



RICHMOND
ASSOCIATION OF REALTORS®

BACK TO THE FUTURE



REALTORFEST.RAREALTORS.COM | #REALTORFESTRVA

Schedule of Events

7:30AM - 9:00AM **Registration & Continental Breakfast**

7:30AM - 4:00PM **Tradeshow**
Exhibit Hall A
1st Floor

8:30AM **Grand Ballroom, 2nd Floor, Doors open for Keynote Address**

9:00AM - 10:30AM **Keynote Address: Back to the Future: Growing in Uncertain Times**

Grand Ballroom
2nd Floor

Peter Sheahan, Innovative Business Thinker, Author and Thought Leader

REALTORS® must learn how to turn challenges into opportunity and disruption into competitive advantage. Hear from top-rated, internationally known, keynote speaker, Peter Sheahan, on how real growth happens when you move towards the edge of disruption where the converging forces of change create emerging new possibilities.

11:00AM - 12:00PM **Creating Consistent Content: Actionable Plans to Create Social Media Success**

Grand Ballroom
2nd Floor

Sasha Tripp, Real Estate Coach & Speaker

Between rapidly changing trends, dozens of different apps, and millions of users logging on every day, social media can feel impossible to understand. Real estate coach Sasha Tripp will provide you with the essential tools and tech to solidify your messaging, manage your brand, and stay top of mind in any market. Take the guesswork out of your social media strategy and develop an actionable plan for success now and in the future.

Session 1:

11:00AM - 12:00PM **MLS-Touch®: Meet your new, premium mobile MLS app!**
E11C

Jay Meyers, CoreLogic

Session 2:

1:30PM - 2:30PM
E11C

MLS-Touch® is coming to CVR MLS! MLS-Touch® is a premium mobile app that keeps you connected to listings and engaged with clients from wherever you are. Join Jay Meyers at one of our three sessions to learn all about the essential features of this app from full listing details to powerful on-the-go tools including stats, editing features, and integrations with Matrix™ and OneHome™.

Session 3:

2:30PM - 3:30PM
E11C

12:30PM - 1:30PM Luncheon in Exhibit Hall B, 1st Floor

2:00PM - 3:00PM Panel: What Lies Ahead: Trends, Opportunities & Challenges
E10ABC

Attorney Michael Lafayette, Esq., Lafayette, Ayers & Whitlock
Ryan Price, Chief Economist, Virginia REALTORS®
Dan Cohen, Director of Community Enhancement, Chesterfield County
Bernard Harkless, Principal, Lynx Ventures
Jovan Burton, Executive Director, Partnership for Housing Affordability
Laura Lafayette, CEO of the Richmond Association of REALTORS® /CVR MLS

The news abounds with property sales and acquisitions, new industries moving to the region, and fast-paced redevelopment projects. Taking us past the headlines, our blue-ribbon panel of real estate industry experts will discuss what to expect in the Central Virginia real estate market over the next few years. Each of these panelists has specific expertise in real estate including law, commercial and residential development, the local & state economy, housing affordability, inventory and the latest trending issues. This dynamic and informative discussion also provides an opportunity for audience questions about what lies ahead in our market.

3:00PM - 4:00PM Tradeshow/Cocktail Hour
Exhibit Hall A
1st Floor



CVR MLS 2ND ANNUAL LOCKTOBERFEST

October 3rd-31st



Turn in your extra SentiLock Lockboxes to earn a chance to win prizes including:

- A free year of CVR MLS*
- Lewis Ginter Botanical Garden Membership
- VMFA Membership
- And gifts from our Sponsors: JC Desserts, Dream Dinners, Papa John's, and Drive Shack

There are two prizes for weekly draws, awarded to separate winners by lottery

Week 1: 10/7	REALTOR®Fest Tickets \$100 Dream Dinners Gift Card
Week 2: 10/14	Drive Shack \$100 Gift Card \$100 Dream Dinners Gift Card
Week 3: 10/21	Lewis Ginter Botanical Garden 1 Year Membership \$100 Dream Dinners Gift Card
Week 4: 10/28	VMFA 1 Year Membership \$100 Dream Dinners Gift Card
Grand Prize! 11/1	CVR MLS 1 Year Subscription*

<https://rarealtors.com/locktoberfest>



*Non-Transferable - One Winner Only

Tradeshow Highlights

Concession Stand

Behind Booths 8 & 9

Concessions may be purchased from 10AM to 2PM.

