

LEAD ^{THE WAY} HOME

DECEMBER 5-8, 2022

Atlantic City Convention Center
Atlantic City, New Jersey




TriplePlay
REALTOR® Convention & Trade Expo

promoting
REALTOR®
success



Hosted by the New Jersey, New York State
and Pennsylvania associations of REALTORS®.

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STEP CHALLENGE

Participate in wellness activities
and earn chances to win prizes!

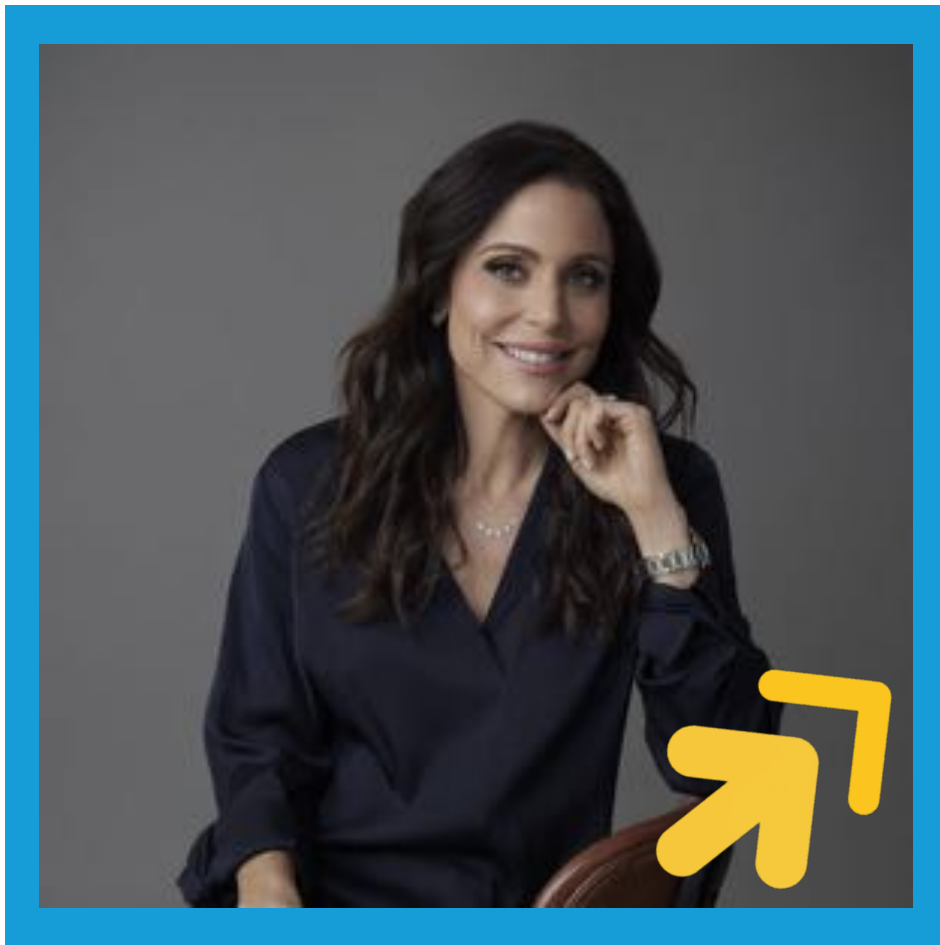


Join the Challenge:

- 1.) Download the Heka Well App
- 2.) Setup Your Step Challenge Account
- 3.) Start Stepping!



Join Us for this Year's Keynote Session



Bethenny Frankel

**The "Skinny" on Building Your Brand
Tuesday, Dec. 6, 12:30 p.m., Hall A**

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2022 Leadership

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2020

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2019

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2018

Robert "Bob"
Oppenheimer
2017

TG Glazer
2016

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2015

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2014

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2013

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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

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Angela Sicoli

Association Executive Representative

Nicole Banbor

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*Association
Operations*

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Public Relations*

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Professional Conduct

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Professional Development

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Mark Quartello
Melanie Selk
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Joe Rivellino
Treasurer

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Chief Executive Officer

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*Vice Chair,
President-Elect*

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*Immediate
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New York State Association of REALTORS®, Inc.

Past Presidents

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2021

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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

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of REALTORS®*

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Association of REALTORS®*

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of REALTORS®*

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*Long Island Board
of REALTORS®*

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*St. Lawrence County Board
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*Southern Adirondack
REALTORS®*

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*Mohawk Valley Association
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*Chautauqua-Cattaraugus
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of REALTORS®*

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*Jefferson Lewis Board
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of REALTORS®*

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*Ulster County Board
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Carmen Bauman
T. Teresa Belmore
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Elayna "Lanie" Bittner
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Peter Demidovich
Christine Dickson

Anthony Domathoti
Liz English
Gail Fattizzi
Max Gurvitch
Richard Halloran
Hind Hatoum
Crystal Hawkins Syska
Susan Helsingier
Joel HusVar
Barry Kramer
Kevin Leatherman

David Legaz
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John McCullagh
John McSherry
Joe Rivellino
Francis Rizzo
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Moses Seuram
John Vernazza
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Leadership

2022 Line Officers

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President

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President-Elect

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First Vice President

William Lublin
Treasurer



**Pennsylvania
Association of
Realtors®**

Past Presidents

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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

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District 1

Brian Slater
District 2

Kevin McPheeters
District 3

Alexa Sanchez
District 4

Sherrie Miller
District 5

Jodi Diego
District 6

Dorothy Rhone
District 7

Quenna Smith
District 8

Joseph Carofino
District 9

David Dean
District 10

National Association of REALTORS® Directors

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Christina Cardone
David Dean
Jodi Diego
Joan Docktor
Robina English
Kenneth Enochs
James Helsel, Jr.
Gregory Herb
Thomas Hosack
Angel Ivey
Frank Jacovini
David Krieger
Sean LaSalle

William Lublin
Kathleen McQuilkin
Bette McTamney
Maryellen O'Brien
Susan Patt
Albert Perry
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Patrick Sentner
Alex Shnyder
Tom Skiffington
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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 2022. 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, state association and Icebreaker events is granted only to those wearing their official badge. The badge replacement fee is \$25.

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 fifteen 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.

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 a 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.

Cyber Lounge/Charging Stations

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

Discounts/Reservations

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

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

First Aid

A first aid station is on the exhibit floor next to the Prizes & Announcements booth, 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 2022 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.

Hospitality Suites

Local board and other hospitality activities are privately arranged. Check the Message and Information Board outside Halls B/C, Level 2, for information or contact your local board.

Messages/Information

A Message and Information Center is located outside Halls B/C, Level 2. Messages will be posted on the bulletin board and local REALTORS® will be at the booth to answer your questions or you can stop by the Welcome Booth for more information.

GENERAL INFORMATION ABOUT...

No Smoking Policy

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

Prizes

Prizes will be announced in the trade expo during show hours. A listing of the prizes and winners will be posted at the Prizes & Announcements booth, located in Hall B, across from booth #102. All prizes must be claimed by 5 p.m. on Wednesday, December 7.

Registration Hours

Convention Registration Area, Level 2

Monday	10 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 a.m. - 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.

Step Challenge

Participate in the step challenge to log your activity and win daily prizes! Join through the Triple Play Mobile app or by scanning the QR code located on signage in the registration area.

Trade Expo

View the latest products and services at the Trade Expo, located in Halls B/C, Level 2, now 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 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. Shuttle provided by ReferOceanCountyNJ.Com.

Days/Times:

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

Routes:

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

Jitneys

Atlantic City Jitneys operate 24-hours-a-day, 365-days-a-year on a frequent schedule. There is a fee of \$2.25 per person.

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

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

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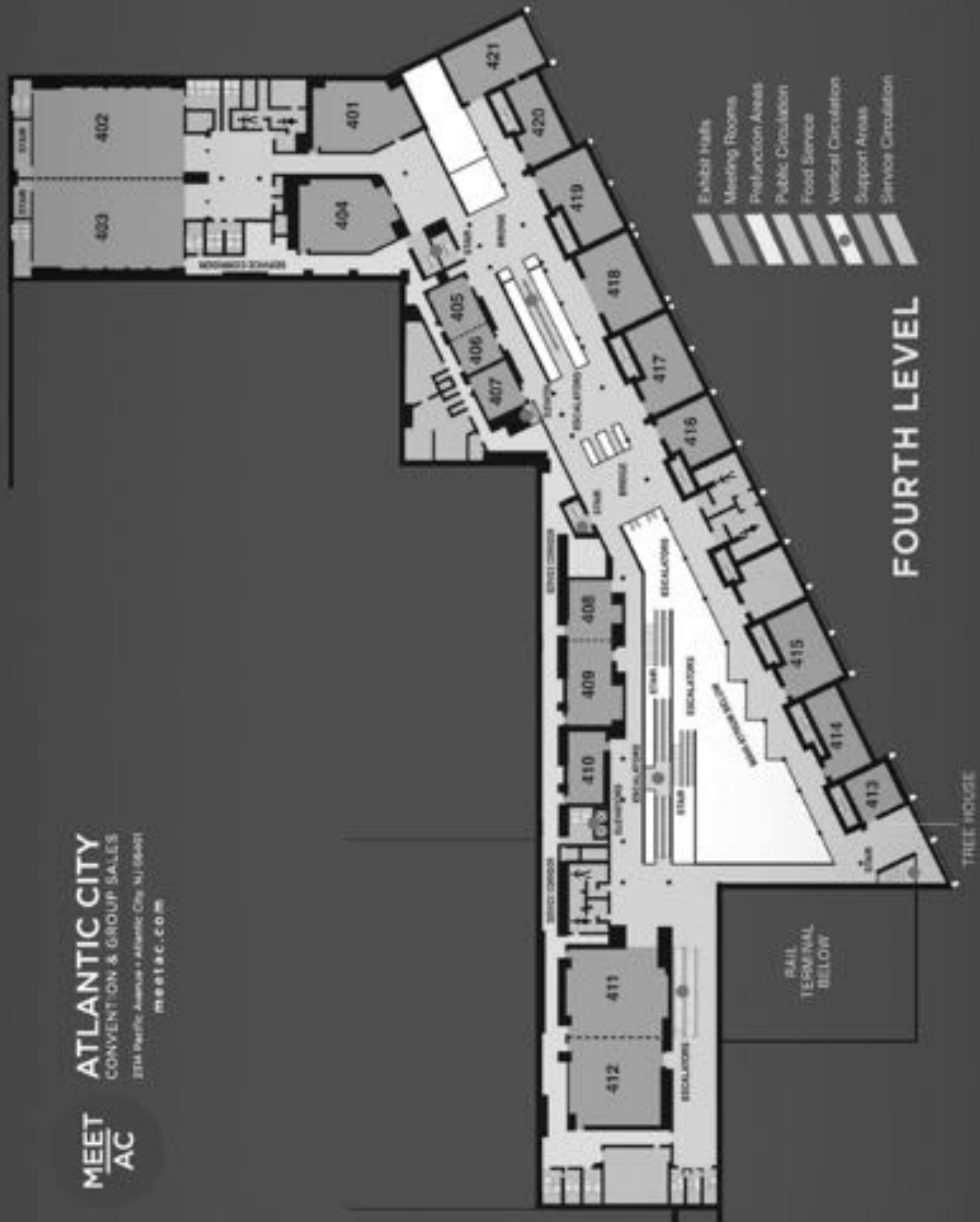
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TIME	PROGRAM	PRESENTER	CE HOURS	TRACK	ROOM
12:00 P.M. - 3:00 P.M.	The Way Home	Paula Monthofer	NJ: Pending, NY: 3 Cultural Comp., PA: 3	EC, L, P	302
12:00 P.M. - 3:00 P.M.	Environmental Issues (Lead, Tanks, Mold)	David Sulock	NJ: 3 Elective, NY: 3, PA: 3	L	308/309
12:30 P.M. - 1:30 P.M.	Silly Rabbit, It's a Turtle Race	Ifoma Pierre	None	S, P	312
1:00 P.M. - 3:00 P.M.	22 Financing Ideas to Assist your Client in Purchasing their Dream Home	Matt Hemphill	NJ: 2 Elective, PA: 2, NY: 2	P, S	311
2:00 P.M. - 3:00 P.M.	Offer Accepted! How to Work Successfully with Buyers in a Hot Seller's Market	Ifoma Pierre	None	P, S	312
3:00 P.M. - 4:00 P.M.	The Hustle Myth (& Other Real Estate Fairy Tales)	Boom Team	None	P, S	411/412

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

Track KEY

A = Appraisal
B = Brokerage/Management
C = Commercial/Investment
AE = Association Executives
EC = Early Career/1st Attendee

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

CE KEY

NJ:
C = Core
EL = Elective
ET = Ethics
FH = Fair Housing

NY:
A = Agency
EL = Elective
ET = Ethics
FH = Fair Housing

PA:
M = PA REC Requirement



SCHEDULE AT-A-GLANCE*

TUESDAY, DECEMBER 6

TIME	PROGRAM	PRESENTER	CE HOURS	TRACK	ROOM
9:00 A.M. - 10:00 A.M.	Creating Engaging Education for the Next Generation of REALTORS®	Maura Neill	None	AE	421
9:00 A.M. - 11:00 A.M.	Issues That Keep CEOs Up at Night	Adorna Carroll	NJ: 2 Core, NY: 0, PA: 2	B	322
9:00 A.M. - 12:00 P.M.	The Way Home	Paula Monthofer	NJ: Pending, NY: 3 Cultural Comp., PA: 3	EC, L, P	302
9:00 A.M. - 12:00 P.M.	Spectacular Failure: 10 Ways to Lose Your License	Cheryl Knowlton	NJ: Pending NY: 3, PA: 3	L	303
9:00 A.M. - 12:00 P.M.	Estimate, Adjust and Defend	Melanie McLane	NJ: 3 Appraisal, NY: 3, PA: 3 Appraisal	A, EC	318
9:00 A.M. - 12:00 P.M.	Multiple Offer Strategies that Work! Helping Buyers and Sellers Navigate this Market	Monica Neubauer	NJ: 3 Core, NY: 3, PA: Pending	P, L	402
9:00 A.M. - 12:00 P.M.	Mortgage Financing 101	Matt Hemphill	NJ: 3 Elective, NY: 3, PA: 3	EC, P, S	404
9:00 A.M. - 12:00 P.M.	What's Mine is Mine! Understanding Procuring Cause in Real Estate	Frederick Buehler	NJ: 3 Ethics, NY: 3, PA: 3	EC, P	408/409
9:30 A.M. - 10:30 A.M.	Measure, Manage and Make More	Bill Lublin	None	P, B	301
9:30 A.M. - 10:30 A.M.	Developing the Power of You - A Value Proposition Exercise	Amy Chorew	None	P	415
9:30 A.M. - 10:30 A.M.	10-Step Marketing Plan and Digital Communication Budget	Melissa Harrison	None	S	419
9:30 A.M. - 12:30 P.M.	Cyber Social Identity (CSI) Protection: Agent/Client Cyber Social Identity and Personal Protection	Robert Siciliano	NJ: 3 Elective, NY: 3, PA: 3	EC, T, P	304
9:30 A.M. - 12:30 P.M.	Credit & COVID	Grant Simon	NJ: Pending, NY: 3, PA: 3	S	401
10:00 A.M. - 11:30 A.M.	How to Get the Best from a Virtual Workforce	Abhi Gohlar	None	T, P	308/309
10:00 A.M. - 12:00 P.M.	Can the Buyer's Agent Do That?	Brittany Mattot	NJ: Pending, NY: 2, PA: 2	L	201/202
10:00 A.M. - 12:00 P.M.	Social Media Do's and Don't - My Disaster Stories Shared	Kim Allard	None	EC, S, T	313
10:00 A.M. - 12:00 P.M.	Social Media Blueprint	Boom Team	None	P, S	411/412
10:30 A.M. - 11:30 A.M.	Effective Strategies for Working With Members	Maura Neill	None	AE	421
11:00 A.M. - 12:00 P.M.	Empathy in Marketing: Digital Strategies for the Year Ahead	Melissa Harrison	None	S	419
1:30 P.M. - 2:30 P.M.	Cryptocurrency, Blockchain and NFTS, Oh MY!	Amy Chorew	None	T, S	415
1:30 P.M. - 2:30 P.M.	Navigating Co-op(eration)	Maura Neill	None	B	421

