

# Partners In 2010 BUSINESS EXPO

April 13, 2010 ♦ 11am—4pm ♦ Gwinnett Center

Featuring the  
"Georgia MLS Technology & Education Extravaganza"

19 FREE Technology & Education Sessions

## 11:15 AM — 11:45 AM SESSIONS

### Grow your business with Social Networking

How to use Facebook, LinkedIn, Twitter and other social media to grow your business

**Presented By: NAMAR Technology Committee**  
Hall C—A2

### Next-gen Website

Key ingredients to have in a website for surviving and thriving in 2010 and beyond

**Presented By: Raj Pai**  
Planet Synergy  
Hall C—A3

### Preventing Foreclosure — Alternatives for Homeowners Under the Making Home Affordable Program

This seminar will take a look at a portion of Help for America's Homeowners Program (HAMP), the Home Affordable Foreclosure Alternatives Program (HAFA). HAFA provides homeowners who no longer qualify for assistance under HAMP and may be facing foreclosure two alternatives — Short Sales or a Deed in Lieu of Foreclosure. The two options and the implication of each will be discussed.

**Presented By: Tamara Brooks**  
O'Kelley & Sorohan, Attorneys at Law, LLC  
Hall C—A4

### Home Warranties

This seminar will look at how warranties help buyer confidence and protects the seller, purchaser, REALTOR and the lender.

**Presented By: Louri Kearns and Tom Acree**  
2-10 Homebuyers Warranty  
Hall C—A5

## 11:45 AM—12:30 PM GA MLS SESSION

### Re/Insight - The Next Generation Georgia MLS On-Line System

Preview the next generation on-line system for Georgia MLS members. Utilizing the latest technology in Adobe Flash, ReInsight allows members to use any Browser or Operating System to access the Georgia MLS listing database. Experience the Dashboard, Polygon Searches, and Mapping capabilities that will give Georgia MLS members new technological tools so that they may better serve the buying and selling public.

**Presented By: Georgia MLS**  
Hall C—A1

## 12:45 PM — 1:15 PM SESSIONS

### There's an app for that!

Increase your productivity with apps for smartphones

**Presented By: NAMAR Technology Committee**  
Hall C—A2

### I didn't know you could do that with Outlook!

Demonstrate the potential of Outlook beyond email

**Presented By: NAMAR Technology Committee**  
Hall C—A3

### Smart Home Technology

In the near future, people will be living just as the Jetsons did, but with one major change. All chores will be done without having a robot maid. Smart home technology will allow all sorts of electronics and appliances to be able to communicate with each other and perform a variety of tasks. Come to this educational session to learn how technology will impact your house.

**Presented By: Terry Rathman**  
Worldly Concepts  
Hall C—A4

### Grant Money

This session will take a look at FHLB Grant Money—5/1 match grant for first time homebuyers and the 203K Program — FHA Renovation Loan.

**Presented By: Jenny Keenan**  
Brand Mortgage  
Hall C—A5

## 1:15 PM — 2:00 PM GA MLS SESSION

### Utilizing the Power of GeorgiaMLSpro.com

With unparalleled ease of use, this auxiliary database gives users a flexible option in searching, viewing, and printing active and off market listings. Leveraging the power of Single Sign On capabilities into every Georgia MLS product, GAMLSpro provides in-depth statistical reports, Client Portal access via the Georgia MLS Agent websites, and extensive listing and sales history. Distinguish yourself as a trusted real advisor by utilizing the power of GeorgiaMLSpro.com.

**Presented By: GA MLS**  
Hall C—A1

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## 2:00 PM—2:30 PM SESSIONS

### Grow your business with Social Networking

How to use Facebook, LinkedIn, Twitter and other social media to grow your business

**Presented By: NAMAR Technology Committee**

**Hall C—A2**

### Next-gen Website

Key ingredients to have in a website for surviving and thriving in 2010 and beyond

**Presented By: Raj Pai**

**Planet Synergy**

**Hall C—A3**

### The Ethics of Short Sales

Is the Short Sale the best alternative for your client or customer? Do you know how far you can go in negotiating with the short sale lender? Find out by attending the Ethics of Short Sales.

**Presented By: Elizabeth Lewis**

**Weissman, Nowack, Curry & Wilco, P.C.**

**Hall C—A4**

### Pricing the Hard-to-Price Property Using Tax Records

Even experienced agents occasionally struggle to find comparable sold properties for a listing, or determine if a seller is asking a fair price is fair price for a property that their buyer is interested in. In this class students learn how to export property information from the county tax records and create a formula that can be used to determine a property's fair market value even without apples-to-apples comparable properties. Discover the power of the "Sales Price to Assessed Value" ratio as a tool to unlock true market value for other area properties.

**Presented by: Karen Reynolds**

**FMLS**

**Hall C—A5**

## 2:30 PM — 3:15 PM GA MLS SESSION

### CRS Power Tool – Public Records Unleashed

Combining 39 counties of public records with integrated MLS listing data, Court House Retrieval System's Power Tool unleashes untapped listing and selling possibilities. Learn how to research ownership, access listing history, and provide comparable sales all under the roof of one product. Incorporated with mapping overlays, users can visually see comparable sales of properties sold inside and outside of Georgia MLS. It's not just public records.... It's Courthouse Retrieval System's Power Tool !

**Presented By: GA MLS**

**Hall C—A1**

## 3:15 PM — 3:45 PM SESSIONS

### There's an app for that!

Increase your productivity with apps for smartphones

**Presented By: NAMAR Technology Committee**

**Hall C—A2**

### I didn't know you could do that with Outlook!

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**Hall C—A3**

### Overview of HUD Sales Training

Explaining M&M III, HUD Incentives, Overview of FHA training, FHA loan products, Neighborhood Stabilization Opportunities

**Presented By: Drew Properi**

**PEMCO, LTD**

**Hall C—A4**

### Are you Smarter than your market?

Join us for a up to date summit on the housing market and expert insight into what's in store for the remainder of 2010". Bring your Questions!

**Presented By: John Hunt**

**Guaranty Mortgage**

**Hall C—A5**