trista Curzydlo

Track: AE, B, Room: 415

Can u be #dooced 4 that tweet? LOL staff mtngs r so old skool. Different experiences shape the work ethic and motivation of an employee. This course examines how generational cohorts work together...and against each other. Real life cases taken from the real estate industry pepper this session to make it the perfect mix of theory and practice. With wit and fun, Trista provides food for thought and new approaches to creating more effective communication between generations.

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

Define Your Niche To Transform Your Business

Speaker: Brandon Johnson

Track: S, Room: 421

Our current market is providing opportunity for each of us to evaluate how we connect with consumers. In this session, join us as we work on defining your niche and building a marketing strategy around your ideal client. By becoming a hyper-focused agent in your niche market, your business can transform from surviving to thriving in a changing market.

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

Adapt or Evaporate: Reinvent Your Lead Generation & Marketing

Speaker: Ifoma Pierre

Track: P, Room: 304

If you're feeling stuck and need inspiration and direction in these challenging times, fasten your seat belt and get ready for a firehose of ideas in this fast-paced, energetic session. Key takeaways include: 3 steps you need to take today to adapt to this market, how to create informative videos daily without worrying about what to say and how to conduct a seller webinar to build a list of ready-to-sell homeowners.

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

Introduction to Commercial Real Estate: What You Need to Know

Speaker: Joshua Cadillac

Track: C, Room: 404

NJ CE: 3 Elective, NY CE: 3, PA CE: 3

What makes working in commercial real estate different from residential? Is the transition difficult or risky? In this session, you will learn the differences and how to handle them. Whether you are new to real estate and/or a veteran on the residential side looking for a new challenge, this class will give you the information you need to understand commercial real estate and help make a smooth transition.

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

Auction Essentials for Real Estate Professionals

Speaker: Tim Keller

Track: P, Room: 417

NJ CE: CE Pending, NY CE: 3, PA CE: 3

As a transparent and exciting process for the successful sale of residential and commercial properties, real estate auctions continue to grow. This session will equip real estate professionals with the essential information about auctions. Participants will be better able to identify auction-worthy properties, be prepared to provide valuable insight to clients and customers regarding the auction process and generate additional revenue through participating in real estate auctions.

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

10 Ways to Avoid Mortgage Fraud (and Prison)

Speaker: Cheryl Knowlton

Track: P, Room: 302

NJ CE: 3 Elective, PA CE: 3

This course is for professionals who want to avoid mortgage fraud. The course covers the top 10 ways to identify and prevent mortgage fraud, including red flags, fraudulent schemes and legal and ethical considerations. Participants will learn how to identify and prevent fraudulent activities, including straw buyer schemes and false statements on loan applications. Participants will learn how to develop an ethical culture and how to report any suspicious activities.

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

Navigating the New Construction and Rehab Process with Ease

Speaker: Monica Neubauer

Track: L, P, Room: 303

NJ CE: 3 Elective, PA CE: 3

Understanding how new construction is a viable and desirable part of the inventory available to buyers is powerful. In this program, you will learn how to work effectively with builders and their representatives as well as how to educate your buyers regarding the process. You'll learn to manage buyer expectations, stay focused on their best interests and be part of a collaborative team helping the buyer. Get the details you need to know to confidently serve today's buyer with all the available options.

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

Under All is the Land

Speaker: Leigh York

Track: L, Room: 402

NJ CE: 3 Ethics, NY CE: 3 Ethics, PA CE: 3 Ethics

The Preamble in the NAR Code of Ethics lays out the very foundation of everything we do as REALTORS®. The 17 Articles are the enforceable, minimum standards that we all maintain. This session will update you on recent changes and updates to the Code of Ethics along with the rationale. You'll get an overview of how the Code is enforced. Finally, we'll discuss how you can use the Code to better advocate for your clients.

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

Who's In Charge Here? Lessons in Licensee Duties and Broker Supervision

Speaker: Hank Lerner, Kacy Clouser

Track: L, Room: 408/409 - PA CE: 3

Review actual, real-life disciplinary decisions from the PA State Real Estate Commission to learn more about the duties and responsibilities imposed upon real estate brokers and agents, and how to better comply with those rules at all levels. Topics will include advertising compliance, property management, management of escrow funds, responding to commission inquiries, and much, much more! **This course fulfills the PA Real Estate Commission required topics for the 2022-2024 continuing education cycle. New Licensees renewing for the first time are exempt from this one-time requirement and are required to take the mandatory course for new licensees.**

Track KEY

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L = Legal/Tax/Environmental

P = Professional Development

S = Sales/Marketing

T = Technology

W = Wellness

TUESDAY, DECEMBER 5 - SESSIONS

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

Leveraging AI to Improve Your Customer Experience in Real Estate

Speaker: Marki Lemons Ryhal

Track: T, Room: 411/412

NJ CE: 3 Elective, PA CE: 3

As real estate professionals, our primary goal is to provide the best possible experience for our clients and help them achieve their real estate goals. With the advances in artificial intelligence, we now have more tools and resources to help us exceed our customer's expectations. Attend this session and learn all about them.

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

Flood Insurance and Flooding Recovery

Speaker: Brent Lancaster

Track: L, Room: 401

NJ CE: 2 Elective, NY CE: 2 Elective, PA CE: 2

This session explores how flooding and flood insurance plays a role in the value of a property. We will discuss the important features of the NFIP policy every agent needs to know. Additionally, we will discover how you can protect your buyers in purchasing a previously flooded home, as well as learn how to list and promote previously flooded homes.

10:00 a.m. - 11:00 a.m.

Inflection Points: How Today's Buyers are Responding to a Changing Market

Speaker: David Arbit

Track: S, Room: 419

This session will provide a market update using the latest residential data from various sources. Attendees will not only experience data in action, they will also leave feeling like a market expert. We will cover all major market metrics, how and why to use them and then dive deep into various price ranges, areas and segments. There will also be a focus on changing interest rates, affordability and the consumer response. We'll wrap up and tie everything together with a quick glance forward.

10:00 a.m. - 11:00 a.m.

CRUSH IT!! Strategies to Kick Off 2024 Strong!

Speakers: Jairo Rodriguez, Jorge Aviles, Kevin Iglesias, Carey Smith - Track: P, Room: 312

A common challenge we see and hear about is "how to get started?" We present to you a panel of REALTORS® with different levels of experience, different market areas and different ideas to help you thrive and succeed in 2024. Hear about how they got to where they are, what challenges they've faced and how an agent can propel their business to the next level! Bonus feature: what's the shiny new tool that we need to know about RIGHT NOW?!?!?

10:00 a.m. - 11:00 a.m.

Elements of 1031 Exchanges

Speaker: Randy Templeman

Track: P, Room: 308/309

NJ CE: 1 Elective Credit, NY CE: 1

When real estate investment property is sold and there is a gain, generally a tax must be paid on the gain at the time of sale. IRC Section 1031 provides an exception and allows a postponement of the tax on the gain if the proceeds are reinvested in similar property as part of a qualifying like-kind exchange. Licensees familiar with this tax code provision can advise consumers of this option, allowing them to take advantage of the provisions should they qualify and determine it to be appropriate.

10:00 a.m. - 11:00 a.m.

Keep More of Your Paycheck: Tax Strategies for Agents

Speaker: Gregory Antipoff

Track: L, 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.

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

Weeding Through the Complexities: Understanding the Impact of Marijuana Legalization and Property Values

Speaker: Fredrick Buehler

Track: L, Room: 201/202

NJ CE: CE Pending, PA CE: 2

As marijuana legalization continues to spread across the United States, it is critical for real estate agents to understand the impact of these changes on the industry. This session includes an overview of the implications of marijuana legalization on property values, leasing, zoning and disclosure requirements. You'll gain an understanding of the legal and ethical obligations of real estate agents in dealing with marijuana-related issues.

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

Field Ramifications of the MLS/DOJ Lawsuits

Speaker: Adorna Carroll

Track: AE, B, Room: 301

In this session, we'll evaluate the impact of possible outcomes to the MLS/DOJ lawsuits as they relate to field practice. Incorporating the changes to the Code of Ethics and MLS policy, each section of the four changes in the MLS/DOJ tentative agreement are evaluated from a license law, Code of Ethics and best to worst case scenario perspective regarding the impact on business done in the field, choices brokers need to consider for their businesses and how they can proactively prepare their agents and their bottom line.

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

AI, ChatGPT and Real Estate

Speaker: Craig Grant

Track: T, Room: 403

Artificial Intelligence (AI) has been around for a long time, but with the emergence of ChatGPT, Jasper, Bard and others, this area has exploded with options and tools being incorporated into their offerings. In this session, we will explore what AI is, the many ways it can be used in your real estate business and life, the legal and ethical implications and more. By the end of this session, you will be more informed about this fast-emerging technology to ensure you stay ahead of the curve!

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

How to Read an Appraisal

Speaker: Zoe Liston

Track: A, Room: 318

NJ CE: 2 Elective (RE/AP), NY CE: 2 (RE/AP), PA CE: 2 (RE/AP)

This course includes an in-depth instruction on the entire appraisal 1004 form so REALTORS® can interpret it for their clients. We will go through every line, discuss where the information comes from and the definitions you need to understand. Learn what to look for in the comments, sketch and photos. And learn where to find the key to the abbreviations in the report.