SCHEDULE AT-A-GLANCE*

TUESDAY, DECEMBER 6

TIME	PROGRAM	PRESENTER	CE HOURS	TRACK	ROOM
1:30 P.M. - 3:00 P.M.	Build Your Influencer Brand	Abhi Gohlar	None	P, T	308/309
2:00 P.M. - 3:00 P.M.	7.5 Personal Jedi Tricks to Ignite Your Business	Boom Team	None	EC, P, S	411/412
2:00 P.M. - 3:00 P.M.	Time is Money. How to Streamline Your Digital Media Strategy for Success	Melissa Harrison	None	S	419
2:00 P.M. - 4:00 P.M.	PA Legal Update	Desiree Brougher Kacy Cloucer	NJ: 0, NY: 0, PA: 2	L, AE	408/409
2:00 P.M. - 4:00 P.M.	Economy 360: Interpreting Today's Economic Factors	Pam Ermen	None	P	417
2:00 P.M. - 5:00 P.M.	Cyber Social Identity (CSI) Protection: Agent/Client Cyber Social Identity and Personal Protection	Robert Siciliano	NJ: 3 Elective, NY: 3, PA: 3	EC, T	304
2:30 P.M. - 5:00 P.M.	Selling Fixer Uppers Using 203(k) Loans	Doug Vairo	NJ: 3 Elective, NY: 3, PA: 3	P	313
2:00 P.M. - 5:00 P.M.	Bias in Appraisals	Melanie McLane	NJ: 3 Appraisal, NY: 3 Implicit Bias; 3 Appraisal , PA: 3 Appraisal	A	318
2:00 P.M. - 5:00 P.M.	Riding the Roller Coaster of Market Stats & Numbers	Grant Simon	NJ: Pending, NY: 3, PA: 3	S	401
2:00 P.M. - 5:00 P.M.	Pricing in a Shifting Market	Monica Neubauer	NJ: 3 Elective, NY: 3, PA: 3	P, L	402
2:00 P.M. - 5:00 P.M.	Under all is the Land	Leigh York	NJ: 3 Ethics, NY: 3 Ethics, PA: 3	L	302
2:00 P.M. - 5:00 P.M.	Disruption and Changing Markets: 8 Things We Can and Cannot Control	Cheryl Knowlton	NJ: 1 Elective, NY: 3, PA: 3	P, S	303
2:00 P.M. - 5:00 P.M.	Increasing Home Wealth Using Renovation Financing	Matthew Hemphill	NJ: 3 Elective, NY: 3, PA: 3	P, S	404
2:30 P.M. - 3:30 P.M.	Bitcoin, NFTs, the Metaverse and Other Confusing Stuff	Bill Lublin	NJ: Pending, NY: 0, PA: 0	T, L	301
2:30 P.M. - 4:30 P.M.	Can the Seller's Agent Do That?	Brittany Matott	NJ: Pending, NY: 2, PA: 2	L	201/202
3:00 P.M. - 4:00 P.M.	Trends in the Luxury Real Estate Market	Amy Chorew	None	P, S	415
3:00 P.M. - 5:00 P.M.	Goal Setting and Planning for a Successful 2023	Maura Neill	None	EC, P	421
3:30 P.M. - 4:30 P.M.	Real Estate on Purpose: Hacks & Systems to Go NEXT LEVEL!	Boom Team	None	P, S	411/412
3:30 P.M. - 5:00 P.M.	How to Leverage AI and Workflow to Enhance Your Business	Abhi Gohlar	None	T, P	308/309

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CE KEY

NJ:
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NY:
A = Agency
EL = Elective
ET = Ethics
FH = Fair Housing

PA:
M = PA REC Requirement

SCHEDULE AT-A-GLANCE*

WEDNESDAY, DECEMBER 7

TIME	PROGRAM	PRESENTER	CE HOURS	TRACK	ROOM
8:30 A.M. - 4:30 P.M.	2022-2023 USPAP Update <i>Fee: \$250</i>	James Murrett	NJ: 7 Elective; 7 Appraisal , NY: 7; 7 appraisal, PA: 7; 7 appraisal	A	318
9:00 A.M. - 10:00 A.M.	The Art of Networking and How Not to Be a Robot in a Digital World	Heather Haase	None	EC, S	419
9:00 A.M. - 10:30 A.M.	Your First Year as a REALTOR®: How to Build Your Business Quickly	Shay Hata	None	EC, S	408/409
9:00 A.M. - 12:00 P.M.	Be Careful Out There	Melanie McLane	NJ: Pending, NY: 3, PA: 3	B	301
9:00 A.M. - 12:00 P.M.	Unlocking the Secrets of the Code: A Deep Dive Into the REALTOR® COE	Cheryl Knowlton	NJ: 3 Ethics, NY: 3 Ethics, PA: 3	EC, L, P	302
9:00 A.M. - 12:00 P.M.	Well, That Escalated Quickly...Recent Lessons for Real Estate Practitioners	Trista Curzydlo	NJ: 3 Core, NY: 3 Fair Housing, PA: 3	L	303
9:00 A.M. - 12:00 P.M.	Deeds, Surveys and Land Use	Brittany Mattot	NJ: Pending, NY: 3, PA: 3	P	304
9:00 A.M. - 12:00 P.M.	Appraisals-How Values are Determined	Doug Vairo	NJ: 3 Elective, NY: 3, PA: 3	A	313
9:00 A.M. - 12:00 P.M.	Priority Pricing...Are Your Properties Positioned to Sell?	Pam Ermen	NJ: 3 Elective, NY: 3, PA: 3	EC, P	402
9:00 A.M. - 12:00 P.M.	ACE Inflation: Dealing with an Inflationary Market & Why Real Estate is the Answer	Josh Cadillac	NJ: 0, NY: 3, PA: 3	S	403
9:00 A.M. - 12:00 P.M.	Real World Application of 1031 Exchanges - The Basics and Beyond	David Gorenberg	NJ: 3 Elective, NY: 3, PA: 3	L, C	404
9:30 A.M. - 10:30 A.M.	Here Comes the Neighborhood	Chris Linsell	None	S, T	401
9:30 A.M. - 10:30 A.M.	The Difference Between Ordinary and Extraordinary Service during a Pandemic and Beyond	Robert Morris	None	P	322
9:30 A.M. - 11:30 A.M.	How to Start Running a Business and Stop Running Around	Jared James	None	EC, S	411/412
9:30 A.M. - 11:30 A.M.	RPR Works Everywhere - Just Like You	Veronica McManus	NJ: 2 Elective, NY: 2, PA: 2	S, T	415
9:30 A.M. - 12:30 P.M.	Market Like a Rockstar: Top Trends for 2023 and Beyond	Craig Grant	NJ: 3 Elective, NY: 0, PA: 3	S, T	201/202
10:00 A.M. - 11:00 A.M.	Daily DEI	Leigh York	None	P	417
10:00 A.M. - 11:00 A.M.	NJ Legal Update	Barry Goodman	NJ: 1 Core, NY: 0, PA: 0	L, AE	312
10:00 A.M. - 11:30 A.M.	How to Grow Your Brand with Video Marketing	John Reyes	None	S, T	421
11:00 A.M. - 12:00 P.M.	Amazing Client Events, Gifts and Mailings	Shay Hata	None	S	408/409

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SCHEDULE AT-A-GLANCE*

WEDNESDAY, DECEMBER 7

TIME	PROGRAM	PRESENTER	CE HOURS	TRACK	ROOM
11:00 A.M. - 12:00 P.M.	TikTok vs Reels	Heather Haase	None	T, S	419
11:30 A.M. - 12:30 P.M.	Manage My Time and Control My Life!	Robert Morris	None	P	322
11:30 A.M. - 12:30 P.M.	Real Estate Has a Gen Z Problem	Chris Linsell	None	P, S	401
1:00 P.M. - 2:30 P.M.	Your First Year as a REALTOR®: How to Build Your Business Quickly	Shay Hata	None	EC, S	408/409
1:30 P.M. - 3:30 P.M.	Fair Housing for the Property Manager	Marc Cunningham	NJ: Pending, NY: 2 Fair Housing, PA: 2	L, C	302
2:00 P.M. - 3:00 P.M.	The Tech Effect: 5 Unmet Consumer Expectations	Chris Linsell	None	S, T	401
2:00 P.M. - 3:00 P.M.	Selling Virtual Land in the Metaverse	Sherman Toppin	None	T, L	404
2:00 P.M. - 3:00 P.M.	The Art of Networking and How Not to Be a Robot in a Digital World	Heather Haase	None	EC, S	419
2:00 P.M. - 4:00 P.M.	How to Start Running a Business and Stop Running Around	Jared James	None	EC, S	411/412
2:00 P.M. - 4:00 P.M.	Unmanaged Bias Limits Leadership	Freddy Garcia	NJ: Pending, NY: 2 Implicit Bias, PA: 2	AE, B	315
2:00 P.M. - 4:00 P.M.	The RPR CMA-Your Spot on Pricing Tool!	Veronica McManus	NJ: 2 Elective, NY: 2, PA: 2	S, T	415
2:00 P.M. - 5:00 P.M.	Goat Rodeo: Risk Management Strategies for Brokers	Cheryl Knowlton	NJ: 3 Core, NY: 3, PA: 3	B, L	301
2:00 P.M. - 5:00 P.M.	Well, That Escalated Quickly...Recent Lessons for Real Estate Practitioners	Trista Curzydlo	NJ: 3 Core, NY: 3 Fair Housing, PA: 3	EC, L	303
2:00 P.M. - 5:00 P.M.	Building Science for Real Estate Professionals - How to Read an Energy Assessment	Matthew Dean	NJ: 3 Elective, NY: 3, PA: 3	P	313
2:00 P.M. - 5:00 P.M.	How Making Money in Real Estate Really Works	Josh Cadillac	NJ: 3 Elective, NY: 3, PA: 3	S	403
2:00 P.M. - 5:00 P.M.	AVMs: Fact or Fiction?	Melanie McLane	NJ: 3 Elective, 3 Appraisal NY: 3, PA: 3; 3 Appraisal	S, L	312
2:30 P.M. - 3:30 P.M.	Goals Make Good Things Happen	Robert Morris	None	P	322
2:30 P.M. - 4:30 P.M.	Controlling Sellers Expectations	Pam Ermen	None	P	417
2:30 P.M. - 4:00 P.M.	TikTok vs Reels	Heather Haase	None	T, S	419
2:30 P.M. - 4:30 P.M.	Agency Roles, Goals, and Holes	Randy Templeman	NJ: 2 Core, NY: 2 Agency, PA: 2	L	402

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SCHEDULE AT-A-GLANCE*

WEDNESDAY, DECEMBER 7

TIME	PROGRAM	PRESENTER	CE HOURS	TRACK	ROOM
3:00 P.M. - 4:00 P.M.	How To Go From Solo Agent to Team Lead	Shay Hata	None	S	408/409
3:00 P.M. - 5:00 P.M.	REALTOR® Safety	Brittany Matott	NJ: Pending, NY: 2, PA: 2	EC, P	304
3:00 P.M. - 5:00 P.M.	Tech Tricks & Tools to Get More Done in Half the Time	Craig Grant	None	T, S	201/202
4:00 P.M. - 5:00 P.M.	5 Powerful Listing Presentation Secrets	Chris Linsell	None	S, P	401
4:00 P.M. - 5:00 P.M.	Property Management Pros & Cons	Marc Cunningham	NJ: 0, NY: 1, PA: 0	P, C	302
4:00 P.M. - 5:00 P.M.	Selling Estate Property	Sherman Toppin	NJ: 1 Core, NY: 1, PA: 0	L	404
4:00 P.M. - 5:00 P.M.	Maintain Market Relevance in a Digital Era - 2023 Edition	John Reyes	None	S	421

SCHEDULE AT-A-GLANCE*

THURSDAY, DECEMBER 8

TIME	PROGRAM	PRESENTER	CE HOURS	TRACK	ROOM
9:00 A.M. - 12:00 P.M.	The Code: The Road to What is Owed	Randy Templeman	NJ: 3 Ethics, NY: 3 Ethics, PA: 3	L	302
9:00 A.M. - 12:00 P.M.	Priority Pricing...Are Your Properties Positioned to Sell?	Pam Ermen	NJ: 3 Elective, NY: 3, PA: 3	EC, P	303
9:00 A.M. - 12:00 P.M.	Environmental Issues (Lead, Tanks, Mold)	David Sulock	NJ: 3 Elective, NY: 3, PA: 3	L	301
9:00 A.M. - 12:00 P.M.	Get the Hack Out of Here! Cybersecurity 101 for Real Estate	Craig Grant	NJ: 3 Elective, NY: 3, PA: 3	T, L	312
10:00 A.M. - 12:00 P.M.	Unlock, Unite & Assist: Closing the Gap on Racial Disparity	NFHA/Laurie Benner	NJ: Pending, NY: 2, PA: 2	EC, 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 5 - SESSIONS

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

The Way Home

Speaker: Paula Monthofer

Track: EC, L, P, Room: 302

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

Gain a new perspective on an old topic in this highly interactive dive into Fair Housing, our Code of Ethics and Emotional Intelligence. Together we will examine real world issues like unintentional bias, factors affecting home ownership today and leave with a plan in place to ensure fair treatment for all. Since REALTORS® hold the keys, we are the way home for most Americans; let's hold the door open for everyone.

