

A silhouette of a saguaro cactus stands against a vibrant sunset sky with orange, yellow, and blue hues. The cactus has two arms, one taller than the other, and some spines are visible. The background shows a horizon line with some distant hills and trees.

Heat up your business at
NAEBA's 16th
Annual Conference

January 24 - 26, 2011

Hilton El Conquistador, Tucson, Arizona

Don't miss out on what past attendees have called "excellent," "an awesome experience," and "must attend." With even more education this year from business building tips from the broker of the largest EBA firm in the United States to maximizing your SmartPhone's potential to making your business visible through media, this is sure to give every attendee their money's worth.



Conference Schedule

Sunday, January 23, 2011

9:00am – 4:00pm

Certified Negotiation Expert Course – Day One

Earn one of the top new designations in real estate. Taught by Tom Hayman, a hit at NAEBA's 2010 conference, this course will cover key negotiating topics such as: competitive win-lose hard bargaining vs. collaborative win-win negotiating, the psychology of buying, persuasion principles, case studies, and skills practice through role playing.

Monday, January 24, 2011

9:00am – 4:00pm

Certified Negotiation Expert Course – Day Two

4:15pm – 6:15pm

NAEBA Board of Directors Meeting

Regular session is open to all NAEBA members in good standing. Attendance is free, but pre-registration is required.

6:30pm – 9:00pm

Welcome Reception*

Take some time to meet or get reacquainted with your fellow conference attendees. Heavy hors d'oeuvres and a cash bar will be provided.

Tuesday, January 25, 2011

8:30am – 9:45am

Welcome & Keynote Address*

Over 30 years ago, William (Bill) French started his relocation company as a result of the same situation that numerous individuals and families face annually — he was transferred to St. Louis and was unfamiliar with the community. After a difficult experience, he decided that relocating families deserved better service. They deserved to be represented by a relocation agent who had their interests in mind — the buyer's interests! Today, Wm French Buyer's Real Estate Services is the largest EBA firm in the United States. NAEBA is pleased to welcome Mr. French as he shares his business building tips with our attendees in what's sure to be a very informative session.



9:45am – 12:15pm

Warp Speed Warrior*

94% of home buyers use the internet as a part of their home buying process; are you ready? Information is demanded now, and if you do not respond immediately, the consumer goes "next". To be successful in this market the agent will need as many places to reach the consumer as possible, and the essential resources in the palm of their hand.

Welcome to "Mobile Cloud Computing", which may be a new term

for many; however, how you will be conducting business, not only in the future, but today! Today's Super Smartphones will replace laptops and usher in a new way of doing business. Not only email on your phone; but everything on your computer, from social networking to transaction management right in the palm of your hand.

In this session, Dick Betts, a nationally-recognized real estate technology expert, will explain what type of Smartphones best handle the cloud, how to set up the Smartphone with bookmarks for most popular programs, what programs come on the Smartphone that could be included in your cloud, how to put together your entire mobile cloud system, and what programs are on the horizon that will help you run your business.



12:30pm – 6:30pm

Explore Tucson – Optional Tucson Excursions

Experience some of the great attractions Tucson has to offer. For more details, turn to the back page of this brochure.

7:30pm – 11:00pm

"Chips" for Charity

If you've ever attended a charity casino night, then you already know how much fun we're going to have. If not, then join us and find out! For more details, turn to the back page of this brochure.

Wednesday, January 26, 2011

9:00am – 10:30am

Take the Mystery out of the Media and Make Your Business Visible*

The way we reach clients and create relationships has changed dramatically. What does that mean for you? How do you preserve and promote your business in this fast moving market?

In February, 2010, NAEBA hired Karen Swim of Words for Hire to help the association make sense of press relations, media relations, social media, and more importantly, how to put it all together for maximum impact, generating more leads than ever before, with minimal funding.

Now, she will share her expertise with you!

10:35am – 12:00pm

IDEA Roundtable*

This very popular session allows you to control the conversation and learn from your fellow attendees. Topics will be chosen in advance from subjects provided by attendees. Each table will have a moderator and a separate topic of discussion, which could be anything from successful home buyer seminars to attracting top agents. At the end of the session, time will be given for each table to report to the rest of the attendees the top ideas learned from their discussion.





