

UNDER CONSTRUCTION REALTOR® IMPROVEMENT

**The people you need to see.
The experts you need to hear.
The tools you need to
build your business and
take it to the next level.**



**2006 South Carolina Association of REALTORS®
Annual Conference and Expo**
September 17-20, 2006
Myrtle Beach Marriott Resort at Grande Dunes
Myrtle Beach, South Carolina

2006 South Carolina Association of REALTORS® Annual Conference and Expo

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Be there

Saturday

Habitat for Humanity REALTOR® House Build

Get your conference off to a constructive start by participating in the annual Habitat for Humanity REALTOR® House Build! Read more about this project on page 9.

Tax-Deferred 1031 Course

If “tax-deferred 1031” rolls off your tongue about as easily as bulldozer, you may want to invest in this RLI course explaining the benefits of these transactions, complete with advice for communicating them to your clients.

Sunday

Grand Opening Trade Show Reception

Make time to learn about the latest and greatest real estate products as you catch up with old friends and mingle with new ones during S.C.A.R.’s signature kick-off event. Peruse the booths of more than 57 vendors as you nibble on heavy hors d’oeuvres and enjoy an occasional splurge from the cash bar. This is your chance to discover the companies that can give you a competitive edge—all within a friendly social setting!

Farewell Reception for Jim Peters

Make a toast to the man who steered S.C.A.R. toward unprecedented levels of growth, legislative influence and prominence. Jim Peters, retiring July 1 after 12 years of service, is coming back for one last hurrah—so let’s send him off in style!

Monday

Opening Ceremonies and General Session

This ceremony serves as your official welcome, orientation and initiation. Give into the suspense of the REALTOR® of the Year Award, the fulfillment of LeadershipSCAR graduation and the payback of the C. Dan Joyner Community Service Award. Then, when you think you’ve been completely drained, reach new levels of enlightenment with inspirational keynote speaker Les Brown! Using wit and encouragement, Les will share the secrets to overcoming economic challenges and a misdiagnosis of mental retardation to become an award-winning international speaker and best-selling author.

Raise the Roof Party

Get ready to raise the roof with some smokin’ live entertainment, construction-oriented games and REALTORS® who are in the zone! S.C.A.R. prides itself on throwing a party to end all water cooler talk without a cover charge for Conference registrants. Go ahead and buy some extra tickets for the kids, though—this is a family-friendly event that everyone will enjoy!

Tuesday

Closing Celebration

Like the conclusion of many renovation projects, the final ceremony of “Under Construction: REALTOR® Improvement” will exude an atmosphere of contentment and celebration. Don’t duck out early, or you might miss the final tools you need for success—not to mention the door prizes!

Wednesday

Fundamentals of Real Estate Technology

Studies show that technology is inextricably intertwined with the future of real estate. Make sure you don’t get left behind with this entertaining CRS/GRI course by Mark Porter.





Habitat for Humanity House Build

Spending your time constructively

If you can swing a hammer, help with lunch, saw boards, install siding, pick up scrap lumber or distribute water bottles....YOU'RE HIRED for the Habitat for Humanity REALTOR® House Build!

Scheduled for Saturday, September 16, this volunteer opportunity will lay the foundation for a positive conference experience. By helping one deserving family enjoy the benefits of homeownership, you will improve the overall quality of life in South Carolina.

You won't be the only one working, either.

Buyers are required to take homeownership classes and log over 500 hours of "sweat equity" on Habitat home builds. Buyers then make monthly payments to Habitat, and funds are reallocated to new Habitat projects.

This Habitat Home will be entirely funded by S.C. REALTOR® donations and built with S.C. REALTOR® labor. Come help so you can know you've made a difference and party with the work crew afterwards!

NOTE: The Coastal Carolinas Association of REALTORS® is coordinating this event. To request more information from them, check the box on your Annual Conference Registration Form.



TOP: The Lobos family poses proudly on the lot where their home will be built during the 2005 Annual Conference at Hilton Head Island. MIDDLE: REALTOR® volunteers get the framework standing. BOTTOM: Bill Day reminds workers why homeownership is the American Dream.

Educational Opportunities

Tax Deferred 1031 Exchange Course (CEC007067; 12 MCE core credit hours)

Learn the telltale signs that indicate when a 1031 tax-deferred exchange is in your client's best interest along with tips for explaining its tax-saving benefits during this two-day course taught by **Susan Hayden** from 8:30 a.m. to 5:00 p.m. Saturday and 8:00 a.m. to 2:00 p.m. Sunday.



