



It's Time to Say "Ready, Set, Boston!" as Realtors® Gather in Boston

November 2nd, 2018

As the country heads into the final days of the midterm elections, the National Association of Realtors® kicks off its annual conference in Boston today with a focus on education and opportunity.

This year marks the first time Boston has played host to an NAR conference. The conference, themed "Ready, Set, Boston!" will feature the largest program to date, with 150 speakers at more than 125 conference sessions covering a broad range of real estate topics, including innovation and business technology, affordability issues related to inventory constraints, marijuana laws' impact on commercial real estate and blockchain transactions.

"This conference is an amazing opportunity for Realtors® to make connections, grow their expertise and immerse themselves in the latest in trends and technology in the world of real estate," said NAR President Elizabeth Mendenhall, a sixth-generation Realtor® from Columbia, Missouri and CEO of RE/MAX Boone Realty. "The business of real estate is constantly changing as our industry evolves at a rapid pace, and these educational sessions, expert panelist and networking meetings allow our members to stay educated on the most cutting edge developments in our industry."

During the week, conference attendees will hear from industry and political thought leaders, including NAR chief economist Lawrence Yun, who will share the latest outlook for residential and commercial real estate markets, as well as his 2019 housing forecast. Federal Emergency Management Agency Administrator Brock Long, Better Homes and Gardens Real Estate CEO Sherry Chris, realtor.com Chief Marketing Officer Nate Johnson and political satirist and H.L. Mencken Research Fellow at the Cato Institute P.J. O'Rourke will all address Realtors® in Boston as well.

On Saturday morning, conference attendees will have the chance participate in the REALTORS® Relief Run, NAR's first-ever 5K race/walk. This event benefits the REALTORS® Relief Foundation and other local charities, including the New England Center for Homeless Veterans, St. Francis House and Friends of Boston's Homeless. Attendees will also have the opportunity to network with colleagues from nearly 70 countries around the world and

attend 15-minute presentations from country representatives and other experts regarding various business opportunities at the Global Real Estate Pavilion in the expo hall.

The expo opens Friday, Nov. 2 at 3 p.m. and will feature more than 400 industry-leading companies showcasing the latest products and services from real estate software to home protection and warranties.

The conference will also include several celebrity guest appearances. Attendees will have the opportunity to meet and have their photo taken with TV personality Andy Cohen at the NAR booth at the trade expo on Nov. 3. Saturday's general session keynote address will be presented by Oscar® and Golden Globe nominated actor and philanthropist Mark Wahlberg. Grammy-nominated band Fall Out Boy will perform at a special attendee concert on Sunday, Nov. 4.

On Monday, Nov. 5, NAR's 2019 officers will be installed during the association's Board of Directors meeting.