



About NAEBA

Founded in 1995, the National Association of Exclusive Buyer Agents (NAEBA) is the trade association for Exclusive Buyer Agents (EBAs) who exclusively represent savvy buyers in real estate transactions. NAEBA supports EBAs with the industry standard CEBA certification program, ongoing education, client referral service, technology and information sharing.

For further information contact:

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To Register: naeba.info/convention

National Association of Exclusive Buyer Agents 13th Annual Conference



NAEBA Announces GREEN DAY at Annual Convention

NAEBA announced today that the first day of full programming at this year's annual convention, Wednesday, November 14th, will be dedicated to green issues. The entire day will be structured by Green Real Estate Education, a Florida-based organization whose mission is to educate Real Estate Professionals on how to contribute to and benefit from the green movement.

Topics covered will include:

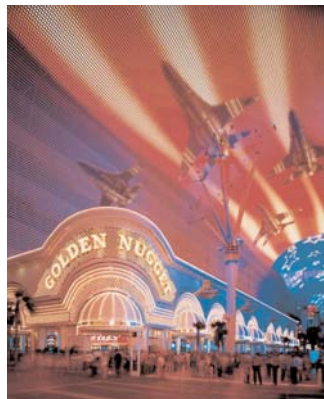
- Overview of Green Building Concepts
- Sustainable Building Materials and Design
- Environment Issues and their Effect on Real Estate
- Energy Efficient Mortgages and Energy Ratings

Following the completion of the days program, attendees will receive "Green Certified" designations and certificates.

About NAEBA in Las Vegas

The site of the 1999 NAEBA annual convention, the Golden Nugget in Las Vegas, is the perfect venue for this year's event which will be held on November 12th - 15th, 2007.

The Real Deal: Downtown's Fremont Street is the original heart, spade, and club of Vegas. Pay homage to the neon cowboy sign, step into Binion's Horseshoe (which played host to the original World Series of Poker), and drop a quarter into one of the legendary slots at the Golden Nugget.



Viva Vision – the biggest big screen on the planet.

The famous Fremont Street Experience Light and Sound show reached new peaks of

technological wonder with Viva Vision! This \$17 million phenomena has delighted visitors with larger-than-life animations, integrated live video feeds, and synchronized music – all delivered on a high-tech overhead canopy that extends the length of more than five football fields! Once the Vegas sun has set, visitors can peer upward to experience over 12.5 million synchronized LED modules offering crisp, high-resolution images and astounding special affects – all synced to a lively sound-track fed through a state-of-the-art, concert-quality sound system.

Three Viva Vision productions are currently airing nightly: The shows are free and can be viewed from just about any angle along the five-block pedestrian promenade. This is one Vegas tradition not to be missed.

About the Golden Nugget

Golden Nugget vivifies Downtown with its energizing presence. This renowned destination focuses on fusing the best of accommodations and entertainment with down-home hospitality. It is Las Vegas' only hotel to carry the esteemed AAA Four-Diamond Award for 30 consecutive years. To view more about the Golden Nugget, visit www.goldennugget.com.

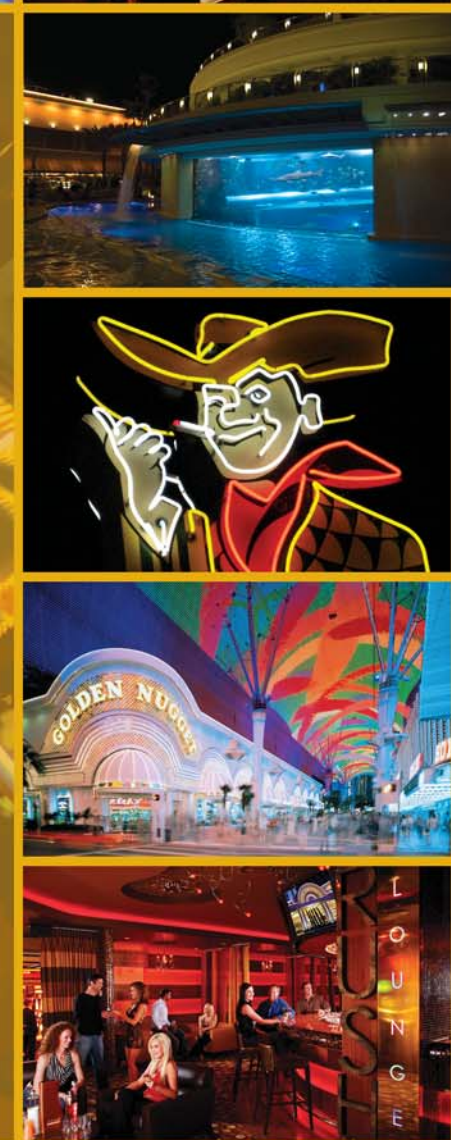
The Golden Nugget and Las Vegas the perfect platform to support an outstanding NAEBA business program.