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

Environmental Issues (Lead, Tanks, Mold)

Speaker: David Sulock

Track: L, Room: 308/309

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

What happens when environmental issues like oil tanks, mold and lead paint pop up in a real estate transaction? These issues don't need to be a deal-breaker. You will learn what types of contaminants are found in homes, where they can be found and how to address them.

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

Silly Rabbit, It's a Turtle Race

Speaker: Ifoma Pierre

Track: S, P, Room: 312, CE: None

As the saying goes, fortune is in the follow-up. A staggering 48% of salespeople never follow-up with a prospect when 80% of transactions are made on the fifth to twelfth contact, which lets us know the answer is not simply that we need more leads. In this session, you'll discover four sequences to the follow-up funnel and how to master each one. It's no secret, disruptors are here: now we must adjust our approach not to just communicate our message to our prospects, but to connect with them.

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L = Legal/Tax/

Environmental

P = Professional

Development

S = Sales/Marketing

T = Technology

W = Wellness

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

22 Financing Ideas to Assist your Client in Purchasing their Dream Home

Speaker: Matt Hemphill

Track: P, S, Room: 311

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

Want to be better equipped with innovative ways to assist your clients with their home purchase? Come learn 22 under-utilized mortgage product ideas and tips including underserved markets, non-QM lending, specialty product lending and little known lending tips for Fannie Mae, Freddie Mac and government lending.

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

Offer Accepted! How to Work Successfully with Buyers in a Hot Seller's Market

Speaker: Ifoma Pierre

Track: P, S, Room: 312, CE: None

Being a buyer in a seller's market is difficult but being a buyer's agent is even more frustrating because there aren't enough properties and, when you find one, it's gone in a flash. You're doing all you can for your clients, but it feels like time is running out. But there's still hope to find your buyers their dream home! In Offer Accepted, you'll find out where there are scores of potential listings and you'll get strategies for dramatically increasing the chances for your buyers' success.

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

The Hustle Myth (& Other Real Estate Fairy Tales)

Speaker: The Boom Team

Track: EC, P, S, Room: 411/412, CE: None

You've been given an impossible choice: Option 1: Build an amazing business, but it'll cost you all of your free time, health, family, relationships and hobbies; Option 2: Build an amazing life, but your business will never amount to much. It doesn't have to be that way! In this session, we'll debunk the Hustle Myth and peel back the curtain on some other fairy tales holding you back too. Get practical solutions to grow and scale your business WITHOUT burning out in the process!

TUESDAY, DECEMBER 6 - SESSIONS

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

Creating Engaging Education for the Next Generation of REALTORS®

Speaker: Maura Neill

Track: AE, Room: 421, CE: None

One of the biggest challenges facing associations is proving the value of membership, especially to the next generation of REALTORS®. Topics that were once all the rage (social media, technology, video) are now second nature for young professionals. We'll discuss how to use the resources at your disposal to revamp your educational offerings to better engage the next generation in new and innovative ways, bringing the value of association membership to the forefront.

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

Issues That Keep CEOs Up at Night

Speaker: Adorna Carroll

Track: B, Room: 322

NJ CE: 2 Core, **NY CE:** None, **PA CE:** 2

Operating a real estate business today is challenging. This program will dive into the issues faced by brokers, CEOs and AEs and discuss strategies to overcome the challenges. We'll discuss global issues affecting the real estate industry, the pandemic, inflation, interest rates and supply chains; real estate issues including Independent Contractor Status, MLS/DOJ issues and non-discriminatory behavior; and issues affecting companies and associations including harassment and conflict of interest.

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

The Way Home

Speaker: Paula Monthofer

Track: L,P, Room: 302

NJ CE: Pending, **NY CE:** 3 Cultural Competency, **PA CE:** 3

Gain a new perspective on an old topic in this highly interactive dive into Fair Housing, our Code of Ethics and Emotional Intelligence. Together we will examine real world issues like unintentional bias, factors affecting home ownership today and leave with a plan in place to ensure fair treatment for all. Since REALTORS® hold the keys, we are the way home for most Americans; let's hold the door open for everyone.

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

Spectacular Failure: 10 Ways to Lose Your License

Speaker: Cheryl Knowlton

Track: L, Room: 303

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

Have you ever felt terrified of what you didn't know? Whether you are new to the real estate industry or you have many years of experience under your belt, many agents report they feel afraid of what they do not know. Fear of being sued or losing your license may keep you from fully diving deeply into serving your clients completely. During this highly interactive course, students receive in-depth information on the 10 actions that will potentially cause them to lose their license. Gain comprehensive knowledge of how to incorrectly handle earnest money, misrepresentation, mortgage fraud, incompetence, inadequate supervision, how to forget who hired you, practicing law without a license, and more.

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

Estimate, Adjust and Defend

Speaker: Melanie McLane

Track: A, Room: 318

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

This course for appraisers covers how appraisers should estimate adjustments, make adjustments, and defend those adjustments. As appraisers, we know our reports are scrutinized by underwriters, lenders, clients, borrowers, real estate licensees and others. Especially during the past two years, appraisers have been second-guessed about values, asked for reconsiderations of value, and challenged. Our goal as appraisers is to produce credible results in accordance with USPAP, follow the guidelines of our clients (often Fannie Mae/Freddie Mac), and in short, produce a quality appraisal report that is as bullet-proof as possible.

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

Multiple Offer Strategies that Work! Helping Buyers and Sellers Navigate this Market

Speaker: Monica Neubauer

Track: P,L, Room: 402

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

We are in a busy market. Buyers need homes and sellers need guidance. Are you honoring your fiduciary responsibility to your clients by preparing and presenting offers in ways that put them in the best light? There are good tools to help buyers make stronger offers. And we want to protect our sellers, who are considering many options, by leading them in clear, ethical, and legal directions. Get checklists and takeaways to strengthen your client's position in this fast-paced session.

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

Mortgage Financing 101

Speaker: Matt Hemphill

Track: EC, P, S, Room: 404

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

The course covers the many moving parts that comprise mortgage financing in today's fast paced real estate market. REALTORS® will learn the basics of mortgage financing and how to differentiate the many different loan products available to their clients. We'll focus on using the basic differences in mortgage products, credit analysis and home appraisal, in order to provide your clients direction in navigating the financing of their home.

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

What's Mine is Mine! Understanding Procuring Cause in Real Estate

Speaker: Frederick Buehler

Track: EC, P, Room: 408/409

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

The concepts of professionalism and ethics are the basis for establishing integrity in the way we relate to others and conduct our business. Key concepts found in the NAR Code of Ethics lay out the foundation of how a real estate professional should act. In this program, we'll discuss how due process in Code enforcement works and our duty to arbitrate and identify factors considered by hearing panels in procuring cause disputes.

TUESDAY, DECEMBER 6 - SESSIONS

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

Measure, Manage and Make More

Speaker: Bill Lublin

Track: P, B, Room: 301, CE: None

Success isn't measured by how much you make, it's measured by how much you keep. Brokers, agents, and team leaders are often better at coaching, consulting, and selling than they are at analyzing their business. This session is to provide a clear outline for agents, teams, and companies to analyze and improve their businesses. Participants will learn what to measure, how to measure it and how to become intentional about profit and growth.

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

Developing the Power of You - A Value Proposition Exercise

Speaker: Amy Chorew

Track: P, Room: 415, CE: None

A unique value proposition is essential for all real estate professionals to clearly communicate to clients why they are different, better, and worth hiring! What Is a Unique Value Proposition? It is a distinctive promise of value to be delivered, and the belief from the customer that value will be experienced. In reality, a value proposition is the art of communicating 'here is why you should hire me as your real estate professional,' and it should permeate your entire style, vocabulary, print and social media... and your clients' experience. In this workshop we will share how to create an amazing Value Proposition. Students will leave with the process to create a clear, concise and compelling Value Prop.

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

10-Step Marketing Plan and Digital Communication Budget

Speaker: Melissa Harrison

Track: S, Room: 419, CE: None

Marketing plans are an essential part of business. A fluid marketing plan that moves with you as the market evolves is better. This session walks you through the 10 key components of a marketing plan and will focus on digital communication strategies to account for in the plan. Leave with a solid foundation for setting your marketing plan and insight into how to set up ongoing digital content strategy plans with budget strategies geared toward small teams.

9:30 a.m. - 12:30 p.m.

Cyber Social Identity (CSI) Protection: Agent/Client Cyber Social Identity and Personal Protection

Speaker: Robert Siciliano

Track: EC, T,P, Room: 304

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

This course is designed to help agents understand how real estate security policies and procedures, when followed carefully, can reduce your exposure, and that of your clients by showing you how to avoid the risks associated with the current marketplace. Policies and procedures are developed to limit the chance of broker and agent liability, reduce client liability, and to reduce the potential for injury and property loss on the part of agents, brokers, buyers and sellers.

9:30 a.m. - 12:30 p.m.

Credit & COVID

Speaker: Grant Simon

Track: S, Room: 401

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

There is so much confusion in the world of credit, credit repair and credit scoring, especially with impact of the pandemic. This course is designed to clear up confusion! We'll provide basics to assist family, friends and consumers. This course is a must for the new and seasoned REALTOR®. It includes timelines for seasoning short sales, foreclosures, and bankruptcy with FHA, VA, Conventional and USDA loans and includes trended Credit, Overlays, Thin Files and establishing and repairing credit.

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

How to Get the Best from a Virtual Workforce

Speaker: Abhi Gohlar

Track: T,P, Room: 308/309, CE: None

Are you 100% focused on only the top 3 things that drive revenue, or are you focused on 100% of everything? Top producers only invest their time into what they are amazing at: building relationships. They let technologies and their teams do the rest. In this session get everything from how to find, interview, and onboard a virtual team member to 7 tips for managing and holding a virtual team accountable for ROI and weekly key metrics. You'll even experience a LIVE demo (with Q&A) of a team.

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

Can the Buyer's Agent Do That?

Speaker: Brittany Mattot

Track: L, Room: 201/202

NJ CE: Pending, NY CE: 2, PA CE: 2

This course covers common practices of buyer's agents. The course ensures licensees are representing their buyer as they should within the law, Code of Ethics and following MLS rules.

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

Social Media Do's and Don't - My Disaster Stories Shared

Speaker: Kim Allard

Track: EC, S, T, Room: 313, CE: None

Social media is where you need to be. Come hear how a 24-year veteran has learned via trial and error to create relationships online. Understand the difference between advertising and communicating your success. Learn what you are currently doing that may be a violation of License Law and the REALTOR® Code of Ethics. More horrifying, your social media behavior may be causing you to lose potential clients. Promises to be humorous and full of tips.

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TUESDAY, DECEMBER 6 - SESSIONS

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

Social Media Blueprint

Speaker: The Boom Team

Track: P, S, Room: 411/412, CE: None

In our digitally-connected world, agents MUST use social media to connect with their audience to demonstrate their local status, market expertise, and winning personality. In this session, you'll get inspired to use social media platforms in new, exciting, and highly effective ways. With real-life examples and tons of nuts and bolts ideas to implement immediately, you'll walk out with a social media blueprint to build and grow YOUR business now and in the digital age to come.

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

Effective Strategies for Working With Members

Speaker: Maura Neill

Track: AE, Room: 421, CE: None

Working with members is a necessary part of every Association staff member's role: from assisting with committee meetings, to writing meeting agendas and minutes, to planning and running events of all shapes and sizes. We will discuss member expectations (and how to manage them), the importance of detailed job descriptions and roles, and how to manage relationships, as well as strategies for how to handle things when they are stressful or negative. Working for a REALTOR® Association can be a rewarding and exciting job and—as with any career—having specific tools at your disposal is crucial.

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

Empathy in Marketing: Digital Strategies for the Year Ahead

Speaker: Melissa Harrison

Track: S, Room: 419, CE: None

Two years ago we were in the midst of things we couldn't plan for but that affected all. But we CAN plan for how to set ourselves up for success when presented with unprecedented situations. Your digital content strategy has nothing on the real issues. How do we remain vigilant throughout the digital landscape when we don't always know which way is up? This session will teach you how to develop a new way of thinking—to keep empathy in our digital marketing while still maintaining a plan.

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

Cryptocurrency, Blockchain and NFTS, Oh MY!

Speaker: Amy Chorew

Track: T, S, Room: 415, CE: None

Real Estate is being bought, sold and closed on the Blockchain. Real Estate is being purchased with Bitcoin and Ethereum. Smart contracts and tokenization of real estate is happening. Real estate is being sold as NFTs! (Non Fungible Tokens).

Want to know more? Want to be prepared when clients ask how this would work for them? Let Amy Chorew walk you through some of the basics that you need to know.

Earn some cryptocurrency just for attending this session!

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

Navigating Co-op(eration)

Speaker: Maura Neill

Track: B, Room: 421, CE: None

Masterfully navigating complaints and issues within a brokerage and between competitors requires complex skills encompassing everything from communication rules to social media ethics. In this session, you'll get techniques for improving agent relationships and elevating your brand for recruiting.

1:30 p.m. - 3:00 p.m.

Build Your Influencer Brand

Speaker: Abhi Gohlar

Track: P, T, Room: 308/309, CE: None

This is a content marketing crash course for sales professionals. Cold calling, door knocking, endless (and expensive) mailing lists. There's a better way to generate actual leads! A real, robust content marketing plan can help you create a real estate business that is consistently bringing you new leads and new clients. Find out how to create a multi-platform approach that draws warm leads to you and gets them excited to meet you and ready to work before that first appointment.

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

7.5 Personal Jedi Tricks to Ignite Your Business

Speaker: The Boom Team

Track: EC, P, S, Room: 411/412, CE: None

What 7.5 things do you need to do to blow up your business? In this session, we'll look at key routines in your business and life where you can increase efficiency by incorporating productivity systems, growing purposefully, improving your work environment, and caring for your body and mind. You'll get "Jedi level" life management resources, tools, dialogue, and tech recommendations to help YOU be the Force in your world that knows how to have it all!

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

Time is Money. How to Streamline Your Digital Media Strategy for Success

Speaker: Melissa Harrison

Track: S, Room: 419, CE: None

Content creation. Channel management. Metrics. Design. It's a lot to manage among everything else. We need a way to manage digital media without feeling overwhelmed. Learn how to set yourself up for success with strategies for digital content management. Learn how to set up content strategy plans throughout the year (not just during peak times) and leave with tools and templates to support you in this effort. Learn how to use digital media effectively to GROW and support your organization!