TUESDAY, DECEMBER 5 - SESSIONS

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

DEI & Implicit Bias for Real Estate

Speaker: Brittany Matott

Track: P, Room: 322

NJ CE: 2 Core, PA CE: 2

Diversity, equity, and inclusion (DEI) are topics that cross into our everyday lives. In real estate, these topics are of high importance due to the nature of our business. This course explains the importance and the difference between diversity, equity, and inclusion in business. Understanding our implicit biases is the first step to overriding bias.

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

Mental Health and Wellness: Handling Employee Disengagement, Toxic People, Burnout & Fatigue

Speaker: Preethi Fernando

Track: AE, W, Room: 415

Mentally healthy employees are like bright lights in a dark cave. They bring calmness to stressful situations, bounce back after setbacks, have energy and give others a boost. In this session, we'll discuss workplace disengagement, burnout and fatigue and things leaders can do now to combat them.

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

Millennials - The Now Big Thing

Speaker: Brandon Johnson

Track: S, Room: 421

Did you know Millennials are currently the largest segment of the population? That means they're the biggest generation of consumers in the housing industry. This course will help provide a better understanding of the Millennial generation. We will define the generation, explore their cultural and financial norms and learn why this generation matters so much. We will identify unique and effective methods of connecting with Millennial consumers to help better their experience in selling or purchasing a home.

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

Hot Market, Cool Head: Creative Strategies for Working with Buyers in Any Market

Speaker: Ifoma Pierre

Track: P, Room: 304

Get creative strategies for working with buyers in TODAY's market! You'll find out how to successfully navigate challenging negotiations, manage client expectations, stand out in a multiple offer situation and apply practical techniques to consistently close deals. Ifoma will even share five strategies for getting buyers' offers accepted without competition! Walk out with a systemic approach to working with buyers in any market, hot or cold, and use these tips to stay cool and calm.

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

Business Entities for Agents: LLC or S-Corp?

Speaker: Gregory Antipoff

Track: L, Room: 313

Can I save taxes by running my real estate business as a Limited Liability Company (LLC)? What about an S-Corporation? Join us in this session so you can stop relying on internet communities for your tax advice and finally get a definitive answer. Spoiler alert—there is no one size fits all solution - come find out which entity will maximize your tax savings.

1:00 p.m. - 2:30 p.m.

Policies, Practices & Protection:

Does Your Handbook Have What it Takes?

Speaker: Wendy Christie

Track: AE, B, Room: 315

Employee handbooks are expensive for employers to develop and maintain. This class will discuss the laws, regulations, benefits and downfalls of having an employee handbook. Some courts interpret language in employee handbooks as a binding contract, so the class also covers how to avoid any unconditional promises of employment. We'll discuss how to make sure your handbook covers a variety of important business practices but also how to avoid an "unmanageable" handbook.

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

Reasonable & Necessary?

Fair Housing Accommodations

Speaker: Trista Curzydlo

Track: L, Room: 303

NJ CE: 1 Elective, NY CE: 1 Fair Housing

More than half of all Fair Housing Act complaints are filed on the basis of disability, many of these alleging a housing provider failed to provide a reasonable accommodation. This session examines Fair Housing Act protections for individuals with disabilities and how housing providers should navigate a reasonable accommodation request. You'll get guidance on differentiating between service and support animals, determining when an accommodation is necessary and what makes a request unreasonable.

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

Mindfulness and Self Care:

Slowing Down to Speed Up

Speaker: Preethi Fernando

Track: W, Room: 415

Mindfulness and self care are life skills, which can do wonders in improving our job skills. Mindfulness is an attractive quality that leads to greater profits, better time management and reduces stress and creates contented employees who feel like giving their best. Self care is about putting on our own oxygen mask first, before attempting to resuscitate others. And self care is a key ingredient to helping us think beyond ourselves and to think of others. Join us to discover how slowing down to speed up can benefit us all.

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

How Not to Be a Robot in a Digital World

Speaker: Heather Haase

Track: T, Room: 419

We have been taught all our lives how to network in person but social networking is a concept we struggle with. I mean, can I make a genuine connection with someone via the internet? The answer? YES! Attend this session to find out how.

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

W = Wellness

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TUESDAY, DECEMBER 5 - SESSIONS

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

Adapt or Evaporate: Reinvent Your Lead Generation & Marketing

Speaker: Ifoma Pierre

Track: P, Room: 304

If you're feeling stuck and need inspiration and direction in these challenging times, fasten your seat belt and get ready for a firehose of ideas in this fast-paced, energetic session. We'll list the three steps you need to take today to adapt to this market; learn how to create informative videos daily without worrying about what to say and learn how to conduct a seller webinar to build a list of ready-to-sell homeowners.

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

Investment Options for Agents

Speaker: Gregory Antipoff

Track: L, Room: 313

Are you confused or intimidated by all of the seemingly random letters and numbers that make up retirement accounts; IRA, ROTH, 401K, SEP? Come join us while we demystify these acronyms and break down the advantages and restrictions of each plan type. Leave knowing exactly which plans will work for you and the steps to getting started.

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

Top Scams Targeting the Real Estate Industry

Speaker: Craig Grant

Track: T, Room: 403

NJ CE: 2 Elective

The real estate industry is constantly under attack by hackers, fraudsters and other entities with malicious intent. In this session, we will explore some of the main scams targeting the real estate world, including wire transfer fraud, listing scams, business email compromise (BEC) phishing, ADA compliance of websites and more, but most importantly, how to protect you and your clients from these devious schemes.

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

The ACE Property Manager

Speaker: Joshua Cadillac

Track: C, Room: 404

NJ CE: 3 Elective, **NY CE:** 3, **PA CE:** 3

Want to branch out into property management? In this session, you'll find out how to avoid common mistakes and stay compliant with the law; how to handle difficult tenants; what you can and cannot charge a tenant for and much more. You will learn how to think like an investor and mitigate risk. Stand out for your knowledge and skill when representing your client's property and build lifelong referrals.

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

246 Things That Can Go Wrong in a Real Estate Transaction

Speaker: Cheryl Knowlton

Track: S, Room: 302

NJ CE: 3 Core, **NY CE:** 2, **PA CE:** 3

The course covers the top issues that can arise during a transaction. Participants will learn how to identify potential risks and take proactive

steps to mitigate them. The course will teach how to negotiate and navigate complex agreements, handle disputes and avoid litigation. We'll also explore the role of due diligence; how to conduct thorough inspections of properties; and how to identify and prevent fraud, scams and other malicious activities.

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

Who's In Charge Here? Lessons in Licensee Duties and Broker Supervision

Speaker: Hank Lerner, Kacy Clouser

Track: L, Room: 408/409, **PA CE:** CE Pending

Review actual, real-life disciplinary decisions from the PA State Real Estate Commission to learn more about the duties and responsibilities imposed upon real estate brokers and agents, and how to better comply with those rules at all levels. Topics will include advertising compliance, property management, management of escrow funds, responding to Commission inquiries, and much, much more!

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

Size Matters

Speaker: Zoe Liston

Track: A, Room: 318

NJ CE: 3 Elective (RE/AP), **NY CE:** 3 (RE/AP), **PA CE:** 3 (RE)

This session is an in-depth instruction on why REALTORS® need to measure homes and how to do it. We will go through different floor plans, all the tools needed to do the job and the definitions you need to understand. We'll discuss things that can trip you up like overhangs, bay windows, decorative features, etc. This is a very practical class that will give you expertise on measuring.

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

Under All is the Land

Speaker: Leigh York

Track: L, Room: 402

NJ CE: 3 Ethics, **NY CE:** 3 Ethics, **PA CE:** 3

The Preamble in the NAR Code of Ethics lays out the very foundation of everything we do as REALTORS®. The 17 Articles are the enforceable, minimum standards that we all maintain. This session will update you on recent changes and updates to the Code of Ethics along with the rationale. You'll get an overview of how the Code is enforced. Finally, we'll discuss how you can use the Code to better advocate for your clients.

2:30 p.m. - 3:30 p.m.

The "Do's and Don'ts" of Working with Special Needs Clients

Speaker: John Young

Track: P, Room: 417

The percentage of special needs people in the U.S. is increasing at an alarming rate and currently accounts for 1 in 4 Americans. The National Association of REALTORS® has put a focus on Diversity, Equity and Inclusion to make sure that all clients are treated fairly and equitably. It is critical that REALTORS® learn a proper standard of practice when caring for their special needs or disabled clients. This session covers things agents should and should not do in the real estate transaction.

TUESDAY, DECEMBER 5 - SESSIONS

2:30 p.m. - 4:30 p.m.

Furry Babies and Fair Housing: What Real Estate Agents Must Know About Service Animals and ADA Compliance in Residential Real Estate

Speaker: Fredrick Buehler

Track: L, Room: 201/202

NJ CE: 2 Core, NY CE: 2, PA CE: 2

By attending this session, you'll learn everything you need to know to ensure compliance with the Americans with Disabilities Act, provide service to clients with disabilities and successfully navigate any challenges related to service animals in residential rentals. Gain understanding of the obligations of landlords and property managers under the ADA, the reasonable accommodation process, exceptions and exemptions and strategies to effectively navigate conflicts that may arise between landlords and tenants with service animals.

2:30 p.m. - 4:30 p.m.

Flood Insurance and Flooding Recovery

Speaker: Brent Lancaster

Track: L, Room: 401

NJ CE: 2 Elective, NY CE: 2, PA CE: 2

This session explores how flooding and flood insurance plays a role in the value of a property. We will discuss the important features of the National Flood Insurance Program policy every agent needs to know. Additionally, we will discover how you can protect your buyers in purchasing a previously flooded home, as well as learn how to list and promote previously flooded homes.

