

Prudential Real Estate's

# Summit Conference

JW Marriott Hotel Washington, DC, September 19-21, 2010

## Reignite the PASSION in your Business

The Summit Conference will reignite passion in your business and provide an environment for learning and networking. We'll cover the most pertinent topics at the intersection of real estate marketing and technology tools.

You'll gain some fluency in emerging trends, develop a deeper understanding of the competitive landscape, be able to identify key levers that will drive real estate sales.

This event is exclusive to Prudential Real Estate 2008 and 2009 Chairman's Circle, President's Circle and Legend Award winners and the Broker/Owners of your companies and is programmed for our top producing sales professionals in the network.

From motivating presentations to the invaluable opportunity to network and connect with other top performers, this year's event is a must!

"I've already received several referrals, which paid for my trip three times over."

2009 Chairman Circle award winner

Don't miss your opportunity to invest in your success and be part of the passion and energy of this year's Summit Conference. Make your plans today — space is limited!

**The Value Plan registration rate of \$325 USD is only available until July 16.**

Event details, including how to register, are posted under the Events section on PREA Center.

### Agenda

#### Sunday, September 19

**1:00 PM – 6:00 PM**

Registration Check-in

**6:00 PM – 8:00 PM**

Networking Reception

#### Monday, September 20

**10:00 AM – 12:00 PM**

Opening General Session

■ Earl Lee, President, PRERS

■ Top Producers Panel

**12:00 PM – 1:30 PM**

Luncheon

**1:30 PM – 3:00 PM**

Afternoon Educational Session

■ Business Acumen for Real Estate Leaders

**6:30 PM – 8:00 PM**

Twilight Monument Tour

*Sponsored by Wells Fargo Home Mortgage*

#### Tuesday, September 21

**10:00 AM – 11:30 AM**

General Session

■ Jim Mallozzi, Chairman & CEO, PRERS

■ Ted Leonsis, Keynote Speaker

**11:30 AM – 1:00 PM**

Luncheon

**1:00 PM – 2:30 PM**

Best Practices Workshop/Roundtables

**6:30 PM – 11:00 PM**

Cocktail Reception

Presidential State Dinner & Dancing



**Prudential**

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## Featured Speakers

### **James Mallozzi**

*Chairman and CEO, Prudential Real Estate and Relocation Services*

Jim Mallozzi knows what real estate consumers in 47 major metro areas are thinking based on a recent survey commissioned by PRERS. Jim will share survey findings and how Network professionals can capitalize through positive focus.

### **Earl Lee**

*President, Prudential Real Estate and Relocation Services*

Earl Lee sees progress ahead for the real estate market and our Network. Earl will discuss market dynamics and factors that will help affiliates in the months ahead.

### **Ted Leonis**

*Vice Chairman emeritus, AOL and expert on new media, customers and technology.*

Internet legend and author Ted Leonsis will share "The Business of Happiness: 6 Secrets to Extraordinary Success in Life and Work." He will reveal the six secrets to achieving true happiness—and how they make success almost inevitable. Showing people exactly how they can apply the six secrets to their work, at home, and in their personal lives, Leonsis also reveals how some of the most successful and happy people today have put these secrets into practice for themselves. Dynamic, inspiring, and unique, Ted proves that anyone can be more successful and happier, including you.

### **Jan O'Brien**

*Real Estate Coach, Real Estate Blog and Social Media Consultant*

Jan O'Brien asks "are you running your real estate business like a business?" She will provide real world best practices for distressed properties and ideas that you can implement immediately to generate lead sources. In addition, you will learn how to manage your online reputation and social media marketing strategies that are proven to provide results.

### **PLUS:**

**Prudential Top Producers Panel & Roundtable Workshops**

REALTORS® who dare to be different, bold and exciting will share knowledge, best practices and techniques you can apply in your local market.

Roundtable Workshops are designed to enhance your skills and help you grow your business and leverage the Prudential Real Estate brand. Learn about training and tools that provide you with a distinct edge.

**Register today at**  
[www.prea.prudential.com](http://www.prea.prudential.com)