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

PA Legal Update

Speakers: Desiree Brougher, Kacy Cloucer

Track: L, AE, Room: 408/409

NJ CE: None, NY CE: None, PA CE: 2

This session covers an update on Pennsylvania legal issues to reduce risk and assure you're operating in full compliance.

Use the POWER of 1031 Exchanges to Grow Your Business!

Did you know . . .

- One in six residential sales involves an investment property?
- The median sale price of relinquished properties between 2010 – 2020 was \$575,000?
- 1031 buyers buy replacement property 15% more expensive than a non-1031 buyer?



Let the
Exchange Experts at
Booth #528
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power of 1031!

*Be sure to grab a helpful
guide explaining the new
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TUESDAY, DECEMBER 6 - SESSIONS

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

Economy 360: Interpreting Today's Economic Factors

Speaker: Pam Ermen

Track: P, Room: 417, CE: None

Staying informed is the best way to remain one step ahead of the market! In this timely and market-sensitive seminar, you'll LEARN TO EARN by reading market direction long before it arrives! We'll study the Top 6 Economic Factors affecting your marketplace and how to prepare your buyers and sellers to take appropriate action! We'll take fuzzy financial data, confusing economic reports and boring stats and turn them into some of the most exciting information you've heard in a long time!

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

Cyber Social Identity (CSI) Protection: Agent/Client Cyber Social Identity and Personal Protection

Speaker: Robert Siciliano

Track: EC, T, Room: 304

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

This course is designed to help agents understand how real estate security policies and procedures, when followed carefully, can reduce your exposure, and that of your clients by showing you how to avoid the risks associated with the current marketplace. Policies and procedures are developed to limit the chance of broker and agent liability, reduce client liability, and to reduce the potential for injury and property loss on the part of agents, brokers, buyers and sellers.

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

Selling Fixer Uppers Using 203(k) Loans

Speaker: Doug Vairo

Track: P, Room: 313

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

203K loans through FHA are sometimes referred to as rehab loans or 'fixer upper' loans. It's an awesome loan program for older homes that need a little TLC and it can be used for owner-occupied current homes as well as on owner-occupied purchased homes. The course will teach agents everything they need to know about this little known and misunderstood program to enhance the buying experience of everyone involved.

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

Bias in Appraisals

Speaker: Melanie McLane

Track: A, Room: 318

NJ CE: 3 Appraisal, NY CE: 3 Implicit Bias; 3 Appraisal, PA CE: 3 Appraisal

Are you a biased appraiser? Are you possibly a biased appraiser who doesn't recognize your own bias? In this session we'll discuss your requirements under Fannie Mae and USPAP to not let bias be a part of your appraisal practice.

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

Riding the Roller Coaster of Market Stats & Numbers

Speaker: Grant Simon

Track: S, Room: 401

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

Hang on tight! This program provides powerful tips, tools and techniques designed especially for real estate agents-especially with the crazy ups and downs in the current market. We'll cover monthly payments, cash to close, home price appreciation and interest rates. And guide you through lead generating and prospecting to help generate an additional transaction in the next 30-60 days.

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

Pricing in a Shifting Market

Speaker: Monica Neubauer

Track: P, L, Room: 402

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

A successful transaction requires a correlation in the list price, the contract price and the appraisal value. You must show the clients and appraisers real data to back up what they see in the marketplace. Find out how "Show, Don't Tell" can help you explain why certain properties sell for more money than others. And what do appraisers need to help them with the appraisal? DATA! Get the data tools you need to prepare qualified property valuations, no matter what market you are experiencing.

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

Under all is the Land

Speaker: Leigh York

Track: L, Room: 302

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.

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

Disruption and Changing Markets: 8 Things We Can and Cannot Control

Speaker: Cheryl Knowlton

Track: P, S, Room: 303

NJ CE: 1 Elective, NY CE: 3, PA CE: 3

Have you ever felt afraid of change? Have you ever been terrified of pandemics, war, rising interest rates or frustrated at the lack of inventory? Help has arrived! With this highly engaging course, agents will dive into the 8 things that they cannot control, and then dive deeper into the secrets of the 8 things each of us CAN control. While there will always be disruption in the world, this course will help agents create hope, habits and a plan to succeed in any market.

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W = Wellness

TUESDAY, DECEMBER 6 - SESSIONS

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

Increasing Home Wealth Using Renovation Financing

Speaker: Matt Hemphill

Track: P, S, Room: 404

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

The purpose of this course will be to provide agents with comprehensive knowledge of several different residential home renovation products available on the market today. The focus will be on lower down payment renovation products that allow home buyers to get into and renovate homes at a reasonable price, ultimately ending up with a home worth significantly more than the original purchase price.

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

Bitcoin, NFTs, the Metaverse and Other Confusing Stuff

Speaker: Bill Lublin

Track: T, L, Room: 301

NJ CE: Pending, NY CE: None, PA CE: None

With every new article about blockchain and bitcoin real (or unreal) estate transactions, the future of our industry seems to be veering off the rails - add terms like NFTs, DAOs, Defi and the Metaverse and brokers and agents have a need to know what they are and how they can impact consumers. In clear and understandable terms, we will unravel the mystery of all these abbreviations, separating the hype from reality and the threat that these technologies might disrupt the industry.

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

Can the Seller's Agent Do That?

Speaker: Brittany Matott

Track: L, Room: 201/202

NJ CE: Pending, NY CE: 2, PA CE: 2

This course covers practices of listing agents, reviews license law, Code of Ethics, MLS rules and office policies and the differences between them to ensure you're conducting business properly.

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

Trends in the Luxury Real Estate Market

Speaker: Amy Chorew

Track: P, S, Room: 415, CE: None

Learn about the following topics and receive access to yearly reports and systems that will keep you ahead of the curve.

- The New Luxury Consumer
- Generational Trends
- Second Homes and Vacation Rentals
- Commercial Market Trends

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

Goal Setting and Planning for a Successful 2023

Speaker: Maura Neill

Track: EC, P, Room: 421, CE: None

Goals. Resolutions. Plans. Regardless of what you call them, you need more than a list of things you want to accomplish. You need a strategy. After all, a goal without a plan is just a wish. In this session, we'll discuss making smarter goals, setting the process in motion with a plan, checking in with yourself along the way, and setting yourself up for success. Whether your goals are personal, professional, or both, how you work towards them matters and can affect your probability of success.

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

Real Estate on Purpose: Hacks & Systems to Go NEXT LEVEL!

Speaker: The Boom Team

Track: P, S, Room: 411/412, CE: None

Work-Life balance is NOT a myth for real estate professionals! We will discuss how you can get there by using hacks to organize and streamline your email, phone, computer, and more. Find out how to get control of your time by being strategically efficient so you can blow the top off your business...all while making your life smoother, simpler, and easier!

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

How to Leverage AI and Workflow to Enhance Your Business

Speaker: Abhi Gohlar

Track: T, P, Room: 308/309, CE: None

Connect your existing tech to AI! Artificial intelligence has arrived in the real estate industry in an incredible, disruptive fashion. Its arrival has many real estate professionals feeling curious, puzzled, or anxious about its short and long-term impact and how to adapt. Find out how AI and machine learning will change the real estate industry. You'll get 5 steps for using AI to move your lead gen, marketing, and relationship building to the next level using customized workflows.

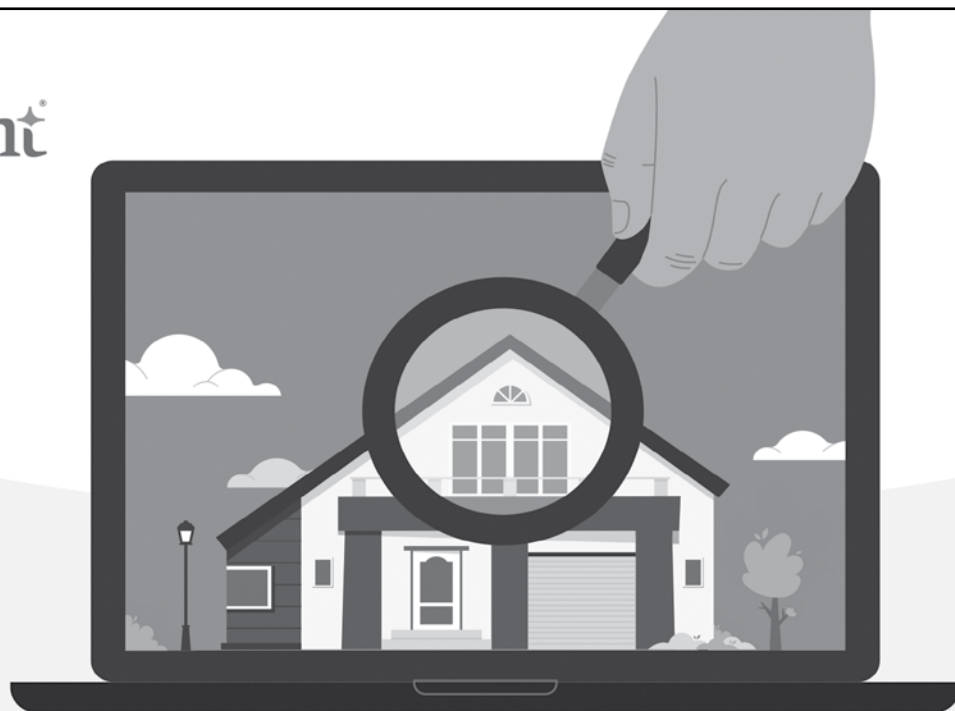


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WEDNESDAY, DECEMBER 7 - SESSIONS

8:30 a.m. - 4:30 p.m.

2022-2023 USPAP Update

Speaker: James Murrett

Track: A, Room: 318, Fee: \$250

NJ CE: 7 Elective; 7 Appraisal,

NY CE: 7; 7 Appraisal, PA CE: 7; 7 Appraisal

This is the 7-Hour National USPAP Update Course, which The Appraisal Foundation develops and revises on a periodic basis to stay current. The course focuses on how to use the USPAP publication to help solve appraisal issues that affect daily appraisal practice. Pre-registration and additional fee required for this course. No walk-ins.

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

The Art of Networking and How Not to Be a Robot in a Digital World

Speaker: Heather Haase

Track: EC, S, Room: 419, CE: None

Networking can be a scary world to some people, whether it's the fear of being around new people or the fear of small talk. In this session, we'll learn body language techniques and overcoming conversations all while making sure we have genuine connections.

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

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

Speaker: Shay Hata

Track: EC, S, Room: 408/409, CE: None

Are you a new agent looking for direction? Are you unsure about how to build the business you want? I'll show you how in 4 years as a new agent, I went from \$130K in sales my first year to \$7M my second year, \$15M my third year and \$25M my 4th year, in a brand new city where I didn't know a single person, without cold calling or working expired listings. If I can do it, so can you and this session will teach you exactly how.

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

Be Careful Out There

Speaker: Melanie McLane

Track: B, Room: 301

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

This course is designed for supervising or managing brokers. We will spend time discussing a policy manual for brokers, which is the blueprint for the company to help manage risk. We will also cover current hot topics which include advertising, fair housing, Errors and Omissions insurance, the agent selection process and the vetting of potential agents by brokers.

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

Unlocking the Secrets of the Code: A Deep Dive into the REALTOR® COE

Speaker: Cheryl Knowlton

Track: EC, L, P, Room: 302

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

Did you know? Statistically, most agents who get sideways with the Code of Ethics do so accidentally. Do we KNOW the Code? How can you LIVE it if you don't know it? Get ready to engage and share your opinions in this fun course as you examine specific scenarios and LEARN the Code, so you can LIVE the Code!

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

Well, That Escalated Quickly...

Recent Lessons for Real Estate Practitioners

Speaker: Trista Curzydlo

Track: EC, L, Room: 303

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

Manage your risk at this information packed session for supervising brokers. Attorney Trista Curzydlo covers court recognized sexual harassment under the Fair Housing Act; ADA Title 1 and COVID; and antitrust behaviors online. Get 6 best practices to manage risk caused by social engineering attacks, how to protect client and staff data, how a Business Continuity Plan works after a disaster and more. Sound dry? Not with Trista, who not only knows the law, she finds the humor in it too.

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

Deeds, Surveys and Land Use

Speaker: Brittany Mattot

Track: P, Room: 304

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

This course provides an extensive overview of deeds and how reviewing them protects you and your clients, explanation of surveys and various types of land use.

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

Appraisals - How Values are Determined

Speaker: Doug Vairo

Track: A, Room: 313

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

Appraisals are one of the single most important items in financing of 1-4 family homes. Often borrowers rely on "appraised values" from sources that are inaccurate. These inaccurate values cause a lot of confusion and pain for many borrowers and, by extension, confusion and pain to the real estate agent. Attend this session to gain a broad understanding of appraisals and then be able to explain to your borrower the benefits of an accurate appraisal.

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

Priority Pricing...Are Your Properties Positioned to Sell?

Speaker: Pam Ermen

Track: EC, P, Room: 402

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

Will your properties be first to compete and head for the finish line OR are they destined to take a few laps around the track? Pinpointing property position and price remains a challenge—regardless of inventory! Learn a number of highly effective pricing strategies, how to create a "crystal ball" for pricing by applying supply and demand principles; and why cheap money is not a seller's friend! Discover how to control your seller's expectations and put their home first on a buyer's list!

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1st Attendee

L = Legal/Tax/
Environmental

P = Professional
Development

S = Sales/Marketing

T = Technology

W = Wellness

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No purchase necessary. Daily drawing open to U.S. residents age 18 or older, except employees of Citizens Bank, N.A., its affiliates or subsidiaries.
Void where prohibited and subject to all federal, state and local laws. Odds of winning depend on the number of entries received. Daily drawings will be held 30 minutes prior to show closing time.
Winners will be contacted by phone or email each day by 8 pm. Please not be present to win.
Mortgages are offered and originated by Citizens Bank, N.A. (NMLS ID# 400880).
All loans are subject to approval. Equal Housing Lender.

WEDNESDAY, DECEMBER 7 - SESSIONS

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

ACE Inflation: Dealing with an Inflationary Market & Why Real Estate is the Answer

Speaker: Josh Cadillac

Track: S, Room: 403

NJ CE: None, NY CE: 3, PA CE: 3

In this class, we'll address the market as it stands today. We'll discuss what affect inflation has on a market and what that will mean for home buyers and investors. We'll discuss real estate's tremendous strength not just as a hedge against inflation but also how it can even build wealth. You'll leave class not only understanding inflation and how to explain it but also with ability to show customers in dollars and cents terms how real estate can protect them and the money they worked so hard to earn.