Reservations

The NAEBA Discount Room rate of \$79.00 is available Monday, November 12th through Thursday, November 15th. **To make your room reservation, call the Golden Nugget directly at (800) 634-3454.** (You will not be able to secure the convention rate if you book on-line.) Be sure to mention that you are with the National Association of Exclusive Buyer Agents. A limited number of rooms are available at this special rate!



November 12 - 15
Golden Nugget Hotel
Las Vegas, Nevada



Going Green... It's No Gamble





Welcome NAEBA Members and Guests!

Congratulations on being the real estate industry leaders in exclusive buyer agency. Thank you for your commitment to ensuring quality client service. The dedication and hard work exhibited by your business and agents is to be commended.

We realize the important role each of you plays in the growth of exclusive buyer agency and our impact on the economy and for this we thank you.

On behalf of the convention committee, NAEBA leadership, and NAEBA staff and with great pleasure, I introduce the 2007 NAEBA Convention and Business Meeting.

We are delighted to be back in Las Vegas and we have a great group of presenters and events on the schedule.

Along with the excitement of Fremont Street and the bottom line benefits of the sessions, remember that there is tremendous value in spending time with members from other areas who work in different environments and who look at things differently. This is the Sharing and Caring that NAEBA events are noted for.

Many people have worked long and hard to bring this all together for you and we're confident that it'll be one you'll not soon forget.

Come learn, enjoy, and contribute!

Jon Boyd
2007 NAEBA President



Ken Harney is the Washington Post's award-winning nationally syndicated columnist on real estate.

The Nation's Housing column appears in nearly 100 newspapers with a combined readership in excess of 10 million. Harney is the recipient of numerous professional awards, including in June 2007, the Consumer Federation of America's prestigious Consumer Media Service Award. He is incoming president of the National Association of Real Estate Editors, and the recipient of that group's "Best Column-All Media" award. Ken is a cum laude graduate of Princeton University and was a University Fellow at the University of Pennsylvania graduate school. In addition to his syndicated column, Ken also writes a weekly online column for RealtyTimes.com and a weekly economic analysis script for RealtyTimes TV. In 2006, Inman News named Ken to its list of "the 100 most influential leaders in real estate." Mr. Harney is a member of the National Press Club. He is the author of two books on mortgage finance and real estate. His articles have appeared in numerous magazines, newspapers and professional journals, and he has been a guest on many television and radio talk shows.

Ken lives in Chevy Chase Maryland with his wife, Andrea. The Harneys have three grown children who live in Hong Kong, Washington DC and New York City, plus a foster daughter from Tibet, who lives with them in Chevy Chase.



Ben Benya has been involved in marketing, advertising and brand work for 33 years. He has worked in ad agencies on both coasts holding senior executive level positions in both Media and Strategic Planning. He has been involved with the launch of Federal Express, Sony Playstation, Toyota BMC and Remedy Software. On two separate occasions he was Media Director at agencies that were awarded Agency of the Year by Advertising Age Magazine. For the last four years Ben has

operated an independent strategic and advertising consultancy. Some of his clients include: Cox Communications, Activision Video Games, Ground Zero Advertising, The Marlborough School, Catapult Consulting and The Boston Red Sox. He offers a broad range of capabilities to his clients ranging from market research projects to brand strategy development with the goal to direct his clients from fact based strategic planning to immediate business improvement.



Kerry Mitchell has over 14 years of experience in real estate as a Maryland and Florida Broker. Turning her passion and energies toward training and educating those in the real estate arena on the importance of instituting "green and sustainability principles". The objective of each course is to give every professional who is involved in a real estate transaction a basic knowledge of what "green building concepts" are and how they relate to the future of the real estate industry.