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

Demographics are Destiny

Speaker: Lisa Sturtevant

Track: B, Room: 301

Bright is proud to be the only MLS with a chief economist. As the first ever MLS-based economist, Lisa and her team put together an enormous volume of weekly and monthly reports, analyses and hyper-relevant forecasts, creating a road map for both real estate professional and consumers to find success. Her presentation offers a compelling look at the state of the market, with thoughtful analysis of the factors at play. Thank you to our session sponsor: Bright MLS!

3:00 p.m. - 4:30 p.m.

Maintain Market Relevance in Our Digital Era - 2024 Edition

Speaker: John Reyes

Track: S, Room: 421

Companies like Amazon have experienced explosive growth thanks to their ability to maximize their efficiency without sacrificing service. How can you transfer that same philosophy to your business? Join national speaker and REALTOR® John Reyes to learn how to enhance your communication, establish top-of-mind awareness and be the go-to resource in your market by leveraging digital marketing, social media and video. Learn, grow and succeed by maintaining your market relevance in our changing industry.

3:00 p.m. - 5:00 p.m.

REALTOR® Safety

Speaker: Brittany Matott

Track: P, Room: 322

NJ CE: 2 Core, NY CE: 2, PA CE: 2

This course covers safety techniques for in-person meetings as well as online safety, office policies and best practices. The course discusses the

benefits of using situational awareness, having a safety plan and safe practices for sellers and buyers. Property management and open house best practices for safety are also covered.

3:00 p.m. - 5:00 p.m.

Real Estate Investment Assessment

Speaker: Randy Templeman

Track: P, Room: 308/309

NJ CE: 2 Elective, NY CE: 2, PA CE: 2

With an increased knowledge of real estate investment fundamentals, the licensee can better serve their investor clients. Representing investors requires an awareness of investment properties, what is involved in each stage of the investment process, and the options available to investors during ownership. By enhancing their understanding of investment concepts and the factors affecting investors and investments, the licensee can competently represent purchasers and owners of investment properties.

3:30 p.m. - 4:30 p.m.

You Can't Say That! Antitrust in Real Estate

Speaker: Trista Curzydlo

Track: L, Room: 303

NJ CE: 1 Core, NY CE: 1

When the Sherman Act began regulating antitrust behaviors in the United States, the union had 42 states and women were 30 years away from being able to vote. A lot has changed over the past 130 years but in his Executive Order on Promoting Competition in the American Economy, President Biden issues a reminder that antitrust continues to be a problem in real estate. This session examines the three primary federal laws regulating antitrust and applies them to situations happening today.

3:30 p.m. - 5:00 p.m.

Mitigating the Risk of Sexual Harassment and Workplace Violence

Speaker: Wendy Christie

Track: AE, B, Room: 315

This class will discuss the complex subjects of discrimination, sexual harassment, gender identity discrimination, taking a complaint and investigations. All employers are at the risk of a lawsuit or a claim being filed with the Equal Employment Opportunity Commission or your State Human Rights Bureau. Sexual harassment is one of the costliest employee - relations issues a company can have. This class will discuss how to take a complaint and the number one question to ask while taking a complaint.

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TUESDAY, DECEMBER 5 - SESSIONS

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

Hot Market, Cool Head: Creative Strategies for Working with Buyers in Any Market

Speaker: Ifoma Pierre

Track: P, Room: 304

Get creative strategies for working with buyers in TODAY's market! You'll find out how to successfully navigate challenging negotiations, manage client expectations, stand out in a multiple offer situation and apply practical techniques to consistently close deals. Ifoma will even share five strategies for getting buyers' offers accepted without competition! Walk out with a systemic approach to working with buyers in any market, hot or cold, and use these tips to stay cool and calm.

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

Short but Sweet, from TikTok to Reels to Shorts

Speaker: Heather Haase

Track: T, Room: 419

In the past few years, the social media world has been taken by storm with short form video through the rising popularity of TikTok, encouraging Instagram and YouTube to garner their own similar platforms. This is now one of the easiest and most fun ways to reach an audience. Learn about making the videos, the differences and importance of each platform and how to have fun with it all at the same time! And who knows...we may even dance!

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

Hot Market, Cool Head: Creative Strategies for Working with Buyers in Any Market

Speaker: Ifoma Pierre

Track: P, Room: 304

Get creative strategies for working with buyers for TODAY's market! You'll find out how to successfully navigate challenging negotiations, manage client expectations, stand out in a multiple offer situation and apply practical techniques to consistently close deals. Ifoma will even share five strategies for getting buyers' offers accepted without competition! Walk out with a systemic approach to working with buyers in any market, hot or cold and use these tips to stay cool and calm.

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

Tax Advantages for Agents Investing in Real Estate

Speaker: Gregory Antipoff

Track: L, Room: 313

Have you ever thought of investing in what you know best, real estate? Did you know that there are significant tax advantages reserved just for real estate professionals? Join this session to learn about these tax advantages and how they were amplified by the Tax Cuts and Jobs Act of 2017 (TCJA). Now is the best time to take full advantage of the TCJA as certain benefits will be diminishing each year, for the next few years.

WEDNESDAY, DECEMBER 6 - SESSIONS

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

How Not to Be a Robot in a Digital World

Speaker: Heather Haase

Track: T, Room: 419

We have been taught all our lives how to network in person but social networking is a concept we struggle with. I mean, can I make a genuine connection with someone via the internet? The answer? YES!

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

Me, Myself & AI-Evolve, Elevate & Educate with Automated Intelligence

Speaker: Jeremias JMan Maneiro

Track: T, Room: 304

Elevate your real estate career with AI! Join this dynamic session and discover how to harness AI to stay ahead in the ever-evolving real estate industry. We'll help you to understand AI's applications in real estate; master AI-powered tools; enhance client engagement with AI-driven chatbots and virtual assistants, participate in hands-on exercises and learn from real-world case studies. Don't miss this opportunity to elevate your real estate business with the power of AI!

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

Ignite Your Fire - Transform to Thrive

Speaker: Paula Monthofer

Track: P, Room: 403

Attention REALTORS® and association colleagues! We need you to become who you are meant to be - not next year, not next month, now. Time to push past your self-made limits and rise to your self-made heights. Leaving with your goals set will turn this action packed session into a year long success story.

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

Advertising, On-Boarding and Retention the Key to Lowering your Turnover

Speaker: Wendy Christie

Track: B, Room: 315

This class will discuss the constantly changing advertising avenues such as social media and advertising boards. Hiring has gotten tougher and finding the right applicant is almost impossible. Learn how to sell your business to applicants. Then when you get the right employee, learn how to onboard them. Retaining the right employees is the easiest ways to cut down on your hiring. This session will include an open discussion on how the industry retains employees.

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

PA Legal Update

Speaker: Hank Lerner and Kacy Clouser

Track: L, Room: 408/409

PA CE: 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.

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WEDNESDAY, DECEMBER 6 - SESSIONS

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

50 Ways to Use RPR® to Better Serve Buyers and Sellers

Speaker: Veronica McManus

Track: P, Room: 415

NJ CE: 2 Elective, NY CE: 2

In this updated, fast-paced course, students will get an in-depth look at how to use RPR to better manage their real estate business, from prospecting to valuing properties, listing presentations, open houses and anniversary follow-ups by using our new market trends charts and graphs and more. At the end of this class, students will gain a deeper understanding of factors to be considered when counseling consumers in the home selling or buying process.

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

Effectively Managing the Risks of Renting

Speaker: Jamie Borodin

Track: B, Room: 312

NJ CE: 3 Elective, NY CE: 3, PA: 3

Many brokers and agents are concerned about rental risk and compliance with the recent laws and regulations surrounding tenant screening. Jamie will review best practices when screening prospective tenants as well as federal, state and local laws that apply. If you have questions about the NY Housing Stability and Tenant Protection Act, the Philadelphia Renter's Access Act, or the NJ Fair Chance in Housing Act with respect to tenant screening, this is the class for you!

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

Distressed Properties: Foreclosures, Estates, Divorces, Short Sales & Pre-Estate Sales

Speaker: Joshua Cadillac

Track: L, Room: 311

NJ CE: 2 Elective, NY CE: 3, PA CE: 3

Distressed sales are never easy; someone or something is usually in distress. In this session, you'll learn how to work these deals without YOU becoming the one in distress. While the volume of distressed sales tends to rise and fall with the market, they never really go away. These properties aren't just foreclosures and short sales. They can be the result of divorces, estates, or other situations. Learn skills to make your deal more likely to close—and you less likely to need medication.

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

Leave Your Mark - How to Earn Top of Mind Awareness from your Customers, Clients, and Community

Speaker: Sean Carpenter

Track: P, Room: 411/412

REALTORS® strive to deliver great service on every transaction but those who can create memorable experiences have a better chance of earning repeat and referral business. Earning "Top of Mind Awareness" with your customers, clients, and community is a critical component of a successful business. Learn consistent personal branding, succeeding in the "attention economy," developing a powerful reputation and tips for leaving a lasting impression. This session includes 24 ideas for a great '24!

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

AITA: The Real Estate Edition (Is That Legal? Real Life Scenarios Real Estate Licensees Encounter)

Speaker: Trista Curzydlo

Track: L, Room: 303

NJ: 3 Core, NY CE: 3 Fair Housing, PA CE: 3

"But is it illegal?" After practicing law in the real estate arena for 20 years, this is a question that Trista Curzydlo has heard a lot. This course takes a look at situations that real estate agents face and delineates between what's illegal, what's unethical and what is just plain rude! You'll hear actual tales from the trenches and then engage in a review to find out what behavior crosses which line! With Trista's characteristic humorous approach and sharp insights, real estate gets REAL.