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

Real World Application of 1031 Exchanges - The Basics and Beyond

Speaker: David Gorenberg

Track: L, C, Room: 404

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

By observing a typical investor, this program covers the 1031 exchange process including deadlines, like-kind requirements, pitfalls to avoid, and other basic issues. It then goes deeper and covers creative exchange opportunities involving easements, transferable development rights, oil/gas/mineral rights, TICs and DSTs, reverse and improvement exchanges, and other 1031 exchange related issues.

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

Here Comes the Neighborhood

Speaker: Chris Linsell

Track: S, T, Room: 401, CE: None

Real estate farming is a critical part of developing a dependable, scalable income as a REALTOR®, and it's a strategy many professionals get wrong. In this session, we'll go deep into what real estate farming is, spell out the exact strategy REALTORS® can use to capture upwards of one in three of every sales in their target area in 2023 (and beyond), and identify the three biggest mistakes agents, teams, and brokers make when farming neighborhoods.

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

The Difference Between Ordinary and Extraordinary Service during a Pandemic and Beyond

Speaker: Robert Morris

Track: P, Room: 322, CE: None

Emphasis on doing the little things that make a big difference in your business during a pandemic and beyond. Evaluate business practices that will assist in maintaining top of mind awareness with clients. Learn the importance of using video to communicate better and stay in touch. Examine the different types of social media uses to reach more people and examine the reasons for maintaining a good relevant web presence. Focus on maintaining good communications to better service the public.

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

How to Start Running a Business and Stop Running Around

Speaker: Jared James

Track: EC, S, Room: 411/412, CE: None

The reality for most real estate professionals is that they fight so hard to become "successful" and at some point realize that with more success comes more stress and more demands on their time. If you want to learn how to structure your business, give up on solopreneurism and finally figure out how to run a business and stop running around, then come ready to take notes and leave motivated and ready to implement specific strategies to help you scale your business and free up more of your time.

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

RPR Works Everywhere - Just Like You

Speaker: Veronica McManus

Track: S, T, Room: 415

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

RPR's Mobile app offers on-the-go access! At the tip of your fingers, pull up market condition stats and research properties. We will take a tour of the app and explore RPR's dynamic data and vibrant reporting. We'll show you how to locate and preview properties and quickly send reports to clients via text or email. We'll also show you how to create a CMA from the app, send seller's updated market metrics and ensure your clients know you are ready to serve them, anytime, anywhere.

9:30 a.m. - 12:30 p.m.

Market Like a Rockstar: Top Trends for 2023 and Beyond

Speaker: Craig Grant

Track: S, T, Room: 201/202

NJ CE: 3 Elective, NY CE: None, PA CE: 3

Today's consumers are constantly being overwhelmed with marketing in all aspects of their daily lives which makes it harder than ever to effectively reach them. In this session, we will explore how and why consumers behaviors and marketing have changed and given each attendee a guidebook to follow to reach them by focusing on relationship-based marketing techniques and using digital options including social media, video, blogging, and more to connect with clients, foster relationships, build digital communities and more.

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WEDNESDAY, DECEMBER 7 - SESSIONS

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

Daily DEI

Speaker: Leigh York

Track: P, Room: 417, CE: None

We're all learning about diversity, equity, and inclusion in our communities, associations, and brokerages. How do I avoid the awkwardness of it all? How do I expand my sphere to include a more diverse reflection of my market? In this session, we'll discuss appropriate and effective ways to diversify your business and create a sense of belonging within your sphere.

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

NJ Legal Update

Speaker: Barry Goodman

Track: L, AE, Room: 312

NJ CE: 1 Core, **NY CE:** None, **PA CE:** None

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

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

How to Grow Your Brand with Video Marketing

Speaker: John Reyes

Track: S, T, Room: 421, CE: None

Video marketing is one of the best ways to generate leads in this day and age. Not only can a video serve as a timeless marketing resource, it can help you build your brand and educate your audience. The good news is, creating content has never been easier. Join national real estate technology speaker and REALTOR® John D. Reyes during this hands-on class to easily start using video to enhance your online brand, connect with a wider audience and position yourself as a real estate authority.

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

Amazing Client Events, Gifts and Mailings

Speaker: Shay Hata

Track: S, Room: 408/409, CE: None

Did you know that only 13% of buyers and sellers used their REALTOR® a second time? Most say they would use their REALTOR® again, but couldn't remember their name! This fun class will show you how to make sure your clients use you again by offering amazing client events that they will want to attend, have effective mailings your clients will actually open and read and more!

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

TikTok vs Reels

Speaker: Heather Haase

Track: T, S, Room: 419, CE: None

The newest platforms to the social media game are using video in a fun way. Learn some of the basics of how you can utilize it for your business and the differences between the two.

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

Manage My Time and Control My Life!

Speaker: Robert Morris

Track: P, Room: 322, CE: None

Demonstrate how important managing time is to gaining control of your life. Identify and review proven time management techniques. Explore difference types of time and how they create multiple opportunities for success. Examine some time management laws and principles to better understand how to apply them. This is a fast-paced, fun and informative session designed to create a sense of urgency for getting those things most important in life accomplished in a timely fashion.

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

Real Estate Has a Gen Z Problem

Speaker: Chris Linsell

Track: P, S, Room: 401, CE: None

Gen Z will usher in radical changes to the way real estate agents think about their business. Gen Z - children of the internet, early adopters of the metaverse, strangers to a landline - communicates differently, has different expectations for real estate services, and importantly, has significantly different expectations for the home they're purchasing. In this session, we'll break down these differences plus what REALTORS® can do to be ready.

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

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

Speaker: Shay Hata

Track: EC, S, Room: 408/409, CE: None

Are you a new agent looking for direction? Are you unsure about how to build the business you want? I'll show you how in 4 years as a new agent, I went from \$130K in sales my first year to \$7M my second year, \$15M my third year and \$25M my 4th year, in a brand new city where I didn't know a single person, without cold calling or working expired listings. If I can do it, so can you and this session will teach you exactly how.

1:30 p.m. - 3:30 p.m.

Fair Housing for the Property Manager

Speaker: Marc Cunningham

Track: L, C, Room: 302

NJ CE: Pending, **NY CE:** 2 Fair Housing, **PA CE:** 2

Complying with fair housing isn't just a good business practice; it's the law. Fair housing starts with the federal Fair Housing Act and continues through state and local regulations. This course isn't just a fair housing overview, it will educate property managers on what they should and should not be doing in their day-to-day business operations. We'll keep it practical and address current fair housing hot topics in the property management world such as how to handle service animal requests.

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Cost estimate for inspection Summary items

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WEDNESDAY, DECEMBER 7 - SESSIONS

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

The Tech Effect:

5 Unmet Consumer Expectations

Speaker: Chris Linsell

Track: S, T, Room: 401, CE: None

Technology has created a consumer with some pretty lofty expectations, especially in the real estate industry. Unfortunately, most REALTORS® don't understand these expectations or how to meet them. In this presentation, we'll identify 5 major unmet consumer expectations, how REALTORS® can adjust course to meet the needs of their buyers and sellers, and what tools they can use to make the process simpler and easier.

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

Selling Virtual Land in the Metaverse

Speaker: Sherman Toppin

Track: T, L, Room: 404, CE: None

Financial experts predict that the metaverse will be a trillion-dollar market and the next platform for the internet itself. The metaverse has infiltrated the real estate industry in two ways: 1) NFTs of virtual land and 2) tokenization of actual real estate via blockchain and cryptocurrency. How should you prepare for the rise of the metaverse in your real estate business? We'll answer this question and explain the opportunities present for real estate professionals in the metaverse.

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

The Art of Networking and How Not to Be a Robot in a Digital World

Speaker: Heather Haase

Track: EC, S, Room: 419, CE: None

Networking can be a scary world to some people, whether it's the fear of being around new people or the fear of small talk. In this session, we'll learn body language techniques and overcoming conversations all while making sure we have genuine connections.

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

How to Start Running a Business and Stop Running Around

Speaker: Jared James

Track: EC, S, Room: 411/412, CE: None

The reality for most real estate professionals is that they fight so hard to become "successful" and at some point realize that with more success comes more stress and more demands on their time. If you want to learn how to structure your business, give up on solopreneurism and finally figure out how to run a business and stop running around, then come ready to take notes and leave motivated and ready to implement specific strategies to help you scale your business and free up more of your time.

Track KEY

A = Appraisal

B = Brokerage/
Management

C = Commercial/
Investment

AE = Association
Executives

EC = Early Career/
1st Attendee

L = Legal/Tax/

Environmental

P = Professional
Development

S = Sales/Marketing

T = Technology

W = Wellness

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

Unmanaged Bias Limits Leadership

Speaker: Freddy Garcia

Track: AE, B, Room: 315

NJ CE: Pending, NY CE: 2 Implicit Bias, PA CE: 2

In this course, we will uncover the impact of implicit bias in how we lead our agents as Brokers, Owner, and Managers. Implicit bias is defined as the attitudes or stereotypes that affect an individual's understanding, actions, and decisions in an unconscious manner. As leaders we create culture and creating professionalism in our broker-ages allows the opportunity to sincerely broaden our all demographics the chance to homeownership.

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

The RPR CMA-Your Spot on Pricing Tool!

Speaker: Veronica McManus

Track: S, T, Room: 415

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

In this class, we'll review how to use the REALTOR® Valuation Model (RVM®) to get a quick estimate of a property's value. From there, we'll dive into additional RPR pricing tools to help you create an in-depth valuation of any property. We'll show you how to: use our refine the value tool to show today's value of historical home improvements, use RPR 'slider bars, adjust the 'weight' of comps, create an RPR Seller's Report, a Valuation Workbook and reports to use to promote your new listing!

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

Goat Rodeo: Risk Management Strategies for Brokers

Speaker: Cheryl Knowlton

Track: B, L, Room: 301

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

In the highly litigious world in which we live, brokers and licensees need to stay on top of best practices, so they can stay ahead of the legal curve. As you strategize about ways to raise the bar of professionalism, you need to concentrate on ways to minimize risk for clients, your brokerage and the public at large. Get tips for doing just that in this session.

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

Well, That Escalated Quickly...Recent Lessons for Real Estate Practitioners

Speaker: Trista Curzydlo

Track: EC, L, Room: 303

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

Manage your risk at this information packed session for supervising brokers. Attorney Trista Curzydlo covers court recognized sexual harassment under the Fair Housing Act; ADA Title 1 and COVID; and antitrust behaviors online. Get 6 best practices to manage risk caused by social engineering attacks, how to protect client and staff data, how a Business Continuity Plan works after a disaster and more. Sound dry? Not with Trista, who not only knows the law, she finds the humor in it too.

WEDNESDAY, DECEMBER 7 - SESSIONS

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

Building Science for Real Estate Professionals - How to Read an Energy Assessment

Speaker: Matthew Dean

Track: P, Room: 313

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

This course provides real estate licensees, appraisers and assessors with a foundation in applied building science, construction fundamentals and building inspection. Additionally, it covers measurement techniques, residential mechanical systems, HVAC efficiency and appliance safety diagnostics, ventilation and air quality, health and safety, base load usage, appliance and lighting surveys, energy modeling, audit reports and work scope generation.

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

How Making Money in Real Estate Really Works

Speaker: Josh Cadillac

Track: S, Room: 403

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

This nuts-and-bolts program provides insight into the investment side of the business. This class is dedicated to teaching agents the skills to analyze investment property, how to work with debt, and the key to presenting it to their investor customers in a way that makes you stand out as a pro. You will learn the skills to speak with confidence to investors and at the same time become a true real estate investment specialist.

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

AVMs: Fact or Fiction?

Speaker: Melanie McLane

Track: S, L, Room: 312

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

A big challenge for agents today is contending with the 'values' consumers get from AVMs (Automated Valuation Models). Buyers and sellers believe this information is correct but professionals know the flaws. Even lenders are using AVMs and CU® (Collateral Underwriter) to second guess appraisers. Agents must be able to explain to consumers why a value from a local REALTOR® is more reliable than an online value. We will also discuss how using RPR® (REALTORS® Property Resource) can help!

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

Goals Make Good Things Happen

Speaker: Robert Morris

Track: P, Room: 322, CE: None

This motivational, upbeat educational adventure emphasizes setting goals correctly and explains how important goal setting is to success in our business and personal lives. The attendee will be able to identify the elements of a goal and review the steps necessary to set goals properly, explore the difference between setting tasks and completing goals, and examine the different types of goals and how to structure them. This is a fast-paced, fun and enjoyable yet informative educational session.

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

Controlling Sellers Expectations

Speaker: Pam Ermen

Track: P, Room: 417, CE: None

Creating realistic expectations about the property's value and its successful sale with today's connected consumer can be the difference between a satisfied, referring client and one who believes you've failed to represent their interests. In this session, we'll talk about absorption rates, market timing, requesting price reductions, market data resources, intentional marketing, effective dialogues, and more strategies that create positive client experiences affirming you as a trusted real estate advisor.

2:30 p.m. - 4:00 p.m.

TikTok vs Reels

Speaker: Heather Haase

Track: T, S, Room: 419, CE: None

The newest platforms to the social media game are using video in a fun way. Learn some of the basics of how you can utilize it for your business and the differences between the two.

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

Agency Roles, Goals, and Holes

Speaker: Randy Templeman

Track: L, Room: 402

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

Establishing relationships with real estate consumers involves explanations, conversations, and limitations. Identify various stages and gauges of establishing and maintaining agency relationships. This course covers expectations, situations, and complications by addressing areas of concern regarding actions and transactions in agency relationships.

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

How To Go From Solo Agent to Team Lead

Speaker: Shay Hata

Track: S, Room: 408/409, CE: None

Are you a solo agent who is thinking of starting a team? If so, join top producing REALTOR® Shay Hata as she discusses various team models as well as the pros and cons she's personally experienced transitioning from a solo agent to a team lead and the lessons she's learned along the way to ensure a positive conclusion for both the agent and consumer, every time.

