

# BROKER/OWNER'S GUIDE

## Tips on Getting the Most Out of Real Estate Connect NYC

### Before the Conference:

- Download the [ConnectNYC mobile application](#) (includes conference schedule, live Twitter feed, exhibitor info and more!)
- Preview [Start-Up Alley companies](#) – brand new companies launching at Connect. Plan which ones you'd like to meet!
- Review [the list](#) of speakers, exhibitors and sponsors. Pick 3-5 top people you want to meet and contact them to schedule a meeting during the event.

### During the Conference:

- Plan to visit: Start Up Alley and Exhibitors (5<sup>th</sup> Floor Foyer, Level 5)
  - *Open: Wednesday: 11:00 a.m. – 6:00 p.m. and Thursday 12:00 p.m. – 6:00 p.m. (some exhibitors will be there one day only - so make sure to visit both days.)*
- Make sure you stop by the Inman Booth #904 and enter to win the NEW Google Nexus One Mobile Phone!
- Join the conversation on Twitter – use hashtag #ICNY

### MUST SEE Broker/Owner Sessions at Connect NYC:

#### Wednesday, January 13<sup>th</sup>

8:30 a.m.-12:20 p.m.

##### Brokerage Summit Workshop (Westside Salon 1, Level 5)

(Moderated by: [Wendy Forsythe](#), VP, Broker Services and Product Development, [Better Homes and Gardens Real Estate LLC](#))

An entire day intended to dive into the ins and outs of building the best brokerage.

\*must have full conference registration – add workshops onto your conference pass at the registration desk or [online](#) until Monday.

10:00 a.m. – 11:00 a.m.

AND

11:15 a.m. – 12:15 p.m.

##### Sponsored Intensives

We understand you can't be in two places at once, but plan to come to *at least one* of the sponsored intensives:

**See What's New from the Bing Maps Platform (Odets, Level 4)**

**Building Community Via Social Networking: Insights from HGTV and the Food Network (Ziegfeld, Level 4)**

**Zillow A to Z: From Agents to Zestimates, Learn How to Make Zillow Work for You (Wilder, Level 4)**

2:45 p.m. – 5:15 p.m.

##### Main Conference Program (Westside Ballroom, Level 5)

5:00 p.m. – 6:00 p.m.

##### Cocktails@Connect (5<sup>th</sup> Floor Foyer, Level 5)

#### Thursday, January 14<sup>th</sup>

8:30 a.m. – 12:00 p.m.

##### Main Conference Program (Westside Ballroom, Level 5)

12:30 p.m. – 1:30 p.m.

##### Face-time with hard-to-reach leaders (5<sup>th</sup> Floor Foyer, Level 5)

1:00 p.m. – 2:00 p.m.

##### Sponsored Intensives:

**Experience Bing Maps Through Customer Examples (Odets, Level 4)**

**Social N'Etiquette: Rules of Engagement That Turn Fans Into Referrers (Ziegfeld, Level 4)**

**Zillow MATCH Case Study: The New Frontier of Online Advertising (Wilder, Level 4)**

2:00 p.m. - 2:45 p.m.

##### TRACK 2 - The Agent of the Future (Westside Salon 2, Level 5)

**Rethinking the Broker Value Proposition** (Moderated by: [Bernice Ross](#), CEO, RealEstateCoach.com)

- [Ken Baris](#), President, Jordan Baris Realtors

- [Jonathan Kauffmann](#), Principal Broker/Owner, Nest Realty

**Thursday, January 14<sup>th</sup> (cont.)**

2:50 p.m. – 3:35 p.m.

**TRACK 4 - Technology and Media (Westside Salon 4, Level 5)**

**Tweet This! The Business Case for Twitter?** (Moderated by: [Dustin Luther](#), *Social Media Strategy with 4realz Consulting*)

- [Joseph Ferrara](#), *Publisher, Sellsius*
- [Doug Lazovick](#), *Founder, DeedStreet*
- [David Gibbons](#), *Director of Community Relations, Zillow.com*

3:40 p.m. – 4:25 p.m.

**TRACK 1 - Foreclosure Market Strategies (Westside Salon 1, Level 5)**

**Breaking into the REO Club** (Moderated by: [Jonathan Miller](#), *President & CEO, Miller Samuel Inc.*)

- [Beth Butler](#), *Owner/Consultant, Big Mouth Consulting*
- [Marie Chung](#), *REO Director, REO Modern Realty Corp.*
- [Paul Jackson](#), *Publisher, HousingWire*

4:30 p.m. – 5:00 p.m.

**TRACK 4 - Technology and Media (Westside Salon 4, Level 5)**

**The Hyperlocal Media Opportunity: The Big Players Are in, Where Are You?** (Moderated by: [Dustin Luther](#), *Social Media Strategy with 4realz Consulting*)

- [Mark Josephson](#), *CEO, Outside.in*
- [Stuart Elliott](#), *Editor in Chief, The Real Deal*

**Friday, January 15<sup>th</sup>**

9:00 a.m. – 12:00 p.m.

**Main Conference Program (Westside Ballroom, Level 5)****After the Conference**

- Send a quick email to everyone whose business card you received. Also, make sure you enter them into your contact list.
- Check inman.com for video footage and slide presentations
- Sign up for Real Estate Connect SF – special rates for Connect NYC attendees!