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

The Ethical REALTOR® - From Disclosure to Due Diligence: Understanding Our 6 Fiduciary Duties

Speaker: Cheryl Knowlton

Track: L, Room: 302

NJ CE: 3 Ethics, NY CE: 3 Ethics, PA CE: 3

This course provides a comprehensive overview of the six fiduciary duties of REALTORS®. Participants will explore each duty in detail and develop strategies for compliance with ethical excellence. We will examine the legal and financial risks associated with our obligations and provide practical insights to build heightened compliance. By the end of the course, REALTORS® will be equipped to protect their clients' interests and establish themselves as ethical and trustworthy professionals.

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

The Power of 1031 Exchanges

Speaker: Margo McDonnell

Track: C, Room: 404

NJ CE: 3 Elective, NY CE: 3, PA CE: 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.

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WEDNESDAY, DECEMBER 6 - SESSIONS

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

Do Well by Doing Good - Preparedness and Sustainability

Speaker: Coni Meyers

Track: L, Room: 301

NJ CE: 3 Elective, NY CE: 3, PA CE: 3

The industry is facing serious challenges as natural and man-made disasters increase and intensify. REALTORS® who know the insurance, mortgage and other risks impacting their clients, communities and business can change lives, protect property and save lots of money. They can stand out as leaders by educating their communities on preparedness, recovery and sustainability. This course provides REALTORS® solutions for their clients and address the demands on their business due to climate change.

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

ChatGPT is Coming for Your Job (And That's a Good Thing)

Speaker: Chris Linsell

Track: S, T, Room: 401

ChatGPT and other AI tools have made incredible leaps forward in the last year. This technology is a fundamental threat to real estate professionals who simply push papers and unlock doors, but will also have a profoundly positive impact on agents willing to pivot their business to the next generation. In this session, we'll learn exactly how this happens.

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

Bank on Real Estate to Fund Your Retirement

Speaker: Bernice Ross

Track: P, Room: 313

NJ CE: 2 Elective, NY CE: 2

Enhance your real estate investment skills in this in-depth course covering various aspects of investing, from the mindset of successful investors to the benefits of owning real estate over stocks. Explore funding options, down payment assistance, types of residential and commercial investments and learn how to find the right property at the right price. Expand your horizons with alternative investment options like REITs and purchasing notes and deeds of trust.

10:00 a.m. - 11:30 a.m.

New Jersey Legal Update

Speaker: Barry Goodman

Track: L, Room: 201/202

NJ CE: 1 Core

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

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

Whose Fiduciary Are You Anyway? Demystifying the Law of Agency: A Comprehensive Guide for Real Estate Professionals

Speaker: Fredrick Buehler

Track: L, Room: 402

NJ CE: 2 Elective, NY CE: 2 (Agency), PA CE: 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.

REALTOR® Safety is NO Joke!

Speaker: Janet Judd

Track: P, Room: 417

NJ CE: 2 Core, NY CE: 2 (RE/AP), PA CE: 2

As a former police officer and a veteran REALTOR® of 37 years, Janet shares insights and advice regarding the dangerous situations that can arise while working. Janet will show you why this is considered a high-risk profession and give you the information you need to protect yourself, your family, friends and clients. Fast paced and tons of topics will be covered.

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

What was My Appraiser Thinking?

Speaker: Zoe Liston

Track: A, Room: 318

NJ CE: 2 Elective (RE/AP), NY CE: 2 Appraisal (RE),

PA CE: 2, 2 Appraisal (RE)

This course will help REALTORS® understand important aspects of the appraisal side of real estate. It covers basic history of appraising along with a detailed comparison of the difference between appraisals and CMAs. Attendees will learn how appraisers work, who they work for, how they search for comps, what guidelines they have to follow and why they do what they do.

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

7 Steps to Create Raving Fans! How to Earn Client Loyalty & Massive Referrals in a Changing Market!

Speaker: Keri Zoumas

Track: P, Room: 421

Get to YES in all your negotiations! Hack how your clients think through predictable patterns; engage the magic of instant rapport and loyalty for attraction marketing and learn how to create metaphors and stories to close more sales and build a strong referral base! A must attend to level up your business and your life!

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

Short but Sweet, from TikTok to Reels to Shorts

Speaker: Heather Haase

Track: T, Room: 419

In the past few years, the social media world has been taken by storm with short form video through the rising popularity of TikTok, encouraging Instagram and YouTube to garner their own similar platforms. This is now one of the easiest and most fun ways to reach an audience. Learn about making the videos, the differences and importance of each platform and how to have fun with it all at the same time! And who knows...we may even dance!

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

Real Estate's Crystal Ball: Big Data & Predictive Analytics

Speaker: Jeremias JMan Maneiro

Track: T, Room: 304

Did you know that 11% of your database will transact in the next two years? What if you could predict who that was before they raised their hand? That's where predictive analytics and big data come in. In this session, real estate professionals will learn how it works and the different methods and algorithms to predict the future, or at least future behavior. It is time for you to work smarter as we give you all the tips and tricks to converting these prospects to future sellers and buyers.

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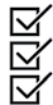
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WEDNESDAY, DECEMBER 6 - SESSIONS

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

Calm the Fork Down

Speaker: Paula Monthofer

Track: P, W, Room: 403

We know we work in a HIGHLY stress filled industry. Let's explore some easy tricks and hacks to increase our daily successes and happiness. Today we self invest our time into recognizing, acknowledging and processing stress in healthy ways so that tomorrow we can achieve even more.

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

5 Mistakes New REALTORS® Make That Cost Them Dearly (And How to Avoid Them)

Speaker: Chris Linsell

Track: S, T, Room: 401

Marketing your real estate business is hard, especially for those of us without formal marketing training. Learn about the five critical errors that most real estate professionals make when marketing their business, and how you can avoid making them!

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

Best Practices for Progressive Discipline and Termination

Speaker: Wendy Christie

Track: B, Room: 315

Discipline and termination issues can be challenging for owners and managers to navigate. They are also the most legally dangerous. More lawsuits stem from discipline and termination than any other employee interactions. Proper documentation and planning is key to effective and legal disciplinary procedures. When an employee's performance is below expectations or his or her conduct on the job is not acceptable, you as the owner or manager must act promptly to correct the situation.

12:00 p.m. - 1:00 p.m.

Power Up Your Prospecting & Promotion with RPR!

Speaker: Veronica McManus

Track: P, Room: 415

This quick paced presentation will show you how to use our AI script maker that can take RPR data points and return a video script for a real estate market update video, tips and tricks to customize your reports, create relevant content for prospecting, ways to purposefully target your audience and more!

1:00 p.m. - 5:00 p.m.

Basics of Commercial Financing

Speaker: Dan Sterba

Track: C, Room: 404

NJ CE: 4 Elective, NY CE: 4, PA CE: 4

This course will give you the basics of commercial lending. You will learn the differences between residential and commercial loans, along with the advantages to both; the different programs available and how to qualify someone. By the end of the session, you'll become familiar with the types of loans available, how they are structured, why a term sheet is important and how the process of commercial lending works.

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

The FHA and Emotional Support Animals and Service Animals

Speaker: Kristina Bergsten

Track: L, Room: 311

NJ CE: 1 Elective, NY CE: 1 Fair Housing

This session will help you effectively navigate the confusing and "fuzzy" world of assistance animals and the law. You will walk away from this session with a clearer understanding of the FHA so you can more effectively advise your corporate, private, and individual clients. As animals increasingly become a part of American home life, you will want to be the most knowledgeable agent in this complex area of the law to better serve your clients and communities.

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

Your First Year as a REALTOR®: How to Build Your Business Quickly

Speaker: Shay Hata

Track: S, Room: 408/409

Are you a newer REALTOR® struggling to get your business off the ground? Are you confused about how to get clients? Not sure what tools and systems you need? Top producing REALTOR® Shay Hata will show you exactly what you should be doing as a new REALTOR® to increase your business as well as what systems you should be putting into place so you can work smarter not harder.

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

REALTORS® as Leaders: Why Your Community Need Your Voice

Speaker: Chris Linsell

Track: P, Room: 401

Being a local real estate expert means distinguishing yourself as a strong community leader. Opportunities to network locally are endless - seize the chance to make your voice as a real estate expert heard in a room where key community-focused discussions are happening and position your brand as one that's not only here to help buyers and sellers, but also here to help the community.

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

Turning Likes Into Leads

Speaker: Ed Stulak

Track: T, Room: 419

In this session, we'll discuss how to grow your social media following; how to build a personal brand that matters; modern marketing vs. old school marketing; how to convert TikToks and Reels into deals, likes into leads and more!

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

W = Wellness

WEDNESDAY, DECEMBER 6 - SESSIONS

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

Have it all! Create Balance, Boundaries and Big Business!

Speaker: Keri Zoumas, Track: W, Room: 421

It is time to take your business and personal life to the next level! Get tools to increase relationship selling and grow your referral base! Use effective grids and routines to prioritize activities and reduce stress. Top tips to stay focused to have a successful business and full life! Keys for a better quality of life, maximum productivity and how to influence others to reach their full potential! This is a must attend! Perfect for agents and broker/managers for high productivity and to lead a team or office.

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

REALTOR® Safety is NO Joke!