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

REALTOR® Safety

Speaker: Brittany Matott

Track: EC, P, Room: 304

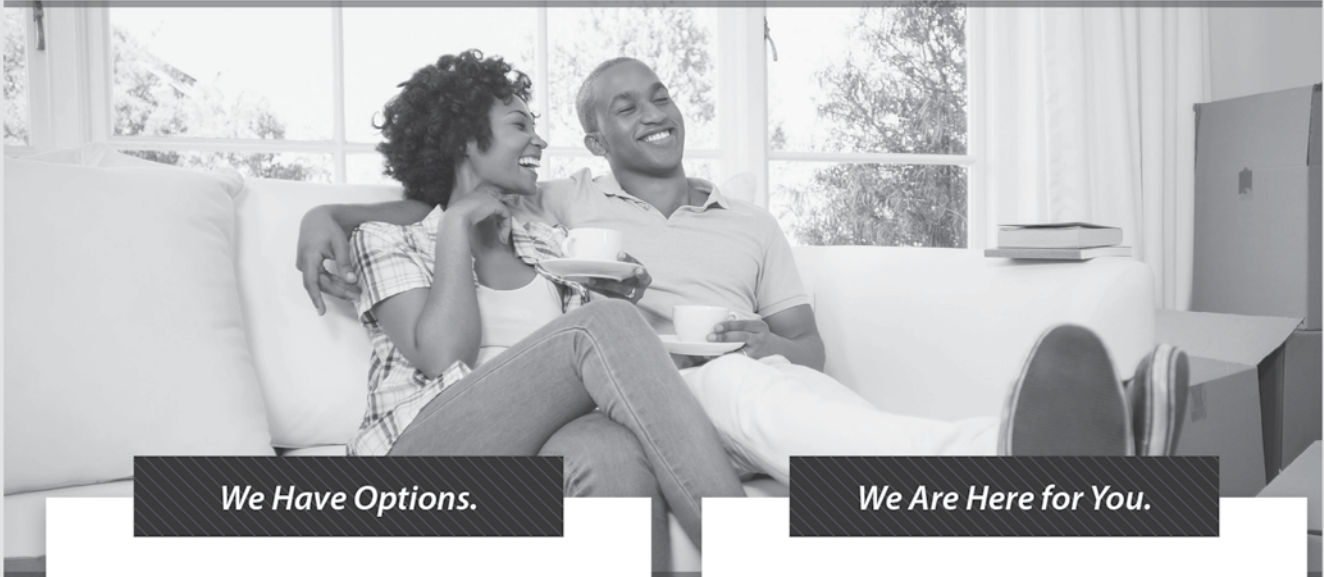
NJ CE: Pending, NY CE: 2, PA CE: 2

REALTOR® safety is a pillar of all of our business practices. This course covers best practices for working with buyers, open houses and office policy. The course also covers safety practices when working with a seller or a potential listing. Brittany will share a "close call" and personal story regarding a listing appointment along with how to avoid that circumstance yourself in the future. The course will also cover cyber security and virtual showing safety.

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L = Legal/Tax/Environmental
P = Professional Development
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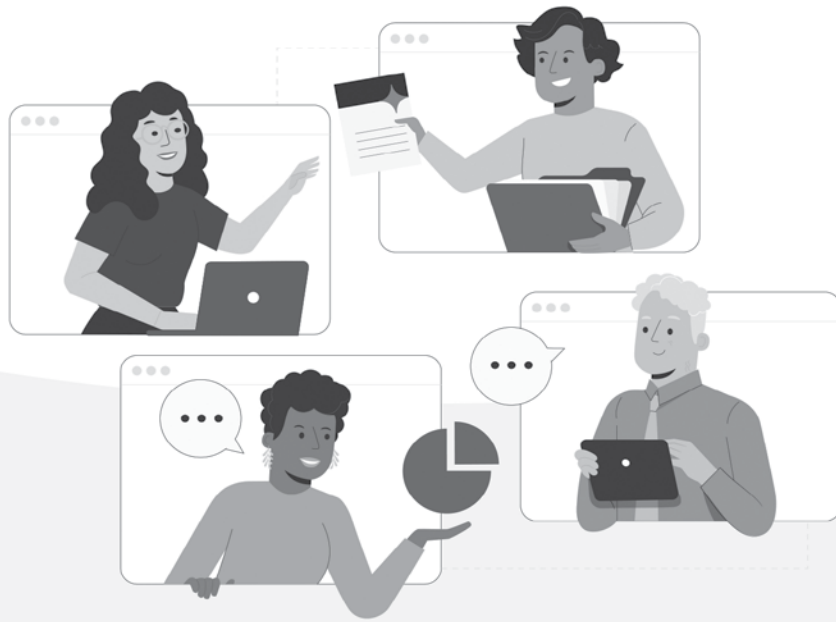
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WEDNESDAY, DECEMBER 7 - SESSIONS

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

Tech Tricks & Tools to Get More Done in Half the Time

Speaker: Craig Grant

Track: T, S, Room: 201/202, CE: None

This class is intended to help any REALTOR®, no matter their tech knowledge or skill level, identify some amazing apps, browser extensions, tricks, and tools to help them maximize their time online so they can be more productive in their real estate business in a fast-paced, yet fun and easy to follow environment.

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

5 Powerful Listing Presentation Secrets

Speaker: Chris Linsell

Track: S, P, Room: 401, CE: None

Top producers in every market usually have some things in common, they are primarily listing agents, and they close more listing presentations than anyone else. In this presentation, we'll unlock the secret to getting more listing appointments, delivering an unbeatable presentation, and closing more listings with superior follow-up.

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

Property Management Pros & Cons

Speaker: Marc Cunningham

Track: P, C, Room: 302, NJ CE: None, NY CE: 1, PA CE: None

Thinking of adding this steady income stream? We'll discuss the pros and cons of offering property management alongside a real estate sales business.

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

Selling Estate Property

Speaker: Sherman Toppin

Track: L, Room: 404

NJ CE: 1 Core, NY CE: 1, PA CE: None

Learn the ins and outs of listing and selling property owned by deceased persons. Death changes the game when it comes to real estate transactions. Therefore, real estate brokers and salespersons should be aware of the differences and challenges involved in representing a decedent's estate in a transaction. In this session, you will learn the responsibilities of administrators and executors towards the conveyance of estate property and how licensees can best assist such clients.

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

Maintain Market Relevance in a Digital Era - 2023 Edition

Speaker: John Reyes

Track: S, Room: 421, CE: None

Our culture is experiencing a massive shift toward all things digital. As cryptocurrency, NFTs and immersive virtual reality environments are gaining popularity with consumers, you as a REALTOR® have to adapt and learn how to leverage digital technology to grow your brand, bring more value to your clients and further set yourself apart as an ever-evolving agent. Learn from REALTOR® and national speaker, John D. Reyes, to discover his system to incorporate video, social media marketing and more.

THURSDAY, DECEMBER 8 - SESSIONS

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

The Code: The Road to What is Owed

Speaker: Randy Templeman

Track: L, Room: 302

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

The Code of Ethics spells out the responsibilities of a REALTOR®. It is a map providing the route for standards of performance in our business. Discover directions to stay on course while avoiding hazards that could cause problems. This program covers the "rules of the road" with fascinating cues, clues, and news each REALTOR® should know about the Code of Ethics.

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

Priority Pricing...Are Your Properties Positioned to Sell?

Speaker: Pam Ermen

Track: EC, P, Room: 303

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

Will your properties be first to compete and head for the finish line OR are they destined to take a few laps around the track? Pinpointing property position and price remains a challenge—regardless of inventory! Learn a number of highly effective pricing strategies, how to create a "crystal ball" for pricing by applying supply and demand principles; and why cheap money is not a seller's friend! Discover how to control your seller's expectations and put their home first on a buyer's list!

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

Environmental Issues (Lead, Tanks, Mold)

Speaker: David Sulock

Track: L, Room: 301

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

What happens when environmental issues like oil tanks, mold and lead paint pop up in a real estate transaction? You'll learn what types of contaminants are found in homes, where they can be found and how to address them.

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

Get the Hack Out of Here! Cybersecurity 101 for Real Estate

Speaker: Craig Grant

Track: T, L, Room: 312

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

The real estate industry has become a major target for cyber criminals. In this session, you will learn how to assess your current cybersecurity weaknesses and how to protect yourself and your clients with very easy to implement low tech solutions.

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

Unlock, Unite & Assist: Closing the Gap on Racial Disparity

Speaker: Laurie Benner

Track: EC, L, Room: 304

NJ CE: Pending, NY CE: 2, PA CE: 2

The racial homeownership and wealth gaps are higher today than when the Fair Housing Act was passed. We'll explore the history of housing in the US and its modern-day impacts.

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SPECIAL EVENTS

MONDAY, DECEMBER 5

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 2022. DJ, dancing, arcade games, and much more. Free drink ticket to the first 500 attendees. Badge required for admission; 21 and over.

TUESDAY, DECEMBER 6

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, Member Communications award winners, 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 6th from 5:30 p.m. - 6:30 p.m. Gather with your fellow NYSAR members, while enjoying hors d'oeuvres and a cash bar!

TUESDAY, DECEMBER 6 (continued)

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

NJ REALTORS® President's Installation & Gala Caesars Atlantic City - Circus Maximus Theater

Gala reception honoring 2022 President Robert White and the 2022 leadership team with installation of 2023 President Nick Manis and the 2023 leadership team. (Ticket required.)

9:00 p.m. - 12:00 a.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 7

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). A \$250 investment at the door gets you access to food, barista and amenities throughout the day.

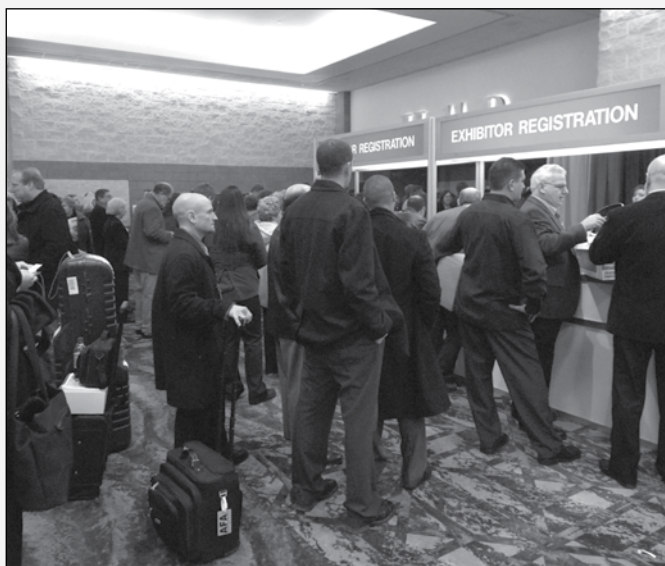
11:00 a.m. - 2:00 p.m.

PAR Luncheon

Room 311

Join your Pennsylvania REALTORS® during a luncheon from 11 a.m. to 2 p.m. on Wednesday. Enjoy some downtime away from the conference hustle and bustle to connect with friends. (Ticket required.)

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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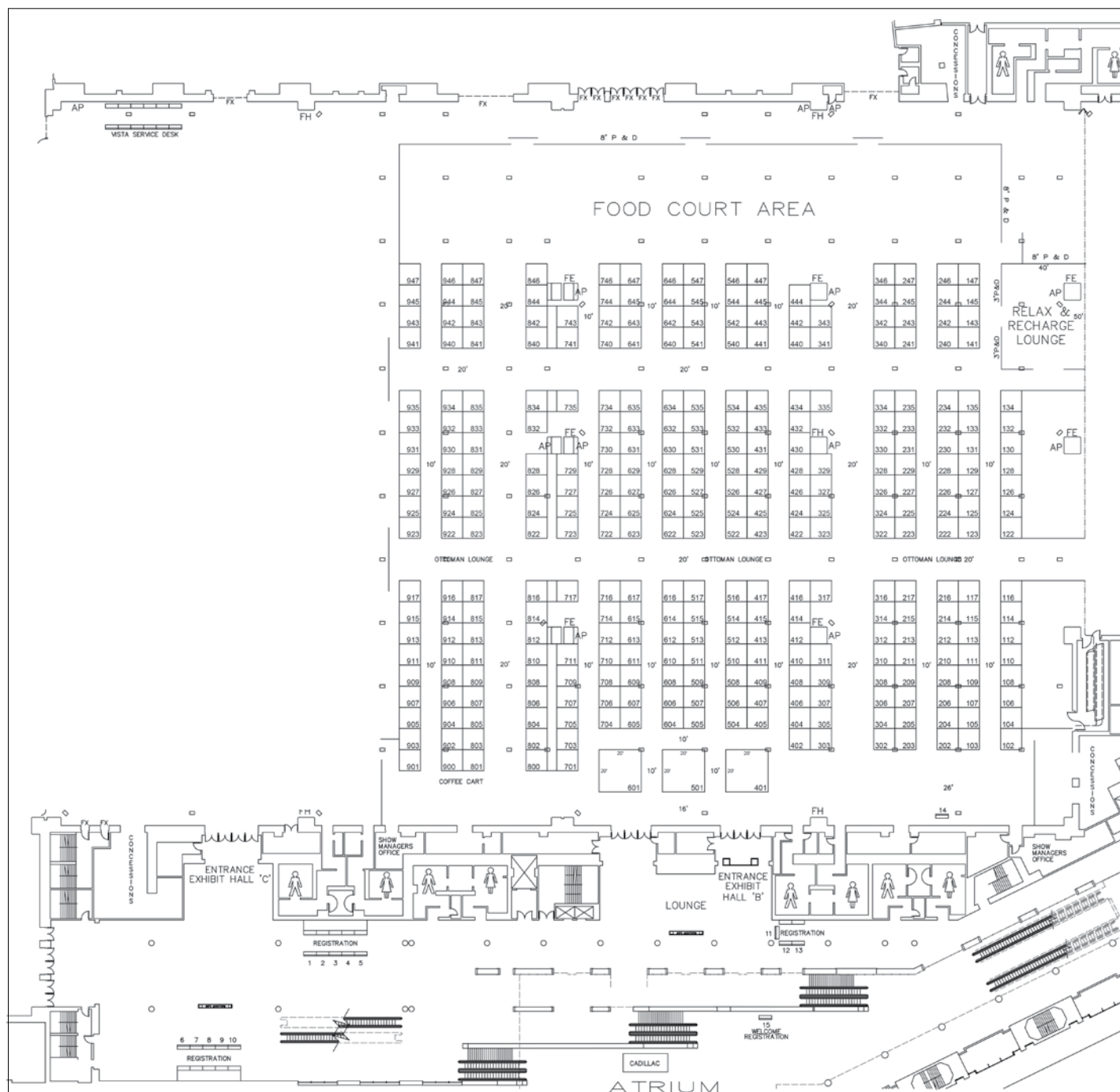
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1031corp.com
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Product/Service Category:
1031 Tax-Deferred Exchanges

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Springfield, NJ
1800gotjunk.com
Booth #: 306
Product/Service Category:
Environmental Services

1st 2nd Mortgage Co. of NJ, Inc.