Conference Hotel

Hilton El Conquistador Oro Valley, Arizona

Enjoy spectacular panoramic views from the Hilton Tucson El Conquistador Golf & Tennis Resort in Oro Valley, Arizona, located just outside of Tucson. This fabulous resort is nestled on the foothills of the beautiful Santa Catalina Mountains on 500 acres of high Sonoran Desert terrain.



With breathtaking natural landscapes, year-round sunshine, a myriad of attractions and activities and a mix of Spanish, Mexican and Native American influences, Tucson is a truly special destination. Relax in the spacious guest rooms at this AAA Four Diamond Arizona golf & tennis resort. Discover the impressive Desert Springs Oasis, featuring sparkling pools and a 143-foot waterslide and dine on exquisite cuisine in a choice of restaurants and bars. Play golf or tennis, go hiking, biking or horseback riding or escape to the resort's Elements Spa for some indulgent relaxation.

The Hilton Tucson El Conquistador is offering NAEBA attendees the special rate of \$149 per night plus waiving the regular resort fee of \$15. This is a savings of at least \$65 per night off their regular rates during the winter peak season. Rooms should be booked directly through the hotel.



For reservations at NAEBA's negotiated rate of \$149 per night, call 1-800-HILTONS and request the group rate for NAEBA's 16th Annual Conference or book online at www.hilton.com/naeba.

12:00pm – 1:00pm

Ask Our Advocate Luncheon*

In 2009, NAEBA contracted with Advocacy Associates to assist us in developing a “footprint” in Washington. Since then, we’ve not only made advances in getting Exclusive Buyer Agency known, we’ve also begun pursuing legislation on national agency disclosure. Stephanie Vance, “Advocacy Guru” at Advocacy Associates, will be joining attendees for a luncheon to give an update on what NAEBA is doing in Washington as well as tips on what you can do to ensure that upcoming legislative and legal issues won’t have a negative impact on Exclusive Buyer Agency.



1:15pm – 5:15pm

Communicating to Turn Every Lead into a Client*

A persuasive communicator intently focuses attention on the people with whom they are communicating. They know how to make each person feel comfortable by using the interpersonal skill called PACING. Creating a “state of receptivity” at the beginning of each interaction results in a positive reciprocal response. This seminar teaches the science of persuasive communication and focuses on a persuasive process you can use to make the buyer feel good about hiring you as their Exclusive Buyer Agent.



6:00pm – 10:00pm

The Last Round Up*

This won’t be your ordinary Awards Banquet. Set your tastebuds for a cowboy feast at a little slice of the west called The Last Territory. Be prepared for some hootin’ and a hollerin’ as we recognize our award winners and volunteer leaders. Then, close out the evening with some good ol’ fashioned country dancing or just sit and mingle with your fellow attendees under the desert sky.



Thursday, January 27, 2011

8:00am – 10:00am

Annual Meeting

The NAEBA Board of Directors and Executive Director will be on hand to give an update on the association as well as answer your questions. Attendance is free, but pre-registration is required. Open to NAEBA members in good standing only.

* denotes events that are included in the Full Conference Registration Price



We hope you'll join us for these optional events being held in conjunction with the conference.

Optional Tucson Excursions

Arizona Sonora Desert Museum – The New York Times refers to it as “the most distinctive zoo in the United States.” The Desert Museum is Southern Arizona’s most popular visitor attraction. It exhibits the living, outdoor world of nature found in the Sonoran Desert region, combining the beauty of a botanical garden with the interest of animal attractions which include mountain lions, javelinas, bobcats, a hummingbird sanctuary, wolves, and a reptile habitat.



Old Tucson Studios – Voted “Best Western Movie Set” by True West magazine, and listed among five one-of-a-kind Tucson sites by USA Today, these studios have been the site for more than 300 film and television projects since 1939. Visit the place where Western classics such as 3:10 to Yuma and McClintock! as well as more modern films like Young Guns and Tombstone were filmed.

Arizona Wine Country – Nestled in the hills of southeastern Arizona is a cluster of vineyards and burgeoning wineries. The scenic countryside around the towns of Sonoita and Elgin has long been used for cattle ranching and mining, but in the past 15 years, grapes have become the new cash crop. Enjoy tours of two wineries, given by either the owner or the chief winemaker, followed by a tasting of the wines available at the time of the tour.



