

# San Antonio



**Home of**  
**NAEBA's 17th Annual Conference**  
**January 23 - 25, 2012**





# Conference

## Monday, January 23, 2012

**8:30am – 3:30pm**

### **Pre-Conference Session: Advanced Negotiation Techniques for Buyer's Agents**

Tom Hayman, Co-Founder,  
Real Estate Negotiation Institute

This one-day course includes advanced techniques and approaches to help buyers choose an effective negotiation plan, and to help the buyer's agent negotiate more effectively on their behalf.

The negotiating skills acquired include:

- How to identify the key emotional factors that can derail a negotiation
- How to create value in a real estate negotiation for the Buyer
- How to claim value in a real estate negotiation for the Buyer
- How to handle irrational negotiators on both sides of the table
- How to negotiate effectively from a position of weakness on the Buyer's side of the table
- How to handle the most difficult negotiations in real estate both WITH the Buyer and FOR the Buyer
- How you can understand the persuasion cycle and apply advanced persuasion techniques

**4:00pm – 5:30pm**

### **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.

**5:30pm – 6:30pm**

### **Welcome Reception\***

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

## Tuesday, January 24, 2012

**8:30am – 12:15pm**

### **Things Just Don't Gotta Get Better – You Do!\***

Jerry Rossi, Rossi Speaks

In a negatively-induced market, we hear the mantra of the Rah Rah Coaches, "It's going to get better!" Therefore,

we wait and wait and wait, and guess what – it doesn't! In the interim, we have wasted away our time waiting. STOP IT! It's time to sharpen the saw. Four major teeth will be highlighted and sharpened: Attitude (a learned behavior) – Personal / Business Planning (short cuts) – Technology (new stuff) – Marketing (not the same old stuff). Rossi's goal for this class is for you to walk out ENERGIZED, REFRESHED, and EDUTAINED. So come early and stay late to get all the extras.

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 • "He (Jerry) will inspire you, expand your thinking and  
 • make you laugh at yourself and maybe others. You will  
 • not be disappointed in his presentation." - Marge Bish,  
 • Buyers Advantage Group Realty, Raleigh, NC  
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**12:15pm – 7:30pm**

### **Free Time or Optional Excursions**

For details on the optional excursions, see the back page of this brochure.

**7:30pm – 10:30pm**

### **NAEBA UNConference\***

NAEBA is going to host its first ever unconference! Attendees will be able to share the knowledge and passion they have for exclusive buyer agency through a

completely unscripted session. We know you have questions. We know you also have answers. Let this participant-guided session match the answers with the questions! If you've never attended an unconference before, be prepared that this may end up the highlight of your conference experience.

## Wednesday, January 25, 2012

**9:00am – 11:30am**

### **Innovate It! Not Your Grammy's Business Plan\***

Carla Cross, Author of Real Estate Agent's Business Planning Guide

Do you need a new *blueprint*—a foolproof method to break through those career barriers to your next level? Let the author



# Conference Hotel

## Crowne Plaza Riverwalk

111 Pecan Street East, San Antonio, Texas

Take advantage of NAEBA's special \$149/night rate!



Enjoy all the excitement, charm and culture of San Antonio while staying at this beautiful AAA 4-diamond hotel. Experience the warmth and comfort of the grand hotel combined with the comfort and amenities of today's business hotels. Walk or take a water taxi the Alamo, Hemisfair Park and Tower, El Mercado Marketplace, the

San Antonio Convention Center and the RiverCenter Mall.

All rooms booked through NAEBA have complimentary High Speed Internet Access. The hotel features a roof top pool, sauna, whirlpool and a full fitness center. It is located right on the famous Riverwalk, only about a one mile walk or short Rio Taxi ride from The Alamo.



**Reservations can be made by calling 1-888-233-9527.**

**Deadline for reservations is December 25, 2011.**

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## Optional Excursions

### San Antonio Trolley Tour

The old-time trolley is an exciting way to see the city. The tour takes you to all of the "must-see" sights San Antonio has to offer. Stay on the trolley for a fully narrated one-hour tour or take advantage of the hop-on, hop-off privileges at any of the stops. Locations include The Alamo, Hemisfair Park, The Tower of the Americas, Mission San Jose, Mission Concepcion, King William Historic District, Market Square, the Spanish Governor's Palace, and the San Fernando Cathedral.



### San Antonio Foodie Tour

From dives to divine, this three-hour epicurean journey is a delight from beginning to end. San Antonio's rich history is not just about the buildings and battles but also about its culinary treasures. It truly is about the food in San Antonio! This taste bud tantalizing adventure takes you to 5 to 6 locally owned and operated restaurants to sample the best foods that the city has to offer. Our list of restaurants is growing daily and each tour is unique. Some examples of foods that you may sample are the best Texas BBQ around, chili, homemade root beer, fish tacos, King Ranch chicken, enchiladas, buckshot balls, tuna margaritas or pecan fudge covered chocolate cake! This is only an idea of the foods that await you.





**NAEBA's 16th Annual Conference**  
**San Antonio, Texas**  
**January 23 - 25, 2012**



# REGISTRATION FORM

Please use a separate form for each person.

Attendee Name \_\_\_\_\_ Organization Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

**REGISTRATION FEES:**

	NAEBA Member		Non-member		Attending	Price
	Until 10/25	Starting 10/26	Until 10/25	Starting 10/26		
<b>Full Conference Registration</b>	\$399	\$499	\$499	\$599	_____	\$ _____
<b>Individually Ticketed Events</b> (not included in full registration)						
Advanced Negotiations Course	\$ 89	\$ 99	\$ 99	\$109	_____	\$ _____
Trolley Tour	\$ 26	\$ 26	\$ 26	\$ 26	_____	\$ _____
Foodie Tour	\$ 46	\$ 46	\$ 46	\$ 46	_____	\$ _____
Annual Meeting	\$ -	\$ -	N/A	N/A	_____	\$ _____
Board of Directors Meeting	\$ -	\$ -	N/A	N/A	_____	\$ _____
<b>Additional Tickets for Guests</b>						
Opening Reception	\$ 25	\$ 25	\$ 30	\$ 30	_____	\$ _____
Closing Banquet (adult)	\$ 75	\$ 75	\$ 85	\$ 85	_____	\$ _____
Closing Banquet (child under 12)	\$ 30	\$ 30	\$ 35	\$ 35	_____	\$ _____
<b>TOTAL:</b>						\$ _____

**PAYMENT INFORMATION:**

Check Attached \_\_\_\_\_ AmEx \_\_\_\_\_ MC \_\_\_\_\_ VISA \_\_\_\_\_

Credit Card Number \_\_\_\_\_ Exp Date \_\_\_\_\_ CVV \_\_\_\_\_

Name on Card \_\_\_\_\_ Signature \_\_\_\_\_

**REGISTRATION DEADLINE IS DECEMBER 25, 2011**

Full payment is required at the time of registration. In the event of cancellation by the attendee, a full refund will be issued if requested in writing prior to December 25, 2011. After December 25, refunds will only be issued in the event that NAEBA is able to fill the vacancy or get a refund from the hotel and other vendors. Any registration received after December 25th will be processed on-site and shall be subject to a \$100 on-site processing fee.

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