Speaker: Janet Judd

Track: P, Room: 417

NJ CE: 2 Core, **NY CE:** 2, **PA CE:** 2

As a former police officer and a veteran REALTOR® of 37 years; Janet shares many insights and advice regarding the dangerous situations that can arise while working. This course/presentation will show you why this is considered a high-risk profession and give you the information you need to protect yourself, your family, friends and clients. Fast paced and tons of topics will be covered. She has done webinars, podcasts, seminars and zooms on this topic for NAR and they are on the NAR website.

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

Satisfying the Seller - How to Secure, Serve, and Succeed with Sellers

Speaker: Sean Carpenter

Track: P, Room: 411/412

NJ CE: 3 Elective, **PA CE:** 3

Having a systematic plan of attack can make a big difference in getting your next customer hiring you—at the right price—and the right commission. This session looks at the power of a great pre-listing process; delivering a listing presentation with confidence; making it through a successful transaction and maintaining the relationship with the sellers beyond the closing.

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

You TwitFace: When Real Estate, New Media and the Law Collide

Speaker: Trista Curzydlo

Track: L, Room: 303

NJ CE: 3 Core, **NY CE:** 3, **PA CE:** 3

It's been 19 years since MySpace was launched and social media started infiltrating how we live and do business. Whether you've embraced or rejected the "world wide internets" your real estate business has been impacted. As social media and new media have evolved, client expectations and real estate agent practices have also changed. This session examines how various entities regulate new media use by real estate professionals and provides best practices every agent can implement.

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

How to Read and Understand an Energy Assessment Report

Speaker: Matthew Dean

Track: P, Room: 318

NJ CE: 3 Elective, **NY CE:** 3, **PA CE:** 3

This session provides real estate professionals and appraisers with a foundational knowledge of how to read and understand the latest

Energy Efficiency Building Assessment Reports. Topics covered include energy modeling, audit reports, work scope generation, common pitfalls, terms, definitions and current policy.

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

Mold, Meth, Murder, and Mayhem: The Importance of Real Estate Disclosure

Speaker: Cheryl Knowlton

Track: L, Room: 302

NJ: 3 Core, **NY CE:** 3, **PA CE:** 3

This course is for real estate professionals who want to understand the legal and ethical requirements of property disclosure. The course explores the dark side of real estate disclosures, including murder, mayhem and other crimes. Participants will learn how to identify and disclose other potential factors such as violent crime, suicides or hauntings. This course is critical for those who want to provide accurate information to clients.

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

Distressed Properties - 8 Ways a Compassionate REALTOR® Can Help

Speaker: Coni Meyers

Track: L, Room: 301

NJ CE: 3 Elective, **NY CE:** 3, **PA CE:** 3

2022 brought a large shift in the real estate market. Many REALTORS® have not experienced this type of market - substantially different than the Great Recession but full of opportunities. Compassionate REALTORS® can help homeowners and buyers alike when there are risks of foreclosure. This course identifies eight ways to help and covers how to reach homeowners before they receive a Notice of Default or Sale and how to help buyers that want to purchase homes that may be at risk.

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

Do the Right Thing! The Code of Ethics and Fair Housing

Speaker: Paula Monthofer

Track: P, L, Room: 403

NJ CE: 2 Ethics; 1 Fair Housing, **NY CE:** 3 Fair Housing, **PA CE:** 3

The Code of Ethics and Fair Housing Two-fer! We will take on these two topics like never before and offer real life practices to better protect agents and the public.

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

YPN Mastermind Session

Track: P, Room: 315

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 the REALTORS® Political Action Committee, growing your business through Young Professionals Network, 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. - 3:30 p.m.

Virtual Reality, Real Results: Master the Metaverse & Boost Your Real Estate Game

Speaker: Jeremias JMan Maneiro

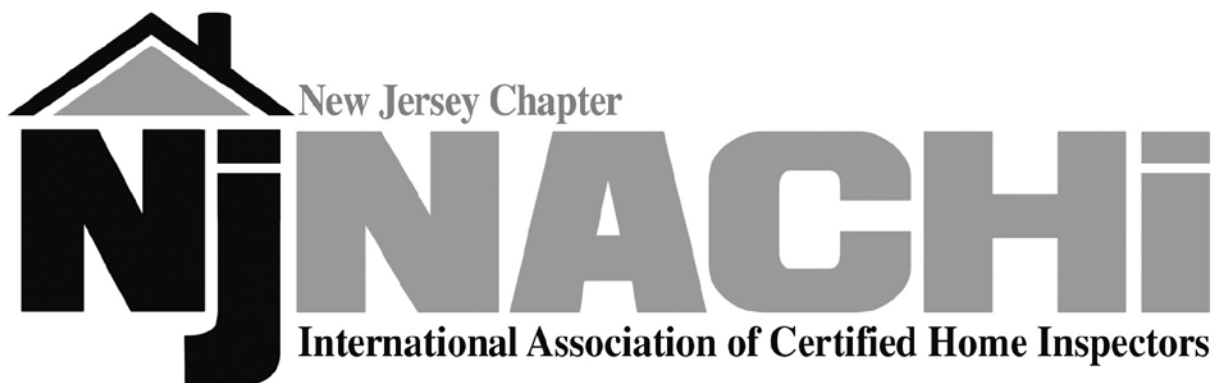
Track: T, Room: 304

Welcome to the future, real estate pros! Ready to sell properties in the Metaverse? You will be! Dive into this game-changing session and explore NFTs, blockchain and virtual real estate and virtual worlds. WOW your clients with mind-blowing virtual showings, meetups and networking opportunities. The time has come to craft a cutting-edge strategy and become a forward-thinking Metaverse superstar!



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WEDNESDAY, DECEMBER 6 - SESSIONS

2:30 p.m. - 4:30 p.m.

RPR Commercial: Your Secret Weapon to Commercial Success

Speaker: Joseph Gehl

Track: C, P, Room: 415, NJ CE: 2 Elective, NY CE: 2

In this session, you will learn about REALTORS® Property Resource Commercial and where it fits into your business model. Discover commercial data partners and how to access them. You will learn how national trends can lead to local opportunities. By utilizing tools such as Esri, you can create a vision for your marketing strategy and use demographic and socioeconomic segments relating to the neighborhoods.

2:30 p.m. - 4:30 p.m.

Demystifying the Confusion Around Detached/Site Condominium Ownership

Speaker: Bernice Ross

Track: P, Room: 313

NJ CE: 2 Elective, NY CE: 2, PA CE: 2

Most REALTORS® have never heard of a “detached” or “site” condominium. Failure to understand this type of ownership causes REALTORS® to incorrectly describe their listing on the MLS as well as causes appraisers, lenders and taxing entities to incorrectly estimate the value of the property. Attendees will learn how to recognize when a property is a detached condominium, properly disclose it and overcome transaction problems associated with this unique style of ownership.

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

The Untapped Money Potential of the Rental Market

Speaker: Michael Lucarelli

Track: P, Room: 312

Many agents view the rental market as not worth their time. This mindset causes many missed opportunities and leaves commissions on the table, particularly during a slow buy-sell market. Attend this session to learn why renters and landlords are worth your time; avoiding costly oversights as renters often become homebuyers and common misconceptions about working in the rental market.

3:00 p.m. - 5:00 p.m.

The Battle for Commission: Navigating the Code of Ethics and What Real Estate Agents Need to Know About Procuring Cause

Speaker: Fredrick Buehler

Track: L, Room: 402

NJ CE: 2 Ethics, NY CE: 2 Ethics, PA CE: 2

The concepts of professionalism and ethics are the basis for establishing integrity for how we conduct our business. Concepts found in the NAR Code of Ethics lay out the foundation of how a real estate professional should act to ensure a fair playing field toward the customers and clients they serve. We'll outline how due process in Code enforcement works and our duty to arbitrate and identify factors considered by hearing panels in procuring cause disputes.

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

Attracting More Buyers and Earning Referrals from Past Buyers

Speaker: Shay Hata

Track: S, Room: 408/409

Learn new inventive ways to attract more buyers and convert them into raving fans who send you their referral business without you having to ask for it! We'll discuss the secrets to effective buyer consultations,

how to vet buyers to make sure they are worth your time, how to provide concierge style service that really wows buyers throughout the process, how to host successful buyer events, effective post transaction follow up and how to increase your average buyer price point.

THURSDAY, DECEMBER 7 - SESSIONS

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

Do the Right Thing! The Code of Ethics and Fair Housing

Speaker: Paula Monthofer

Track: P, L, Room: 303

NJ CE: 2 Ethics; 1 Fair Housing, NY CE: 3 Fair Housing

The Code of Ethics and Fair Housing Two-fer! We will take on these two topics like never before and offer real life practices to better protect agents and the public.

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

Nillions to Millions

Speaker: Robert Oppenheimer

Track: P, Room: 311, NJ CE: None, NY CE: None, PA CE: None

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

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

Understanding Sellers Concessions / Sellers Credits / Lenders Credits and Discount Points

Speaker: Doug Vairo

Track: A, S, Room: 301

NJ CE: 3 Elective, NY CE: 3 Appraisal, PA CE: 3

Don't be an agent or appraiser who hides in the shadows of fear and misinformation. This session will increase your understanding of how sellers concessions work. Yes, please walk into the light. Here, we will shine the light of truth and understanding on seller concessions, seller credits, lenders credits and discount points! Go from saying 'points are bad' to 'points are great!' Seasoned appraisers thank me for this class. If you can't explain concessions before this class, you will after!