RAR Member Lounge

Booths 19 & 20

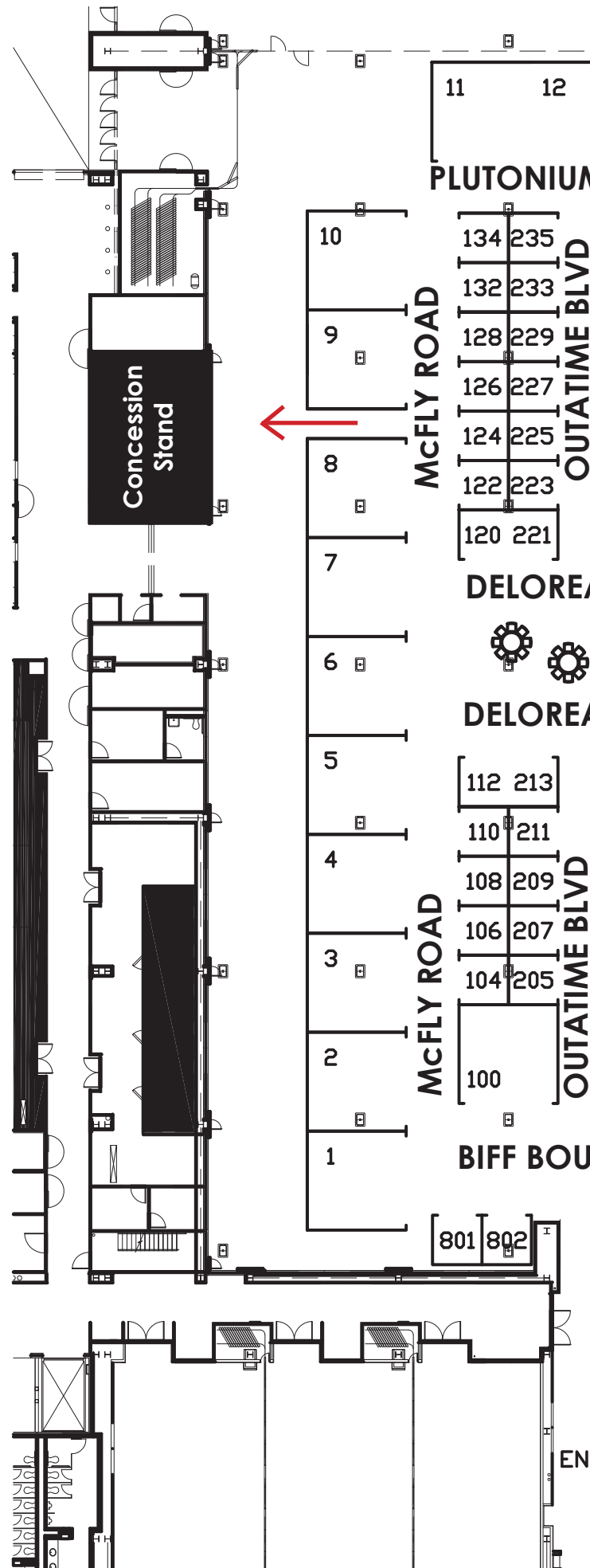
Relax in our member lounge designed and sponsored by Jsquared.