Creskill, NJ
1st2ndmortgage.com
Booth #: 415
Product/Service Category:
Financial Programs & Services

2-10 Home Buyers Warranty Corporation

Aurora, CO
2-10.com
Booth #: 210
Product/Service Category:
Home Inspection/Warranty

Absolute Home Mortgage Corp.

Fairfield, NJ
ahmclloans.com
Booth #: 223, 225, 322, 324
Product/Service Category:
Financial Programs & Services

Accruit

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

Advanced Air Duct Cleaning

Bayville, NJ
advancedairductcleaning.com
Booth #: 402
Product/Service Category:
Environmental Services

Advisors Mortgage Group

Ocean, NJ
advisorsmortgage.com
Booth #: 314
Product/Service Category:
Financial Programs & Services

AHI, Inc. - Consulting

Ambler, PA
ahiconsulting.com
Booth #: 227
Product/Service Category:
Education & Professional Development

Align Right Realty

Tampa, FL
alignrightrealty.com
Booth #: 541, 640
Product/Service Category:
Real Estate Companies/Franchises

All Corners Home Inspection, LLC

Toms River, NJ
732-921-9741
Booth #: 404
Product/Service Category:
Home Inspection/Warranty

Allstate Ben Sayre

Sea Girt, NJ
agents.allstate.com/benjamin-sayre-sea-girt-nj
Booth #: 107
Product/Service Category: Insurance

American Financial Network, Inc

Manalapan Township, NJ
afncorp.com
Booth #: 628
Product/Service Category:
Financial Programs & Services

American Home Shield

Memphis, TN
ahs.com
Booth #: 514
Product/Service Category:
Home Inspection/Warranty

American Society of Home Inspectors

Sewell, NJ
Booth #: 533
Product/Service Category:
Home Inspection/Warranty

America's Preferred Home Warranty

Jackson, MI
aphw.com
Booth #: 710
Product/Service Category:
Home Inspection/Warranty

Bader Marketing & Design Inc

Baltimore, MD
BaderMarketing.com
Booth #: 632
Product/Service Category:
Newspapers/Magazines/Home Guides

Bancasa Mortgage Corporation

Woodbridge, NJ
bancasamortgage.com
Booth #: 534
Product/Service Category:
Financial Programs & Services

Bank of America

Santa Clarita, CA
realestatecenter.bankofamerica.com
Booth #: 900, 902, 904
Product/Service Category:
Financial Programs & Services

BankerMatch.com

Staten Island, NY
bankermatch.com
Booth #: 641
Product/Service Category:
Computer Technology

Berkshire Hathaway HomeServices

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

Better Homes & Gardens Real Estate Maturo

Vineland, NJ
betternjagents.com
Booth #: 530, 532
Product/Service Category:
Real Estate Companies/Franchises

Black Real Estate Professionals Alliance

Morristown, NJ
housethencar.com
Booth #: 527
Product/Service Category:
Education & Professional Development

brickovenboxes.com

Jacksonville, FL
brickovenboxes.com
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Product/Service Category:
Premiums & Incentives

EXHIBITOR DIRECTORY

Bright MLS

Rockville, MD
brightmls.com
Booth #: 423, 425, 522, 524
Product/Service Category:
Property Information Services

Brink's Tank Services

Hillside, NJ
brinkstankservices.com
Booth #: 214
Product/Service Category:
Environmental Services

Brokermint

Charleston, SC
brokermint.com
Booth #: 807
Product/Service Category:
Real Estate Software

Certified Environmental Contractors, LLC

Farmingdale, NJ
certified-enviro.com
Booth #: 407
Product/Service Category:
Environmental Services

Cinch Home Services

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

Citizens

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

Clear Skies Title Agency

Millburn, NJ
clearskiestitle.com
Booth #: 307
Product/Service Category:
Title Companies

Co/LAB Lending

Erie, PA
colablending.com
Booth #: 805
Product/Service Category:
Financial Programs & Services

Commission Express

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

Connect Me

Manalapan, NJ
connectmevoice.com
Booth #: 808
Product/Service Category:
Communication Devices

Crown Home Mortgage

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

Curren Environmental Inc.

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

Cutco Closing Gifts

Olean, NY
cutcoclosinggifts.com
Booth #: 435
Product/Service Category:
Premiums & Incentives

Dee Sign Company

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

dotloop

Cincinnati, OH
dotloop.com
Booth #: 712
Product/Service Category:
Real Estate Software

Draper & Kramer Mortgage

Exton, PA
dkmortgage.com
Booth #: 634
Product/Service Category:
Real Estate Companies/Franchises

Eagle Eye Home Inspectors

Wrightstown, NJ
EagleEyeHomeInspectors.com
Booth #: 235
Product/Service Category:
Home Inspection/Warranty

Elm Street Technology

Frisco, TX
elmstreet.com
Booth #: 208
Product/Service Category:
Real Estate Software

Envoy Mortgage

Houston, TX
envoymortgage.com
Booth #: 633
Product/Service Category:
Financial Programs & Services

EXP Realty, LLC

Montclair, NJ
exprealty.com
Booth #: 810
Product/Service Category:
Real Estate Companies/Franchises

Family First Funding

Toms River, NJ
fam1fund.com
Booth #: 815, 817, 914, 916
Product/Service Category:
Financial Programs & Services

Farmers Insurance Group

Parsippany, NJ
farmersinsurance.com
Booth #: 131
Product/Service Category: *Insurance*

Finance of America

Charlotte, NC
financeofamerica.com
Booth #: 804
Product/Service Category:
Financial Programs & Services

Flatiron Realty Capital

Great Neck, NY
flatironrealtycapital.com
Booth #: 317
Product/Service Category:
Real Estate Companies/Franchises

EXHIBITOR DIRECTORY

Form Simplicity/Tech Helpline

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

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

Willingboro, NJ
gardenstateinspections.com
Booth #: 229
Product/Service Category:
Home Inspection/Warranty

Garden State Real Estate Academy

Cherry Hill, NJ
GSREA.com
Booth #: 647
Product/Service Category:
Education & Professional Development

Got Credit?

Red Bank, NJ
gotcredit.com
Booth #: 133, 135, 232, 234
Product/Service Category:
Financial Programs & Services

GrowthZone

Nisswa, MN
growthzone.com/real-estate
Booth #: 103
Product/Service Category:
Real Estate Software

H&R Funding LLC

Cranford, NJ
hrfundingllc.com
Booth #: 206
Product/Service Category:
Financial Programs & Services

Hartford Funding, Ltd.

Woodbury, NY
hartfordfunding.com
Booth #: 614
Product/Service Category:
Financial Programs & Services

Hawkeye Services

Frenchtown, NJ
tanksweeps.com
Booth #: 417
Product/Service Category:
Environmental Services

Home Warranty Inc

Rock Rapids, IA
homewarrantyinc.com
Booth #: 309
Product/Service Category:
Home Inspection/Warranty

HOMEKEEPR

Timonium, MD
homekeepr.com/real-estate-agents
Booth #: 335
Product/Service Category:
Real Estate Software

Homes.com/Homesnap

Bethesda, MD
homes.com/homesnap.com
Booth #: 432
Product/Service Category:
Real Estate Software

Homesential

Whippany, NJ
homesential.com
Booth #: 635
Product/Service Category:
Home Inspection/Warranty

HomeTeam Inspection Service

Milford, OH
HomeTeam.com
Booth #: 616
Product/Service Category:
Home Inspection/Warranty

HomeTourVision

Florida, NY
HomeTourVision.com
Booth #: 122, 124
Product/Service Category:
*Real Estate Photography/
Videography/3D Tours*

Hommati.com

Manasquan, NJ
hommati.com/office/136
Booth #: 728
Product/Service Category:
*Real Estate Photography/
Videography/3D Tours*

Horizon Printing Solutions

Fairfield, NJ
hbforms.com
Booth #: 725
Product/Service Category: *Printing*

invisaWear

Lowell, MA
invisawear.com
Booth #: 413
Product/Service Category:
Security & Safety Products

Iron Valley Real Estate

Hershey, PA
ivrefranchise.com
Booth #: 623, 722
Product/Service Category:
Real Estate Companies/Franchises

Jersey Mortgage Company

Cranford, NJ
jerseymortgage.com
Booth #: 117
Product/Service Category:
Financial Programs & Services

Jersey Radon

New Brunswick, NJ
jerseyradon.com
Booth #: 509
Product/Service Category:
Environmental Services

Keller Williams Greater PA Region

Norfolk, NE
kwparegion.com
Booth #: 440
Product/Service Category:
Real Estate Companies/Franchises

Keller Williams Realty

Morganville, NJ
kw.com
Booth #: 441, 540
Product/Service Category:
Real Estate Companies/Franchises

Leatherman

Portland, OR
leatherman.com
Booth #: 334
Product/Service Category:
Premiums & Incentives

Lifestyle International Realty

Miami Lakes, FL
lifestyleir.com
Booth #: 434
Product/Service Category:
Real Estate Companies/Franchises

EXHIBITOR DIRECTORY

LJS Sign Installers

Odenton, MD
ljssigns.com
Booth #: 625, 627
Product/Service Category: Signs

Main Street Title & Settlement Services

Hackensack, NJ
mainsttitle.com
Booth #: 213, 215
*Product/Service Category:
Title Companies*

Motion City Media

Asbury Park, NJ
motioncitymedia.com
Booth #: 814, 816
*Product/Service Category:
Sales Promotion*

Movement Mortgage, LLC

Toms River, NJ
movement.com
Booth #: 724, 726
*Product/Service Category:
Financial Programs & Services*

Mulroy School of Real Estate

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

My Sign Shine

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

NAR Travel Club

Orlando, FL
NARtravelclub.com
Booth #: 711
*Product/Service Category:
Health & Personal Comfort*

National Association of REALTORS®

Chicago, IL
nar.realtor
Booth #: 504
*Product/Service Category:
REALTOR® Associations*

National Tenant Network

Turnersville, NJ
ntnonline.com
Booth #: 705
*Product/Service Category:
Property Information Services*

Nationwide Mortgage Bankers

Mahwah, NJ
nmbnow.com
Booth #: 429, 431
*Product/Service Category:
Financial Programs & Services*

Neighborly

Frisco, TX
neighborly.com
Booth #: 341
*Product/Service Category:
Home Inspection/Warranty*

New and Modern

Lincroft, NJ
newandmodern.com
Booth #: 800
*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 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 #: 326, 328
*Product/Service Category:
Real Estate Companies/Franchises*

NJ Academy of Home Inspectors

Somerset, NJ
nj-ahi.com
Booth #: 607
*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

Princeton, NJ
njnachi.com
Booth #: 735
*Product/Service Category:
Home Inspection/Warranty*

Northpointe Bank

Parsippany, NJ
northpointebank.com
Booth #: 803
*Product/Service Category:
Financial Programs & Services*

Nu World Title

Rutheford, NJ
nuworldtitle.com
Booth #: 327, 329
*Product/Service Category:
Title Companies*

NuOp

Warwick, NY
nuop.com
Booth #: 433
*Product/Service Category:
Real Estate Software*

Oakley Signs

Altamonte Springs, FL
oakleysign.com
Booth #: 217
Product/Service Category: Signs

EXHIBITOR DIRECTORY

Oil Tank Services

Roselle, NJ
oiltankservices.com
Booth #: 303
Product/Service Category:
Environmental Services

OneKeyMLS.com

White Plains, NY
Booth #: 629, 631
Product/Service Category:
Property Information Services

Palmetto Print Pros

Chapin, SC
palmettoprintpros.com
Booth #: 630
Product/Service Category: Printing

**Partnership for Realty
and Oilheat Success (PRO\$)**

Clifton, NJ
oilheatpros.com/nj
Booth #: 411
Product/Service Category:
Education & Professional Development

Peak Private Lending

Teaneck, NJ
peakprivatelending.com
Booth #: 224
Product/Service Category:
Financial Programs & Services

Pearl Insurance

Peoria Heights, IL
pearlinsurance.com
Booth #: 922
Product/Service Category: Insurance

**Pennsylvania Association
of Realtors®**

Lemoyne, PA
parealtors.org
Booth #: 401
Product/Service Category:
REALTOR® Associations

Perfect Closing Gift

Arroyo Grande, CA
perfectclosinggift.com
Booth #: 529
Product/Service Category:
Lead Generation

Performance Programs Company

Bradenton, FL
performanceprogramscompany.com
Booth #: 612
Product/Service Category:
Education & Professional Development

Petro Jersey Industries

Brick, NJ
petrojerseyindustries.com
Booth #: 834
Product/Service Category:
Environmental Services

Pillar To Post Home Inspectors

Tampa, FL
pillartopost.com
Booth #: 806
Product/Service Category:
Home Inspection/Warranty

Prestige Products Direct

Miami, FL
triadaer.com
Booth #: 412, 414
Product/Service Category:
Environmental Services

Prosperity Home Mortgage, LLC

Chantilly, VA
phmloans.com
Booth #: 426
Product/Service Category:
Financial Programs & Services

Quick Environmental

Trenton, NJ
quickenv.com
Booth #: 105
Product/Service Category:
Environmental Services

RAdata

Flanders, NJ
radata.com
Booth #: 901
Product/Service Category:
Environmental Services

RE/MAX

Denver, CO
remax.com
Booth #: 723, 822
Product/Service Category:
Real Estate Companies/Franchises

Realty ONE Group NJ

Clifton, NJ
realtyonegroupnj.com
Booth #: 513, 515
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
Booth #: 203
Product/Service Category:
Lead Generation

RentSpree

Los Angeles, CA
rentspree.com
Booth #: 205
Product/Service Category:
Property Information Services

Risk Reduction Plus Group

Mount Royal, NJ
riskreductionplus.com
Booth #: 207
Product/Service Category: Insurance

Rock East Funding, LLC

Long Beach, NY
rockeastfunding.com
Booth #: 427
Product/Service Category:
Financial Programs & Services

Room Snap LLC

Long Branch, NJ
roomsnap.com
Booth #: 340
Product/Service Category:
*Real Estate Photography/
Videography/3D Tours*

EXHIBITOR DIRECTORY

RSP USA, Inc.