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

Succeeding in a Shifting Market with First-Time Home Buyers

Speaker: Lakesha White

Track: S, Room: 312, NJ CE: 2 Elective, NY CE: 3, PA CE: 3

This course will equip industry professionals with the knowledge to succeed in this shifting market by working with first-time home buyers. You will have a strategy to increase your productivity and propel your business forward and be empowered with the tools to brand yourself as someone equipped to help first time home buyers and the underserved with down payment and closing costs, including but not limited to an overview of NJ, NY and PA home buyer programs.

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

Housing Opportunity for All: Inclusion and Solutions

Speaker: Laurie Benner

Track: L, Room: 304, NJ CE: 2 Elective, PA CE: 2

The racial homeownership and wealth gaps are higher today than when the Fair Housing Act was passed in 1968. In this session, we'll explore the history of housing in the US and its modern-day impacts, followed by a solutions-focused conversation to help industry professionals best serve the communities they serve.



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SPECIAL EVENTS

MONDAY, DECEMBER 4

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

Kick-off Party

Caesars Atlantic City, The Wild Wild West

Mix, mingle and make new contacts with your NJ, NY and PA colleagues to kickoff Triple Play 2023. At this lively hub of nightlife at Caesars Atlantic City, you'll be surrounded by Western-style buildings and ice-cold drinks are always at the ready at the saloon. Discover music, dancing, arcade games, and much more. Free drink ticket to the first 500 attendees. Badge required for admission; 21 and over.

TUESDAY, DECEMBER 5

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 REALTOR® and REALTOR-ASSOCIATES® of the Year, NJ REALTORS® Good Neighbor award winners, Quarter Century Club recipients, and REALTOR® Emeritus members.

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

NYSAR Reception

Sheraton Atlantic City Convention Center Hotel - Crown Ballroom

A NYSAR Reception is scheduled for Tuesday, December 5th from 5:30 p.m. - 6:30 p.m. 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 VIP Club

Gala reception honoring 2023 President Nick Manis and the 2023 leadership team with installation of 2024 President Gloria Monks and the 2024 leadership team. (Ticket required.)

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

Icebreaker Reception

Caesars Atlantic City - Palladium Ballroom

Mingle with your fellow convention attendees. Wear your badge (badge required for admission) and bring your business cards to enjoy this special evening of music, dancing, hot and cold hors d'oeuvres, soft drinks, cash bar and networking.

WEDNESDAY, DECEMBER 6

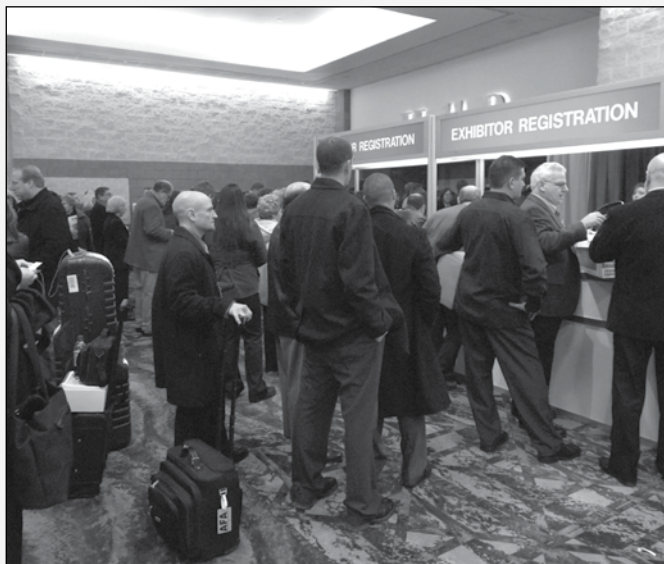
10:00 a.m. - 4:00 p.m.

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 2024 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.
- Use a combination of caution and respect around panhandlers and other strangers.

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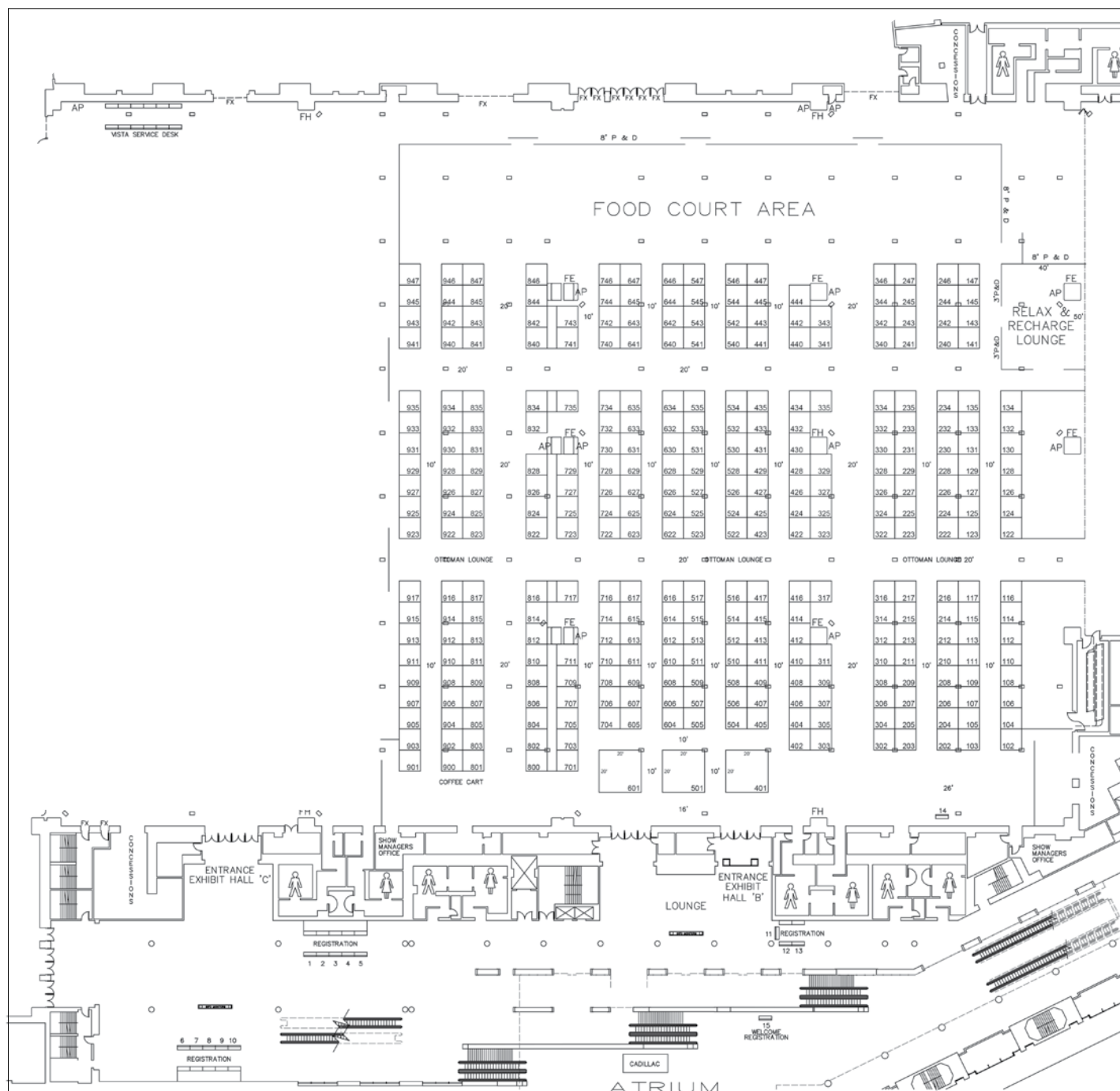
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ahmcloans.com
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All-State Well Testing Services, LLC

Washington, NJ
allstatewell.com
Booth #: 234

Product/Service Category:
Environmental Services

**American Society of
Home Inspectors**

Sewell, NJ
(856) 232-6607
Booth #: 533

Product/Service Category:
Home Inspection/Warranty

America's Preferred Home Warranty

Jackson, MI
aphw.com
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Home Inspection/Warranty

AnnieMac Home Mortgage

Mount Laurel, NJ
annie-mac.com
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Product/Service Category:
Financial Programs & Services

Asset Based Lending, LLC.

Jersey City, NJ
abl1.net
Booth #: 440

Product/Service Category:
Financial Programs & Services

Atlantic Bay

White Marsh, MD
atlanticbay.com
Booth #: 203, 205

Product/Service Category:
Financial Programs & Services

Bader Marketing & Design Inc

Baltimore, MD
BaderMarketing.com
Booth #: 624

Product/Service Category:
Newspapers/Magazines/Home Guides

Bar 32 Chocolate

Atlantic City, NJ
bar32chocolate.com
Booth #: 614

Product/Service Category:
Sales Promotion

Bay Hill Environmental

Cherry Hill, NJ
bayhillenvironmental.com
Booth #: 810

Product/Service Category:
Environmental Services

Berkshire Hathaway HomeServices

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foxroach.com
Booth #: 510

Product/Service Category:
Real Estate Companies/Franchises

Better Homes & Gardens - Maturo

Vineland, NJ
betternjagents.com
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Product/Service Category:
Real Estate Companies/Franchises

Blue Moon Estate Sales

Troy, MI
bluemoonestatesales.com
Booth #: 402

Product/Service Category:
Real Estate Companies/Franchises

Bright MLS

N. Bethesda, MD
brightmls.com
Booth #: 423, 522

Product/Service Category:
Property Information Services

Brighton Bank

Memphis, TN
agentsgetpaidonmortgages.com
Booth #: 823

Product/Service Category:
Financial Programs & Services

Center for Real Estate Education

Hackensack, NJ
recareercenter.com
Booth #: 641

Product/Service Category:
Education & Professional Development

**Certified Environmental
Contractors, LLC**

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

Product/Service Category:
Environmental Services

Chetu Inc.