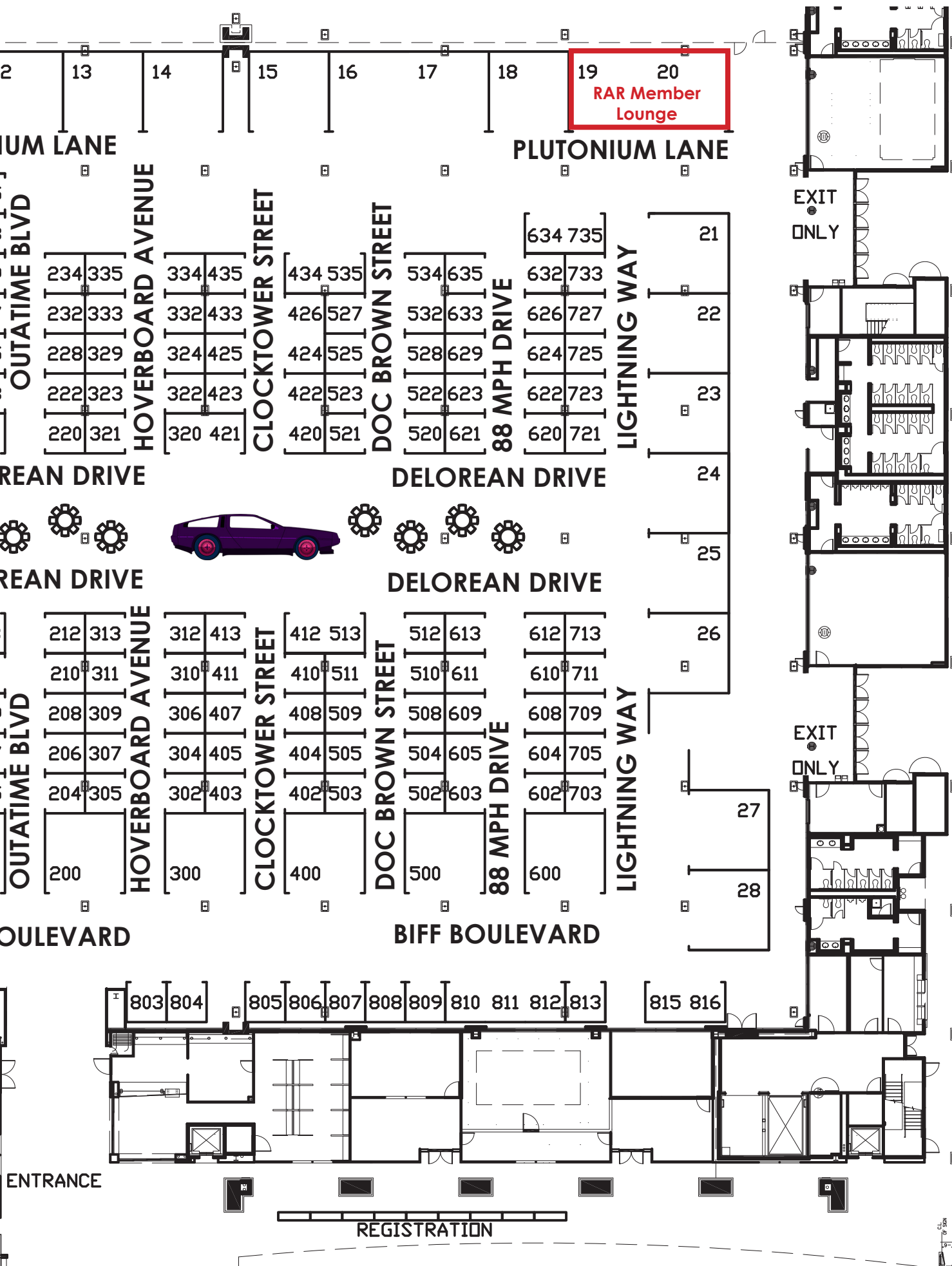


Time Machine

Center of Delorean Drive

Stop by the center of the Trade Show floor and take your picture with the Time Machine sponsored by Chesapeake Bank.





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2-10 Home Buyers Warranty.....	210
360 Home Inspections, LLC.....	2
acac Fitness & Wellness Center.....	500
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Speakers

Back to the Future:

Growing in Uncertain Times



Peter Sheahan

Keynote Speaker

As founder of Karrikins Group, Peter Sheahan is known internationally as a top-rated keynote speaker, innovative business thinker and thought leader. With staff in more than 23 cities across seven countries, he knows firsthand the challenges of growing a business in these rapidly-changing times.