Bradenton, FL

rsppro.com

Booth #: 716

Product/Service Category:

Lead Generation

Safe At Home Environmental

Hewitt, NJ

safeathomemold.com

Booth #: 801

Product/Service Category:

Environmental Services

SEI/Navica MLS

Greensboro, NC

SEIsystems.com

Booth #: 508

Product/Service Category:

Computer Technology

Sharestates

Great Neck, NY

sharestates.com

Booth #: 312

Product/Service Category:

Real Estate Companies/Franchises

Short Sale Cooperative

Charlotte, NC

shortsale.com

Booth #: 410

Product/Service Category:

Application Software

ShowingTime

Chicago, IL

showingtime.com

Booth #: 516

Product/Service Category:

Computer Technology

Signature Realty NJ

Summit, NJ

signaturerealtynj.com

Booth #: 835

Product/Service Category:

Real Estate Companies/Franchises

Spencer Savings Bank

Elmwood Park, NJ

spencersavings.com

Booth #: 202

Product/Service Category:

Financial Programs & Services

State Farm - John Dipace Agency

Florham Park, NJ

JOHNDIPACE.COM

Booth #: 610

Product/Service Category: Insurance



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EXHIBITOR DIRECTORY

Summit VA Solutions, Inc.

Houston, TX
summitvasolutions.com
Booth #: 316
Product/Service Category:
Lead Generation

Supra

Salem, OR
supraekey.com
Booth #: 416
Product/Service Category:
Security & Safety Products

The Personal Marketing Company

Lenexa, KS
tpmco.com
Booth #: 506
Product/Service Category: Printing

Think Mortgage

Staten Island, NY
thinkmtg.com
Booth #: 428
Product/Service Category:
Financial Programs & Services

**Thompson Consulting -
Attorney At Law LLC**

Paramus, NJ
thompsonconsultinglaw.com
Booth #: 346
Product/Service Category:
Legal Products & Services

Toppin Law, P.C.

Philadelphia, PA
shermantoppin.com
Booth #: 802
Product/Service Category:
Legal Products & Services

Travelers

St. Paul, MN
Travelers.com
Booth #: 408
Product/Service Category: Insurance

Tverdob Housing

New Brunswick, NJ
TVDhousing.com
Booth #: 304
Product/Service Category:
Real Estate Companies/Franchises

U.S. Bank

Plymouth Meeting, PA
usbank.com
Booth #: 609, 611
Product/Service Category:
Financial Programs & Services

Unity Bank

Clinton, NJ
unitybank.com
Booth #: 809
Product/Service Category:
Financial Programs & Services

US Mortgage Corp

Melville, NY
usmortgage.com
Booth #: 923
Product/Service Category:
Financial Programs & Services

USDA Rural Development

Mount Laurel, NJ
rd.usda.gov/nj
Booth #: 125
Product/Service Category:
Government Agencies

Vacasa

Portland, OR
vacasa.com
Booth #: 734
Product/Service Category:
Real Estate Companies/Franchises

VHT Studios

Rosemont, IL
vht.com
Booth #: 535
Product/Service Category:
*Real Estate Photography/
Videography/3D Tours*

Vylla

Aliso Viejo, CA
vylla.com
Booth #: 709
Product/Service Category:
Real Estate Companies/Franchises

We Lend, LLC

Richmond Hill, NY
welendllc.com
Booth #: 531
Product/Service Category:
Financial Programs & Services

Windrose Title

Teaneck, NJ
windrosetitle.com
Booth #: 305
Product/Service Category:
Title Companies

Wise Agent

Fountain Hills, AZ
wiseagent.com
Booth #: 216
Product/Service Category:
Real Estate Software

www.findamortgagebroker.com

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

Yardi Systems

Melville, NY
yardi.com/products/property-
management-software/
Booth #: 409
Product/Service Category:
Real Estate Software

Zillow

Seattle, WA
zillow.com
Booth #: 714
Product/Service Category:
Real Estate Software

Zipper Agent

Wilmington, MA
zipperagent.com
Booth #: 430
Product/Service Category:
Real Estate Software



ADDENDUM TO DIRECTORY OF EXHIBITORS

Active Environmental Technologies, Inc.

Mt. Holly, NJ

ActiveEnv.com

Booth #: 243

Product/Service Category: Environmental Services

A-Diva Tech Radon LLC

Old Bridge, NJ

a-diva-tech-radon-56.webself.net

Booth #: 129

Product/Service Category: Environmental Services

Advanced Radon Services

Hardwick, NJ

advancedradonservices.com

Booth #: 824

Product/Service Category: Environmental Services

Alpha Funding

Red Bank, NJ

alphafundingcapital.com

Booth #: 332

Product/Service Category: Financial Programs

Alpha Tech Lending

West Hempstead, NY

alphatechlending.com

Booth #: 247

Product/Service Category: Financial Programs

AnnieMac Home Mortgage

Mount Laurel, NJ

annie-mac.com

Booth #: 424

Product/Service Category: Financial Programs

AREAA Central New Jersey

East Brunswick, NJ

areaa.org/centralnewjersey

Booth #: 841

Product/Service Category: REALTOR® Associations

Atlantic Bay

White Marsh, MD

atlanticbay.com

Booth #: 833

Product/Service Category: Financial Programs

AVE By Korman Communities

Plymouth Meeting, PA

aveliving.com

Booth #: 825

Product/Service Category: Real Estate Companies/Franchises

Basement Solutions 911

Pottstown, PA

basements911.com

Booth #: 742

Product/Service Category: Environmental Services

Bayport Funding LLC

Great Neck, NY

bayportfunding.com

Booth #: 143

Product/Service Category: Real Estate Companies/Franchises

Bershtein Law LLC

Cliffside Park, NJ

bershlaw.com

Booth #: 829

Product/Service Category: Legal Products & Services

Center for Real Estate Education

Hackensack, NJ
recareercenter.com
Booth #: 330

Product/Service Category: Education & Professional Development

Compass

Fair Haven, NJ
compass.com
Booth #: 840

Product/Service Category: Real Estate Companies/Franchises

Cura

San Francisco, CA
curahome.com
Booth #: 826

Product/Service Category: Home Inspection/Warranty

Curbio

Potomac, MD
curbio.com
Booth #: 813

Product/Service Category: Home Inspection/Warranty

Cyberbacker

Albertson, NY
cyberbacker.com
Booth #: 542

Product/Service Category: Lead Generation

D. R. Horton

Mount Laurel, NJ
drhorton.com
Booth #: 744

Product/Service Category: Sales Promotion

Drinkwater Marketing

Exeter, NH
eboothservices.com
Booth #: 917

Product/Service Category: Sales Promotion

Emigrant Bank

ELMSFORD, NY
emigrantmortgage.com
Booth #: 233

Product/Service Category: Financial Programs

Environmental Testing Services LLC

Deptford, NJ
ets-enviro.om
Booth #: 62

Product/Service Category: Environmental Services

EXIT Realty USA

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

Product/Service Category: Real Estate Companies/Franchises

Express Capital Financing

Brooklyn, NY
expresscapitalfinancing.com
Booth #: 746

Product/Service Category: Financial Programs

Financial Lynx

New York, NY
FinancialLynx.com
Booth #: 430

Product/Service Category: Financial Programs

First Equity Funding

Sea Girt, NJ
firstequityfundingllc.com
Booth #: 113

Product/Service Category: Financial Programs

First National Bank of America

East Lansing, MI
fnba.com
Booth #: 132

Product/Service Category: Financial Programs

Flagstar Bank

Garden City, NY
Flagstarbank.com/mruiz
Booth #: 828

Product/Service Category: Financial Programs

Four Springs Capital

Lake Como, NJ

fscap.net

Booth #: 145

Product/Service Category: 1031 Tax-Deferred Exchanges

Fulton Mortgage

Toms River, NJ

fultonmortgage.com

Booth #: 729

Product/Service Category: Financial Programs

Greentree Mortgage Co., L.P.

Gibbsboro, NJ

greentreemortgage.com

Booth #: 525

Product/Service Category: Financial Programs

HarborOne Mortgage

Red Bank, NJ

harboronemortgage.com/paul-lenskold

Booth #: 643

Product/Service Category: Financial Programs

Hoarders Express

Camden, NJ

hoardersexpress.com

Booth #: 130

Product/Service Category: Environmental Services

Jared James

Milford, CT

jaredjamestoday.com

Booth #: 517

Product/Service Category: Education & Professional Development

Jennitips

Totowa, NJ

Flip2dao.com

Booth #: 128

Product/Service Category: Real Estate Companies/Franchises

JLD Tax Resolution Group

Jersey City, NJ

201tax.com

Booth #: 626

Product/Service Category: Financial Programs

Kalian Companies

Atlantic Highlands, NJ

kalian.co

Booth #: 63

Product/Service Category: Real Estate Developers

Kearny Bank

Fairfield, NJ

kearnybank.com

Booth #: 827

Product/Service Category: Financial Programs

Kiro Engineering

Robbinsville, NJ

KiroEngineering.com

Booth #: 343

Product/Service Category: Environmental Services

Landvoice

Farmington, UT

landvoice.com

Booth #: 732

Product/Service Category: Lead Generation

Law Office of Christina Rivera, Esq.

Fort Lee, NJ

cmrlawnj.com/cmrlawnj/About_Me.html

Booth #: 644

Product/Service Category: Legal Products & Services

Law Office of Raymond F. Miller, LLC

Wyckoff, NJ

rfmlegal.com

Booth #: 812

Product/Service Category: Legal Products & Services

LendingOne

Boca Raton, FL
lendingone.com
Booth #: 241

Product/Service Category: Financial Programs

Logan Finance

Hauppauge, NY
LoganFinance.com
Booth #: 447

Product/Service Category: Financial Programs

LOJIK

Delran, NJ
lojikeval.com
Booth #: 147

Product/Service Category: Real Estate Software

Maximillion Funding LLC

North Brunswick, NJ
maximillionfunding.com
Booth #: 645

Product/Service Category: Financial Programs

Mid-State Abstract Company

Toms River, NJ
msabstract.com
Booth #: 915

Product/Service Category: Insurance

Momentum Solar

South Plainfield, NJ
momentumsolar.com
Booth #: 740

Product/Service Category: Home Energy Options

**NATIONAL ASSOCIATION OF REAL ESTATE
BROKERS**

St. Albans, NY
NAREB.COM
Booth #: 706

*Product/Service Category: REALTOR®
Associations*

Nations Lending

Independence, OH
nationsbranch.com/jeff-nelson
Booth #: 126

Product/Service Category: Financial Programs

Network Communications

Rochester, NY
freefolders.com
Booth #: 543

*Product/Service Category: Relocation & Referral
Services*

New American Funding

Tustin, CA
newamericanfunding.com
Booth #: 231

Product/Service Category: Financial Programs

New Jersey Division of Consumer Affairs

Newark, NJ
njconsumeraffairs.gov
Booth #: 708

Product/Service Category: Government Agencies

**New Jersey Housing and Mortgage Finance
Agency**

Trenton, NJ
njhmf.gov
Booth #: 741, 743

Product/Service Category: Government Agencies

NJ Department of Health

Trenton, NJ
nj.gov/health/ceohs
Booth #: 228

Product/Service Category: Government Agencies

Omega Financial Services, Inc.

Union, NJ
ofsmortgage.com
Booth #: 546

Product/Service Category: Financial Programs

OneTapConnect

Las Vegas, NV
onetapconnect.com
Booth #: 226

Product/Service Category: Application Software

Organized Transitions / Roadway Moving

Fanwood, NJ
organizedtransitionsllc.com/www.MaxSold.com
Booth #: 212
Product/Service Category: Relocation & Referral Services

Oxford Property Group

New York, NY
opgny.com
Booth #: 846
Product/Service Category: Real Estate Companies/Franchises

Pivo Inc

San Jose, CA
pivorealestate.com
Booth #: 727
Product/Service Category: Application Software

Planet Home Lending

Frederick, MD
planethomelending.com
Booth #: 811
Product/Service Category: Financial Programs

Planet Home Lending - Melville

Melville, NY
planethomelending.com/Melville-2
Booth #: 646
Product/Service Category: Financial Programs

PRMG

Corona, CA
http://www.prmg.net
Booth #: 109, 111
Product/Service Category: Financial Programs

Quintessential Mortgage Group

White Plains, NY
qmgllc.com
Booth #: 244
Product/Service Category: Financial Programs

Radon Removal

Sayreville, NJ
radonremovalnj.com
Booth #: 831
Product/Service Category: Environmental Services

Ragan & Ragan P.C.

Wall, NJ
njevict.com
Booth #: 230
Product/Service Category: Legal Products & Services

RCG Mortgage

Hauppauge, NY
rcgmortgage.com
Booth #: 545
Product/Service Category: Financial Programs

RealGrader

Fairfield, CT
realgrader.com
Booth #: 342, 344
Product/Service Category: Real Estate Software

REALTOR.com

Santa Clara, CA
realtor.com
Booth #: 405
Product/Service Category: Real Estate Software

Rendermations

Mays Landing, NJ
rendermations.com
Booth #: 730
Product/Service Category: Computer Consultants

Republic Bank

Marlton, NJ
myrepublicbank.com
Booth #: 444
Product/Service Category: Financial Programs

RICOH360 Tours

Exton, PA
ricoh360.com/tours
Booth #: 240
Product/Service Category: Real Estate Photography/Videography/3D Tours

Riding with the Brand

Chicago, IL
nar.realtor/riding
Booth #: 102, 104, 106, 108, 110, 112, 114, 116,
505, 507, 604, 606, Trade Expo Lounge
Product/Service Category: REALTOR®
Associations

Schaibles Plumbing, Heating, and Water Treatment

Hackettstown, NJ
schaiblesplumbing.com
Booth #: 127
Product/Service Category: Environmental Services

SentriLock, LLC

West Chester, OH
sentrilock.com
Booth #: 134
Product/Service Category: REALTOR®
Associations

Sureway Property Management & Realty

Marlton, NJ
surewaypm.com
Booth #: 325
Product/Service Category: Real Estate Companies/Franchises

TD Bank

Mt. Laurel, NJ
tdbank.com/mortgages
Booth #: 823
Product/Service Category: Financial Programs

TDI Novus, Inc.

King of Prussia, PA
tdinovus.com
Booth #: 903
Product/Service Category: Computer Technology

Touch Point Systems

Chelsea, MI
windowvisionusa.com
Booth #: 246
Product/Service Category: Application Software

Truist

Belle Mead, NJ
Truist.com
Booth #: 443
Product/Service Category: Financial Programs

Urbanimmersive Inc

Laval, QC
urbanimmersive.com
Booth #: 442
Product/Service Category: Real Estate Software

Vanguard Realty Alliance, LLC

West Chester, PA
vralliance.com
Booth #: 544
Product/Service Category: Real Estate Companies/Franchises

Visual Marketing & Design

Parsippany, NJ
visionnj.com
Booth #: 115
Product/Service Category: Photographic Equipment

White Glove Moving & Storage

Bayonne, NJ
whiteglovemoving.us
Booth #: 141
Product/Service Category: Relocation & Referral

Ziyah

Powell, OH
ziyah.com
Booth #: 624
Product/Service Category: Communication Devices

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