Sunrise, FL
chetu.com
Booth #: 103

Product/Service Category:
Application Software

EXHIBITOR DIRECTORY

Chicago Deferred Exchange Company, LLC

Woodbury, NY
cdec1031.com
Booth #: 809
Product/Service Category:
1031 Tax-Deferred Exchanges

Cinch Home Services

Boca Raton, FL
cinchrealestate.com
Booth #: 717
Product/Service Category:
Home Inspection/Warranty

Citizens

Ft. Washington, PA
citizensbank.com
Booth #: 209, 211, 308, 310
Product/Service Category:
Financial Programs & Services

Commission Express

Rochester, NY
commissionexpress.com/ny
Booth #: 526
Product/Service Category:
Financial Programs & Services

Coordinate Real Estate

Manasquan, NJ
coordinaterealestate.com
Booth #: 108
Product/Service Category:
Real Estate Companies/Franchises

CORT

Hasbrouck Heights, NJ
cortfurnitureoutlet.com
Booth #: 635
Product/Service Category: Staging

Crown Home Mortgage

Fairfield, NJ
ahmcloans.com
Booth #: 123, 222
Product/Service Category:
Financial Programs & Services

CSI GROUP

Wall Township, NJ
csicpa.com
Booth #: 340, 342
Product/Service Category:
Tax Planning & Services

Curren Environmental Inc.

Cherry Hill, NJ
currenenvironmental.com
Booth #: 608
Product/Service Category:
Environmental Services

D.R. Horton

Mount Laurel, NJ
drhorton.com
Booth #: 226
Product/Service Category:
Sales Promotion

Dee Sign Company

West Chester, OH
DeeSign.com
Booth #: 701, 703
Product/Service Category: Signs

Dot Designing

Monroe Twp, NJ
dotdesigning.com
Booth #: 541, 543, 640, 642
Product/Service Category: Printing

Eagle Eye Home Inspectors

Wrightstown, NJ
EagleEyeHomeInspectors.com
Booth #: 834
Product/Service Category:
Home Inspection/Warranty

eleVate Business Soultions

Camp Hill, PA
elevatebusinesssoulutions.com
Booth #: 808
Product/Service Category:
Education & Professional Development

Embrace Home Loans, Inc.

Basking Ridge, NJ
embracehomeloans.com/michael-puorro
Booth #: 628, 630
Product/Service Category:
Financial Programs & Services

EXIT Realty USA

Woburn, MA
exitrealty.com
Booth #: 323, 422
Product/Service Category:
Real Estate Companies/Franchises

EXP Realty, LLC

Montclair, NJ
exprealty.com
Booth #: 216
Product/Service Category:
Real Estate Companies/Franchises

Express Capital Financing

Brooklyn, NY
expresscapitalfinancing.com
Booth #: 609
Product/Service Category:
Financial Programs & Services

Fein, Such, Kahn, & Shepard, P.C.

Parsippany, NJ
feinsuch.com
Booth #: 431
Product/Service Category:
Legal Products & Services

Financial Lynx

New York, NY
FinancialLynx.com
Booth #: 524
Product/Service Category:
Financial Programs & Services

First National Bank of America

East Lansing, MI
fnba.com
Booth #: 534
Product/Service Category:
Financial Programs & Services

Form Simplicity/Tech Helpline

Orlando, FL
formsimplicity.com
Booth #: 511
Product/Service Category:
Real Estate Software

Fully Certified Buyer LLC

Robbinsville, NJ
fullycertifiedbuyer.com
Booth #: 734
Product/Service Category:
Lead Generation

Garden State Home Inspections/ Next Generation Home Inspections

Willingboro, NJ
gardenstateinspections.com
Booth #: 227
Product/Service Category:
Home Inspection/Warranty

Goldstone Realty

Holmdel, NJ
goldstonerealty.com
Booth #: 341
Product/Service Category:
Real Estate Companies/Franchises

EXHIBITOR DIRECTORY

Greentree Mortgage Company, LP

Gibbsboro, NJ
greentreemortgage.com
Booth #: 424

Product/Service Category:
Financial Programs & Services

GrowthZone

Nisswa, MN
growthzone.com/real-estate
Booth #: 202

Product/Service Category:
Real Estate Software

H&R Funding LLC

Cranford, NJ
hrfundingllc.com
Booth #: 410

Product/Service Category:
Financial Programs & Services

Hawkeye Services

Frenchtown, NJ
hawkeyeservice.com
Booth #: 434

Product/Service Category:
Environmental Services

Home Warranty Inc.

Rock Rapids, IA
homewarrantyinc.com
Booth #: 309

Product/Service Category:
Home Inspection/Warranty

HomeTeam Inspection Service

Milford, OH
hometeam.com
Booth #: 645

Product/Service Category:
Home Inspection/Warranty

HomeTourVision

Florida, NY
HomeTourVision.com
Booth #: 122, 124

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

Horizon Printing Solutions

Fairfield, NJ
hbforms.com
Booth #: 725

Product/Service Category: *Printing*

Iron Valley Real Estate

Hershey, PA
ivrefranchise.com
Booth #: 623, 722

Product/Service Category:
Real Estate Companies/Franchises

Jersey Radon

New Brunswick, NJ
jerseyradon.com
Booth #: 509

Product/Service Category:
Environmental Services

JLD Tax Resolution Group

Jersey City, NJ
201tax.com
Booth #: 429

Product/Service Category:
Financial Programs & Services

Kelly Title Group

Wall, NJ
kellytitlegroup.com
Booth #: 104

Product/Service Category:
Title Companies

KnowledgeDNA

Santa Barbara, CA
kdna.com
Booth #: 311

Product/Service Category:
Real Estate Software

LearnkvCoreOnline.com

Dix Hills, NY
Learnkvcoreonline.com
Booth #: 215

Product/Service Category:
Education & Professional Development

LendingOne

Boca Raton, FL
lendingone.com
Booth #: 240

Product/Service Category:
Financial Programs & Services

Lifestyle International Realty

Secaucus, NJ
lifestyle.com
Booth #: 741

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

Lowen Sign Co.

Hutchinson, KS
lowensign.com
Booth #: 610, 612

Product/Service Category: *Signs*

Meadowbrook Financial Mortgage

Bankers Corp.

Westbury, NY
mfmbankers.com
Booth #: 212, 214

Product/Service Category:
Financial Programs & Services

Momentum Solar

South Plainfield, NJ
momentumsolar.com
Booth #: 740

Product/Service Category:
Home Energy Options

Motion City Media

Asbury Park, NJ
motioncitymedia.com
Booth #: 800, 802

Product/Service Category:
Sales Promotion

My Marketing Matters

Gaithersburg, MD
mymarketingmatters.com
Booth #: 807

Product/Service Category: *Printing*

My Real Estate Yenta

New York Mills, NY
myrealestateyenta.com
Booth #: 532

Product/Service Category:
Lead Generation

EXHIBITOR DIRECTORY

My Sign Shine

Hawthorn Woods, IL

MySignShine.com

Booth #: 406

Product/Service Category:

Lead Generation

National Association of REALTORS®

Chicago, IL

nar.realtor

Booth #: 505, 507

Product/Service Category:

REALTOR® Associations

National Flooring Removal

Augusta, NJ

nationalflooringremoval.com

Booth #: 147

Product/Service Category:

Environmental Services

National Tenant Network

Turnersville, NJ

ntnonline.com

Booth #: 134

Product/Service Category:

Property Information Services

Nations Lending

Independence, OH

nationslending.com

Booth #: 327

Product/Service Category:

Financial Programs & Services

Nationwide Mortgage Bankers

Melville, NY

nmbnow.com

Booth #: 425, 427

Product/Service Category:

Financial Programs & Services

New and Modern

Lincroft, NJ

newandmodern.com

Booth #: 417

Product/Service Category:

Real Estate Companies/Franchises

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

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

NextHome

Freehold, NJ

nexthome.com

Booth #: 317

Product/Service Category:

Real Estate Companies/Franchises

NJ Academy of Home Inspectors

Somerset, NJ

nj-ahi.com

Booth #: 408

Product/Service Category:

Home Inspection/Warranty

NJ Lenders Corp

Little Falls, NJ

njlenders.com

Booth #: 523, 622

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 #: 835

Product/Service Category:

Home Inspection/Warranty

Nu World Title

Rutheford, NJ

nuworldtitle.com

Booth #: 412, 414

Product/Service Category:

Title Companies

NuView Trust Company

Longwood, FL

nuviewtrust.com

Booth #: 109

Product/Service Category:

Financial Programs & Services

Oakley Signs

Altamonte Springs, FL

oakleysign.com

Booth #: 217

Product/Service Category: Signs

Oggvo

Seattle, WA

oggvo.com

Booth #: 235

Product/Service Category:

Lead Generation

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:

Property Information Services

OnSight Media Group

Jericho, NY

onsightleadgen.com

Booth #: 213

Product/Service Category:

Real Estate Software

EXHIBITOR DIRECTORY

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
parealtors.org
Booth #: 401