All who attend will receive the GL "Green Leadership" certification. This course offers the student a strong overview of how to recognize green features in a built structure, an overview of renewable resources relating to how these technologies will change the way homes are built, renovated and inspected. Do not underestimate how important this knowledge is to the future of your career as you begin to see more green features in homes and buildings.



Steve Schappert will teach you how to make more money by helping people, saving the planet and boosting the economy. When looking for a real estate or Green Building expert, media sources rely on Steve Schappert. Steve is recognized nationally for his expertise as a broker and contractor. As owner and founder of Buyer's Trust, Connecticut Real Estate and Construction and Panelized Building Systems, Steve has over 20 years experience as one of the countries most respected brokers and

contractors. Schappert started in business at age 12. At age 29 his contracting company was 1 of 6 contractors in the country to receive a customer service award by Sherwin-Williams. He has been interviewed by Kiplinger's Financial, was featured on the cover of Builder Architect Magazine, received a screen call from the Discovery Channel, Buyer's Trust was recommended by Woman's Day Magazine, and most recently Steve was featured on ABC and NBC as the Green Building Market Leader in Connecticut.

Bios Building Technologies is Schappert's most powerful concept. BIOS is Schappert's trademarked product line of Zero and near Zero energy homes and commercial buildings. His first project started with a \$49,000 land purchase which he turned into \$1,500,000 profit. More importantly it is the very first commercial building in Connecticut that uses Geothermal heating and 108 solar panels. Schappert has projects in all stages of building, planning and engineering worth \$1.5 billion. He recently partnered with a German firm to market and ship his environmentally friendly homes overseas. The first order was placed and there are plans to ship 100 homes a year to Germany within two years.

Schedule of Events

Monday, November 12, 2007

1:00 p.m. – 5:00 p.m.

Registration Open

7:00 p.m. – 11:00 p.m.

President's Reception

Tuesday, November 13, 2007

A.M. Sessions (breakfast on your own)

8:00 a.m. – 5:00 p.m.

Registration Open

9:00 a.m. – 12:00 p.m.

Opening Session – NAEBA Annual Business Meeting

P.M. Sessions

12:00 p.m. – 1:30 p.m.

Lunch with the Candidates (each candidate given opportunity to speak)

1:30 p.m. – 3:00 p.m.

Workshop Sessions (Ben Benya)

3:00 p.m. – 3:15 p.m.

Break (light snacks and beverages provided)

3:15 p.m. – 4:45 p.m.

Workshop Sessions (Ben Benya)

Night on the town on your own.

Wednesday, November 14, 2007

GREEN DAY

A.M. Sessions (breakfast on your own)

9:00 a.m. – 10:30 a.m.

Workshop Sessions (Kerry Mitchell)

10:30 a.m. – 10:45 a.m.

Break – Polls Open

(light snacks and beverages provided)

Wednesday, November 14, 2007

10:45 a.m. – 12:15 p.m.

Workshop Sessions (Kerry Mitchell)

12:15 p.m. – 1:30 p.m.

Lunch – CEBA Awards

P.M. Sessions

1:30 p.m. – 3:00 p.m.

Workshop Sessions (Steve Schappert)

3:00 p.m. – 3:15 pm

Break (light snacks and beverages provided)

3:15 p.m. – 4:45 p.m.

Workshop Sessions (Steve Schappert)

Night on the town on your own.

Thursday, November 15, 2007

A.M. Sessions (breakfast on your own)

9:00 a.m. – 10:30 a.m.

Workshop Sessions (Ben Benya)

10:30 a.m. – 10:45 a.m.

Break (light snacks and beverages provided)

10:45 a.m. – 12:15 p.m.

Workshop Sessions (Ben Benya)

PM Sessions

12:15 p.m. – 1:45 p.m.

Lunch, Polls Close

1:45 p.m. – 3:30 p.m.

Workshop Sessions (Ken Harney)

3:45 p.m.

Election Results

7:30 p.m.

Installation of Officers & Banquet

NAEBA attendees who wish may visit the NAR REALTORS® Expo

Tuesday, November 13th: Expo will be open from 10:00 a.m – 5:00 p.m. Separate registration required.

Wednesday, November 14th: Expo will be open from 9:00 a.m – 4:00 p.m. Separate registration required.

Thursday, November 15th: Expo will be open from 10:00 a.m – 5:00 p.m. Separate registration required.