In addition to earning credit toward the prestigious Accredited Land Consultant (ALC) designation from the REALTORS® Land Institute (RLI) and core credit toward the new RSPS (Resort and Second-Home Property Specialist) designation, attendees will gain real-world skills for working with clients and structuring the transaction.

Attendees should be familiar with basic tax terminology and have a working knowledge of how real estate income and transactions are taxed. Make sure to sign up when you send in your Annual Conference registration.



Fundamentals of Real Estate Technology (CRS/GRI credit application submitted)

In the ever-changing field of real estate technology, **Mark Porter** offers a refreshing review of the basics during this hands-on course from 8:30 a.m. to 5 p.m. Wednesday.

You'll find it's worth one more day away from the office for significant gains in understanding and efficiency!

Make sure to sign up when you send in your Annual Conference registration.



UNDER CONSTRUCTION REALTOR® IMPROVEMENT

Conference Tracks

Track 1: Drawing the Blueprints for Success

Because they are responsible for mapping the success of their businesses, brokers and managers will benefit from these sessions, which address upper level business concerns and leadership challenges.

Track 2: Laying the Foundation

New REALTORS® will learn the skills they need to establish a rewarding career amidst increasing competition and a changing marketplace. Don't shy away if you're a seasoned professional who could use a straightforward refresher!

Track 3: Framing Your Future

Designed for real estate veterans who want to fine-tune their trade, these sessions will show you how to take your business to the next level.

Track 4: Customizing Your Career

Steeped in strategy, these sessions address niche concerns that will attract REALTORS® in all stages of their careers. Don't miss this chance to learn a specialized skill and make your business more marketable!



Presenters

Les Brown

- **You've Got to Be Hungry**
8:30 a.m. Monday

Combining an electrifying stage presence with a heart-wrenching backstory and unflinching optimism, Les Brown ensures that his keynote address will remain with you for years to come. Adopted by a struggling single mom, Les overcame the trauma of a mental retardation misdiagnosis to achieve a meteoric rise in the broadcasting industry and pen the bestsellers *Up Thoughts for Down Times*, *Live Your Dreams* and *It's Not Over Till You Win*.

With no formal education beyond high school, he has risen to prominence by inspiring others to shake off mediocrity and live up to their full potential. Don't miss his enticing presentation during the Opening Ceremonies and General Session!

Bill Barrett, CRS, CRB

- **Real Estate Forecast and Trends**
9:00 a.m. Tuesday
- **Five Ways to Increase Profitability in your Real Estate Office**
10:30 a.m. Tuesday
- **Exclusive "Niche Markets" Prospecting Systems to Increase Your Business and Profit Base**
2:00 p.m. Tuesday

Join Bill Barrett for an insightful look at the latest trends and real estate forecast on this industry's horizon.

Since he entered the real estate field at the age of 18, Bill has been involved in every aspect of the industry. He worked his way from agent to president of a 22-office real estate company and developed an academic understanding of the business during his six years as a college professor.

With this expertise, Bill is committed to showcasing only the most productive, profitable ideas used by top producers.



John Hamilton, GRI, RMM, ABR, DREI

- **Negotiating: Words that Work**
10:30 a.m. Tuesday
- **Eating a Frog**
12:30 p.m. Tuesday

A licensed real estate Broker for more than 30 years, John Hamilton has spent the last half of that tenure presenting national training programs on subjects like sales, negotiation and motivation. Enhance your skills while learning effective negotiating techniques and discovering how to tackle today's toughest real estate problems.



Wayne Mumford & Norton Geddie

- **Contracts**
11:00 a.m. Monday
1:30 p.m. Tuesday

Thanks to his experience in the U.S. Air Force Strategic Air Command, Wayne Mumford brings a military precision to his education session on contracts.

Meanwhile, Norton Geddie communicates a public defender's sensibility in the classroom.

In their open panel discussion on contracts and potential pitfalls, learn how to avoid trouble directly from two top real estate lawyers in the Carolinas.