Product/Service Category:
REALTOR® Associations

Pillar To Post Home Inspectors

Tampa, FL
pillartopost.com
Booth #: 607

Product/Service Category:
Home Inspection/Warranty

Pivo Inc

San Jose, CA
pivorealestate.com
Booth #: 228, 706

Product/Service Category:
Application Software

Premier Homes

Roselle Park, NJ
premierhomespros.com
Booth #: 330, 332

Product/Service Category:
Real Estate Companies/Franchises

Premier Tech Water and Environment

Lafayette, NJ
premiertechaqua.com/en-us
Booth #: 535

Product/Service Category:
Green Products & Services

Prime Resource Capital LLC

Hackensack, NJ
prclends.com
Booth #: 141

Product/Service Category:
Financial Programs & Services

Primerica Mortgage

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

Product/Service Category:
Financial Programs & Services

Princeton Mortgage

Pennington, NJ
princetonmortgage.com
Booth #: 815

Product/Service Category:
Financial Programs & Services

ProGroup International

Lee's Summit, MO
progroupins.com
Booth #: 729

Product/Service Category: Insurance

ProspectBoss

Savannah, GA
prospectboss.com
Booth #: 724

Product/Service Category:
Lead Generation

PSEG WorryFree

Plainfield, NJ
pseg.com/WorryFree
Booth #: 726

Product/Service Category: Insurance

RAdata

Flanders, NJ
radata.com
Booth #: 634

Product/Service Category:
Environmental Services

RE/MAX

Denver, CO
remax.com
Booth #: 723, 822

Product/Service Category:
Real Estate Companies/Franchises

Real Estate Center 4 Success

New York, NY
rec4success.com
Booth #: 328

Product/Service Category:
Education & Professional Development

Real Estate Visionaries

Skillman, NJ
RE-Visionaries.com
Booth #: 326

Product/Service Category:
Affiliate Organizations

REALTOR.com

Santa Clara, CA
realtor.com
Booth #: 405

Product/Service Category:
Real Estate Software

Realty ONE Group NJ

Clifton, NJ
realtyonegroupnj.com
Booth #: 525, 527

Product/Service Category:
Real Estate Companies/Franchises

RealtyMark

Huntington Valley, PA
realtymark.net
Booth #: 547

Product/Service Category:
Real Estate Companies/Franchises

ReferOceanCountyNJ.com

Whiting, NJ
ReferOceanCountyNJ.com
Booth #: 302

Product/Service Category:
Relocation & Referral Services

ReminderMedia

King Of Prussia, PA
remindermedia.com/tripleplay
Booth #: 102

Product/Service Category:
Lead Generation

RentSpree

Los Angeles, CA
rentspree.com
Booth #: 606

Product/Service Category:
Property Information Services

Resynque

Ramsey, NJ
Resynque.com
Booth #: 432

Product/Service Category:
Computer Technology

EXHIBITOR DIRECTORY

RICOH360 Tours

Exton, PA
ricoh360.com/tours
Booth #: 616

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

Risk Reduction Plus Group

Mount Royal, NJ
riskreductionplus.com
Booth #: 207

Product/Service Category: Insurance

RMJ Environomics

Wayne, NJ
rmjenvironomics.com
Booth #: 817

Product/Service Category:
Environmental Services

Rytech

Southampton, PA
rytechinc.com
Booth #: 626

Product/Service Category:
Environmental Services

Scura Academy

Parsippany, NJ
jackiescura.com
Booth #: 728

Product/Service Category:
Education & Professional Development

SEI/Navica MLS

Greensboro, NC
SEIsystems.com
Booth #: 508

Product/Service Category:
Computer Technology

SentriLock, LLC

West Chester, OH
sentrilock.com
Booth #: 604

Product/Service Category:
Real Estate Software

ShowingTime+

Chicago, IL
showingtimeplus.com
Booth #: 514, 516

Product/Service Category:
Computer Technology

Signature Realty NJ

Summit, NJ
signaturerealtynj.com
Booth #: 435

Product/Service Category:
Real Estate Companies/Franchises

Smart Tec U.S

Las Vegas, NV
electronicsboutiquelv.com/products
Booth #: 329

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

SOLD.com

Ladera Ranch, CA
agents.sold.com/promo/triple-play
Booth #: 426

Product/Service Category:
Lead Generation

State Farm - John Dipace Agency

Florham Park, NJ
JOHNDIPACE.COM
Booth #: 325

Product/Service Category: Insurance

Sterling Title Agency

Mercerville, NJ
stanj.net
Booth #: 531

Product/Service Category:
Title Companies

SunShine by the SeaShore

Port Orange, FL
sunshinebytheseashore.com
Booth #: 546

Product/Service Category:
Relocation & Referral Services

Supra

Salem, OR
supraekey.com
Booth #: 416

Product/Service Category:
Security & Safety Products

TenantReports.com

Broomall, PA
TenantReports.com
Booth #: 208

Product/Service Category:
Application Software

Terra Abstract and Stern & Eisenberg

Warrington, PA
TerraAbstract.com
Booth #: 117

Product/Service Category:
Title Companies

The CE Shop

Greenwood Village, CO
theceshop.com
Booth #: 828

Product/Service Category:
Education & Professional Development

The Paisley Box

Orange, NJ
thepaisleybox.com/product-category/
realtor-closing-gifts/
Booth #: 625

Product/Service Category:
Sales Promotion

The Personal Marketing Company

Lenexa, KS
tpmco.com
Booth #: 506

Product/Service Category: Printing

THE SOKOL FIRM

Haddonfield, NJ
THESOKOLFIRM.COM
Booth #: 443

Product/Service Category:
Legal Products & Services

Thompson Consulting - Attorney At Law LLC

Paramus, NJ
thompsonconsultinglaw.com
Booth #: 346

Product/Service Category:
Legal Products & Services

Touch Point Systems

Chelsea, MI
windovision.com
Booth #: 504

Product/Service Category:
Application Software

Truist

Belle Mead, NJ
Truist.com
Booth #: 633

Product/Service Category:
Financial Programs & Services

EXHIBITOR DIRECTORY

Tverdob Housing

New Brunswick, NJ
TVDhousing.com
Booth #: 314

Product/Service Category:
Real Estate Companies/Franchises

U.S. Bank

Plymouth Meeting, PA
usbank.com
Booth #: 413, 415

Product/Service Category:
Financial Programs & Services

Unique Sign Riders

Orlando, FL
uniquesignriders.com
Booth #: 312

Product/Service Category: Signs

United Mortgage

Melville, NY
unitedmortgage.com
Booth #: 428, 430

Product/Service Category:
Financial Programs & Services

Unity Bank

Clinton, NJ
unitybank.com
Booth #: 727

Product/Service Category:
Financial Programs & Services

Valuation Services AMC

Mahwah, NJ
vsamc.com
Booth #: 115

Product/Service Category: Valuation

Vitale Inspection

Robbinsville, NJ
vitaleinspection.com
Booth #: 334

Product/Service Category:
Home Inspection/Warranty

Vylla

Aliso Viejo, CA
vyllahome.com
Booth #: 709

Product/Service Category:
Real Estate Companies/Franchises

We Lend, LLC

Richmond Hill, NY
welendllc.com
Booth #: 705

Product/Service Category:
Financial Programs & Services

WebCE

Dallas, TX
webce.com/real-estate-ce
Booth #: 824

Product/Service Category:
Education & Professional Development

Wise Agent

Fountain Hills, AZ
wiseagent.com
Booth #: 517

Product/Service Category:
Real Estate Software

www.findamortgagebroker.com

Pontiac, MI
findamortgagebroker.com
Booth #: 615, 617

Product/Service Category:
Financial Programs & Services

Yardi Breeze

Santa Barbara, CA
yardibreeze.com
Booth #: 647

Product/Service Category:
Real Estate Software

Ziyah

Powell, OH
ziyah.com
Booth #: 241

Product/Service Category:
Communication Devices





A WINTRUST COMPANY

YOUR SOURCE FOR 1031 EXCHANGES

Chicago Deferred Exchange Company ("CDEC") is one of the nation's oldest and largest providers of Qualified Intermediary and Exchange Accommodation Titleholder services for investors looking to structure tax-deferred exchanges under IRC Section 1031.

CDEC is a subsidiary of Wintrust Financial Corporation—a \$50 billion financial services company. We have successfully facilitated more than 60,000 tax-deferred exchanges for individuals, partnerships, and corporations across the country, touching every sector of real estate.

Your money is safe when you work with CDEC. We create a separate trust account for every client on every transaction. Funds held in trust for the benefit of our clients are segregated and cannot be reached by creditors' claims by operation of law.

Our team brings 30 years of experience to provide unmatched expertise, security, and integrity in every transaction.

CDEC is a national business operating from its headquarters in Chicago with offices in New York, San Francisco, and San Diego.

Anticipating your needs, exceeding your expectations

BENEFITS

Your money is safe with CDEC

- Net sale proceeds are held in trust for the benefit of the client
- Funds are invested in a Wintrust deposit product

Expertise

- IRC Section 1031 exchanges are our only business
- CDEC offers complimentary CE presentations
- CDEC has received several rulings from the IRS and other tax authorities that are helpful to our clients

Experience

- In business since 1989
- Core team has been together for over 25 years
- Completed over 60,000 transactions nationwide

**Every situation is unique, so call us to
discuss the details of your exchange:**

Eric Brecher, Esq., CES®
EVP, Certified Exchange Specialist®
917.455.1551 direct
eric.brecher@cdec1031.com

Visit us at booth 809

www.cdec1031.com