Creating Consistent Content:

Actionable Plans to Create Social Media Success



Sasha Tripp

Featured Speaker

Sasha Tripp is a residential REALTOR® in Charlottesville, VA, and the Principal Broker and Owner of Story House Real Estate. Sasha also speaks and teaches internationally with the Residential Real Estate Council (RRC) as an Annual Sell-A-Bration Speaker, webinar instructor, and coach. She has been selected by REALTOR® magazine as one of the Top 30 REALTORS Under 30, was recognized on the list of Inman Top 101 Real Estate Influencers in the nation, and has been the Charlottesville Area Association of REALTORS® REALTOR® of the Year (2016), Sales Associate of the Year (2012), and Rookie of the Year (2008).

Panel: What Lies Ahead: Trends, Opportunities & Challenges



Michael Lafayette, Esq.

Michael Lafayette, Esq., is a partner in the law firm of Lafayette, Ayers & Whitlock, PLC. Michael has extensive real estate experience and represents clients in both residential and commercial real estate transactions. Michael also represents agents and brokers in administrative actions before the Virginia Real Estate Board. Michael serves as legal counsel to RAR/CVR MLS.



Ryan Price



Ryan Price is the Chief Economist of Virginia REALTORS®. For more than a decade, Ryan has honed his knowledge of Virginia's economy and housing market in a variety of roles in the public, private, and non-profit sectors. Ryan's research focuses on housing market trends in Virginia and the economic and demographic factors that move the market. Before stepping into his current role, Ryan served as the association's Deputy Chief Economist. Prior to joining Virginia REALTORS®, he served as the President of research consulting firm LSA Planning, as an Urban Planner for the City of Alexandria, and as a researcher at the Center for Regional Analysis at George Mason University.

Panel: What Lies Ahead: Trends, Opportunities & Challenges



Dan Cohen

Dan Cohen is the Director of the Department of Community Enhancement for Chesterfield County. Community Enhancement is dedicated to keeping Chesterfield County a valuable and desirable place to live. The Department supports neighborhoods and corridors by offering resources and services regarding real estate and housing development, revitalization, and housing resources.



Bernard Harkless

Bernard Harkless is a principal at Lynx Ventures, where he manages the development and execution of projects. Prior to joining Lynx, Bernard developed luxury condominiums, apartments, and affordable housing in New York City and gained significant experience in construction management with Clark Construction in Washington, DC. Bernard currently serves as board chairman of both Storefront for Community Design and the Partnership for Housing Affordability.

Jovan Burton

Moderator



Jovan Burton is the Executive Director for the Partnership for Housing Affordability, a nonprofit focused on creating greater access to housing opportunity through policy, research, and collaboration. Jovan works with local governments, developers, community groups, and key stakeholders to advance housing policy and educate decision makers on the region's needs. He also launched and helps direct the Housing Resource Line, a phone based program that serves over 7,000 residents annually and is currently administering the PDC Housing Program grant for Richmond, which has allocated \$3 million to help produce 270 units of affordable housing over the next three years.

Jovan serves on the board of directors for Housing Families First, Area Congregations Together in Service, and the Greater Richmond Continuum of Care. Additionally, he is a participant in the Valentine Museum's Board Immersion program. He is also a member of Greater Richmond's African American Nonprofit Leaders Collective and Virginia Commonwealth University's Real Estate Circle of Excellence.



Laura Lafayette

Moderator

Laura Lafayette is the Chief Executive Officer of the Richmond Association of REALTORS® and the Central Virginia Regional Multiple Listing Service—two organizations that serve the over 6,800 REALTORS® in Central Virginia.

Within the broader community, Laura serves as a gubernatorial appointee to the Virginia Housing Commission; is the Immediate Past Chair of the Maggie L. Walker Community Land Trust; serves on the Local Advisory Committee of Virginia LISC, the Board of Directors of ACTS, the Board of Trustees of Virginia Diocesan Homes, and Henrico County's Housing Advisory Committee.



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