**Karel Murray,
DREI, CRB, e-PRO, CRS, GRI, ABR**

- **Effective Communication:
Say What You Mean and
Mean What You Say**
11 a.m. Monday
- **Management Choices:
Are you Pre-Active or Reactive?**
1:30 p.m. Monday



Whether she's sharing a personal story or a joke, Karel Murray specializes in using wit to teach invaluable life lessons. A former real estate manager and international consultant on leadership, communication and management, Karel's insights will provide you with the tools to take your business to the next level.

**Wayne Poplin,
ABR, GRI, DREI, CCDS, CPSPI, ITI**

- **Tools for Buyer's Agency**
12:30 p.m. Tuesday



South Carolina's own Wayne Poplin offers a memorable, gregarious slant on every subject he teaches. If your focus has been mainly on listings, join Wayne for his sessions on how buyer's agency can become a lucrative part of your business plan.

Mark Porter, CRS, GRI

- **Get Techie With It**
2 p.m. Tuesday
- **Fundamentals of Real Estate Technology**
8:30 a.m. Wednesday



Mark Porter went from Rookie of the Year at a Wisconsin agency to national real estate technology expert in just three years. Mark ensures that after attending his seminar, you will be able to implement the most desired productivity tools that the "technically inclined" use daily. You are also invited to join this senior CRS instructor for a one-day CRS course entitled, "Fundamentals of Real Estate Technology."

Jim Pugliese, GRI, ABR, CBS, SRES

- **Superstar Success: Best Ideas of Super Agents**
11 a.m. Monday
- **Secrets of Top Pros: Making it to the Top**
1:30 p.m. Monday



A 25-year veteran of the real estate industry, Jim Pugliese began his career as a salesman and moved up the ranks to become Vice President and Director of Training for the 25th largest Coldwell Banker affiliate in North America. Jim's sessions will help you discover how to make a quantum leap in listings, sales, referrals and profit.

Kevin Stahle, GRI

- **Investments: Instruments to Wealth**
10:30 a.m. Tuesday
- **How do You Measure Up? An FYI on CMAs**
12:30 p.m. Tuesday



Kevin Stahle honed his training skills during 19 years in the real estate industry. The experience he gathered as a director of corporate training will shed new light on how to complete the Competitive Market Analysis and provide insight into effective investment analysis.

Schedule of Events

Saturday, September 16

- 7:30 a.m. - 8:30 a.m. Course Registration
- 8:30 a.m. - 5:00 p.m. **Tax Deferred 1031 Exchange Course***
Susan Hayden
- 3:00 - 4:00 p.m. S.C.A.R. REF Board of Directors Meeting
- 6:00 - 9:00 p.m. REF Fundraiser

Sunday, September 17

- 8:00 a.m. - 9:00 a.m. Inspirational Breakfast
- 8:00 a.m. - 2:00 p.m. **Tax Deferred 1031 Exchange Course***
Susan Hayden
- 9:00 a.m. - 11:30 a.m. LeadershipSCAR Meeting
- 11:00 a.m. - 7:00 p.m. Annual Conference Registration
- 11:30 a.m. - 1:00 p.m. S.C. RPAC Meeting and Lunch
- 11:30 a.m. - 12:30 p.m. Housing Opportunity Committee Meeting
- 12:00 p.m.-1:00 p.m. Public Relations Committee Meeting
- 1:00 p.m. - 2:00 p.m. Professional Development Committee Meeting
- 1:45 p.m. - 3:15 p.m. S.C.A.R. Board and Member Forum
- 2:00 p.m. - 3:30 p.m. Legislative Group Meeting
- 2:00 p.m. - 3:00 p.m. Technology Committee Meeting
- 3:30 p.m. - 5:30 p.m. S.C.A.R. Executive Committee Meeting
- 5:30 p.m. - 7:30 p.m. Exhibits Open
Grand Opening Trade Show Reception
- 6:30 p.m. - 8:00 p.m. LeadershipSCAR Reunion
- 7:30 p.m. - 8:30 p.m. Dinner on your own
- 9:00 p.m. - 10:00 p.m. **Farewell Reception for Jim Peters**