About NAEBA

The National Association of Exclusive Buyer Agents was founded in 1995 to help consumers become educated home buyers.

NAEBA is a nonprofit organization whose purpose is to be the “champions of real estate buyers’ rights and representation.” NAEBA offers industry standard certifications, ongoing education, client referral services, technology, and information sharing.



National Association of Exclusive Buyer Agents
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Avondale, Arizona 85323
Ph: 888-NAEBA99 Fax: 888-NAEBA11
Consumer Website: www.naeba.org
Member Website: www.naeba.info

“Chips” for Charity

Join us for our first ever charity casino night. Just bring a \$25 donation (cash, check or WalMart or Target gift card) and you’ll be given \$150 in casino chips or tokens. Then, enjoy popular casino games such as roulette, blackjack, and craps to try to earn more chips or try your luck at the slots. If you run out of chips, no worries, they’re just “funny money” or, if you want to keep playing, you can pay \$10 to get \$100 more! At the end of the night, cash in your chips for raffle tickets where you can win great prizes!



Not a gambler? Join us anyway for great hors d’oeuvres, a cash bar, mingling, fun, and you could still win prizes! Plus, all the proceeds go to great cause, Comin’ Home.

Since it’s inception in 1989 Comin’ Home has provided services for over 3,700 homeless veterans. Not since the Vietnam War has this country seen the overwhelming amount of homeless veterans that we are seeing today. Our veterans are being discharged, getting home and unable to find work. As a result they are exhausting their benefits and savings, then finding themselves without a place to live.

In other words, join us for a great time and help some homeless vets at the same time!



NAEBA's 16th Annual Conference
Tucson, Arizona
January 24 - 27, 2011



REGISTRATION FORM

Attendee Name(s) _____

Organization Name _____

Address, City, State, Zip, Country _____

Phone _____ Email _____

Registration Fees:

	NAEBA Member		Non-Member		Qty. Attending	Total Price
	Until 8/31	Starting 9/1	Until 8/31	Starting 9/1		
Full Conference Registration	\$350	\$450	\$450	\$550	_____	\$ _____
Spouse/Guest Registration <small>includes opening reception, awards luncheon, and closing banquet</small>	\$150	\$175	\$175	\$200	_____	\$ _____
Spouse/Guest Closing Banquet Only	\$100	\$125	\$125	\$150	_____	\$ _____
Certified Negotiation Expert 2-Day	\$ 99	\$ 99	\$119	\$119	_____	\$ _____
Optional Excursions:						
Arizona Sonora Desert Museum	\$ 50	\$ 50	\$ 75	\$ 75	_____	\$ _____
Old Tucson Studios	\$ 50	\$ 50	\$ 75	\$ 75	_____	\$ _____
Arizona Wine Country	\$ 70	\$ 70	\$100	\$100	_____	\$ _____
Add Lunch to Any Excursion <small>strongly advised for wine country</small>	\$ 20	\$ 20	\$ 20	\$ 20	_____	\$ _____
Business Meetings:						
Board of Directors Meeting	Comp.	Comp.	N/A	N/A	_____	
Annual Meeting	Comp.	Comp.	N/A	N/A	_____	

Charity Event:

“Chips” for Charity Casino Night Fundraiser \$25/Pay at Event
Pay at event, but preregistration is required.

Total: _____ \$ _____

Payment Information (payment in full must accompany registration)

Check Attached _____ AmEx _____ MC _____ VISA _____

Credit Card Number _____ Exp Date _____ CVV _____

Name on Card _____ Signature _____

REGISTRATION DEADLINE - DECEMBER 29, 2010. Any registration received after that date shall be processed onsite and will be subject to a \$100 onsite processing fee. Cancellations received in writing prior to 12/29/10 shall be subject to a \$25 cancellation fee. Refunds for cancellations after that date will only be given in cases where NAEBA has not or will not incur any costs due to the cancellation.

Send your registration to: NAEBA Annual Conference, 1481 N Eliseo C Felix Jr Way, Suite 223, Avondale, AZ 85323, Fax 888-623-2211, or email naeba@naeba.info. Questions? Call us at 888-NAEBA99 (888-623-2299) or 623-932-0098.