Monday, September 18

- 8:00 a.m. - 3:00 p.m. Annual Conference Registration
- 8:30 a.m. - 10:30 a.m. **Opening Ceremonies and General Session**
You've Got to Be Hungry
Les Brown
- 10:00 a.m. - 3:00 p.m. Exhibits Open
- 10:30 a.m. - 11:00 a.m. Break and Door Prizes in Exhibit Hall
- 11:00 a.m. - 12:00 p.m. Education Session: Track 3
Superstar Success: Best Ideas of Super Agents
Jim Pugliese
- Education Session: Track 2
Effective Communication: Say What You Mean and Mean What You Say
Karel Murray
- 11:00 a.m. - 12:30 p.m. Education Session: Track 4
Meet With Geeks/ REALTOR® Roundtable
Technology Committee
- Education Session: All Tracks
Contracts
Wayne Mumford and Norton Geddie
- 12:00 p.m. - 1:30 p.m. **Lunch and Door Prizes in Exhibit Hall**
- 12:00 p.m. - 1:00 p.m. REALTOR® of the Year Luncheon
- 1:00 p.m. - 2:30 p.m. Education Session: Track 2
Secrets of Top Pros: Making It to the Top
Jim Pugliese
- Education Session: Track 1
Management Choices: Are You Pre-Active or Reactive?
Karel Murray
- Education Session: Track 4
REALTOR® Meets Appraiser

Monday, September 18 *continued*

- 2:30 p.m. - 3:00 p.m. Board of Directors Set-Up and Registration
- 3:00 p.m. - 5:30 p.m. **General Membership/Board of Directors Meeting**
- 7:00 p.m. - 10:00 p.m. **Raise the Roof Party**

Tuesday, September 19

- 7:15 a.m. - 8:15 a.m. SC NAR Directors Breakfast Meeting
- 8:00 a.m. - 2:00 p.m. AE Meeting and Roundtable
Breakfast/Lunch
Professional Standards Training
- 8:00 a.m. - 2:00 p.m. Annual Conference Registration
- 9:00 a.m. - 10:00 a.m. **General Session: All Tracks**
Real Estate Forecast and Trends
Bill Barrett
- 10:00 a.m. - 3:00 p.m. Exhibits Open
- 10:00 a.m.-10:30 a.m. Break and Door Prizes in Exhibit Hall
- 10:30 a.m. - 12:00 p.m. **Education Session: Track 1**
Five Ways to Increase Profitability in Your Real Estate Office
Bill Barrett
- Education Session: Track 4**
Meet With Geeks
Technology Committee
- 11:30 a.m. - 12:00 p.m. Door Prizes in Exhibit Hall
- 11:30 a.m. - 12:30 p.m. CRS/CRB Luncheon
Mark Porter
- 11:30 a.m. - 12:30 p.m. S.C.A.R. Silver Service Club Luncheon
- 12:30 a.m. - 1:30 p.m. Appraisal Section Meeting and Luncheon

Tuesday, September 19 *continued*

- 12:30 p.m. - 1:30 p.m. **Education Session: Track 3**
Eating a Frog
John Hamilton
- Education Session: Track 4**
Tools for Buyer's Agency
Wayne Poplin
- Education Session: Track 2**
How Do You Measure Up? A FYI on CMAs
Kevin Stahle
- 2:00 p.m. - 3:00 p.m. **Education Session: Track 4**
Get Techie With It
Mark Porter
- Education Session: Track 3**
Exclusive "Niche Markets" Prospecting Systems to Increase Your Business and Profit Base
Bill Barrett
- 1:30 p.m. - 3:00 p.m. **Education Session: All Tracks**
Contracts
Wayne Mumford and Norton Geddie
- 3:15 p.m. - 4:15 p.m. **Closing Celebration** in honor of incoming 2007 S.C.A.R. President Robert Clement sponsored by the Charleston Trident Association of REALTORS®
- 4:15 p.m. - 7:00 p.m. Free time and dinner on your own
- 7:00 p.m. - 10:00 p.m. **REALTOR® Dessert Reception and Karaoke Party**

Wednesday, September 20

- 7:30 a.m. - 8:30 a.m. CRS/GRI Registration
- 8:30 a.m. - 5:00 p.m. **CRS/GRI Course***
Fundamentals of Real Estate Technology
Mark Porter

**Pre-registration is required*

Hotel Accommodations

Myrtle Beach Marriott Resort at Grand Dunes

8400 Costa Verde Drive
Myrtle Beach, South Carolina 29572
800.644.2881

<http://marriott.com/property/propertypage/MYRGD>

Get comfy and see for yourself why the Marriott Grande Dunes is the hottest new hotel in Myrtle Beach!

With 45,000 square feet of meeting space along a pristine beach, you and your entire family will be able to make yourselves at home. To book your room at the special S.C.A.R. rate of \$135 for a single/double garden view, \$155 for a single/double ocean view, \$255 for a one-bedroom suite or \$355 for a two-bedroom suite, call the Marriott at 800-644-2881 before August 16, 2006.

Hotel Amenities

- Beachfront pool with waterslide
- Championship golf
- Tennis and fitness center
- European Spa with indoor pool
- 405 luxury guest rooms
- Access to amenities of the 2,200-acre Grande Dunes community

Rooms are available with ocean views, two separate telephone lines, high speed Internet access and spacious work desks.



Registration Policies and Procedures

Payment

Check, Visa or MasterCard

Cancellation/Refund

Refunds will be processed after Conference. A processing fee of \$50 per person will be assessed for cancellations made for any reason at any time. Due to contract obligations, no refunds will be issued for cancellations received after Aug. 18, 2006. Cancellations must be made in writing and will not be taken over the telephone.

Optional Event Tickets

Tickets for Optional Events are sold on a first-come, first-served basis; all sales are final. No refunds will be given for any reason after Aug. 18, 2006. All advanced-purchase tickets will be in your packet at the Conference Registration Desk upon arrival.

Registration Required

All participants attending any event connected with the S.C.A.R. 2006 Annual Conference must have registered for the meeting and paid the registration fee. Liability insurance requires that every attendee be registered.

ONLINE REGISTRATION www.screaltors.com

MAIL REGISTRATION

S.C.A.R.
PO Box 21827
Columbia, SC. 29221

FAX REGISTRATION 803-798-6650

Special Needs

If you or your guest require special assistance to fully participate, please attach a written description of your needs to this registration form.

Hotel Reservations

In order to get the special S.C.A.R. Conference room rate, you must **call the hotel directly at**

1-800-644-2881

before

Aug. 16, 2006

Rates (excluding tax)

Gardenview (single double)	\$135
Oceanview (single double)	\$155
Suites 1 bedroom	\$255
2 bedroom	\$355

Questions?

Call S.C.A.R. at

800-233-6381

2006 S.C.A.R. Annual Conference & Expo Registration

Please use a separate sheet for each registrant.

Name _____ **PAYMENT** Must accompany registration form
 Check (made payable to S.C.A.R.)
 MasterCard VISA
 Company Name _____
 Mailing Address _____ Card # _____ Exp. Date _____
 City _____ State _____ Zip _____ Name on Card _____
 Phone _____ Fax _____ Signature _____
 E-mail Address _____

Check All That Apply REALTOR® Board AE Affiliate Member Exhibitor 1st Time Attendee

REGISTRATION FEES

Form & Fees received by:

	Early Bird July 8	Regular August 2	On-Site After Aug. 23	Totals
REALTOR®, Affiliate Member	\$235	\$260	\$300	\$ _____
First-Time Attendee	\$215	\$240	\$300	_____
Non-Member Licensee	\$245	\$300	\$330	_____
Association Executive, Non-Licensee Guest	\$125	\$125	\$125	_____

Guest Name: _____

OPTIONAL TICKETED EVENTS

Tax Deferred 1031 Exchange Course with Susan Hughes \$150 with registration x _____ = _____
 Saturday, 9/16/06, 8:30 a.m.-5 p.m. and Sunday, 9/17/06, 8:30 a.m.-2 p.m.

Grand Opening Trade Show Reception **FREE** with registration x _____ = _____
 Sunday, 9/17/06, 5:30 p.m. (Cash Bar) Extra ticket \$20.00 each

Raise the Roof Party **FREE** with registration x _____ = _____
 Monday, 9/18/06, 7:00 p.m. (Cash Bar) Extra Ticket \$25.00 each

REALTOR® Dessert and Karaoke Party **FREE** with registration x _____ = _____
 Tuesday, 9/19/06, 7:00 p.m. (Cash Bar) Extra ticket \$15.00 each

CRS 106 Education Course \$75.00 with registration x _____ = _____
Fundamentals of Real Estate Technology with Mark Porter
 Wednesday, 9/20/06, 8:00 a.m.-5:00 p.m.

TOTAL \$ _____

HABITAT FOR HUMANITY BUILD

Saturday, 9/16/06

Yes, I am interested in the Habitat Build. Please send me more information.

2006 S. C. Association of REALTORS® Annual Conference and Expo

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