**Fill-in-the-Blanks News Release for Realtors**® **Attending the**

**2015 REALTORS® Conference & Expo**

The following fill-in-the-blank news release is designed to help you gain publicity in your local news outlets for your attendance at the 2015 REALTORS® Conference & Expo in San Diego.

* Place it on your company or local board/association letterhead with the blanks filled in as indicated.
* Include a contact name and number at the top of the release.
* Send the release to the appropriate editor/reporter at your newspaper.
* You may want to include information about how you specifically participated in the meetings, as well as a paragraph about your company and a photo of yourself.

This news release is also posted online at [www.realtor.org/ae/share-and-promote/real-estate-facts](http://www.realtor.org/ae/share-and-promote/real-estate-facts). All news releases from the 2015 REALTORS® Conference & Expo are online at [www.realtor.org/news-releases](http://www.realtor.org/news-releases).

*Please note that the term REALTOR® is presented below in the Associated Press format to conform to most newspapers’ style.*

**\*\*\***

**[Your name] Joins Realtors® and Industry Leaders from Across the U.S. to Put Real Estate Issues in the Spotlight**

**[CITY] ([Date])** – **[Your full name]** of **[Full name of board/association and/or company name]** in **[Name of city, state]** joined roughly 20,000 colleagues, experts and industry leaders from around the country at the 2015 REALTORS® Conference & Expo in San Diego, November 13−16, to mark another strong year for the real estate industry.

This year’s conference theme, “Be Here. It’s Your Time to Shine,” encouraged Realtors® to take full advantage of hundreds of education and information sessions, featuring nationally recognized speakers, trainers and industry experts, who discussed timely topics and critical issues of importance to Realtors®. Attendees also had an opportunity to explore new ways to deliver value to their clients and make contacts with top industry professionals from around the globe.

The resources, information and skills Realtors® gathered there will help them positively influence their local communities and engage local leaders. Most importantly, the new knowledge gleaned by Realtors® who attended the conference helps them more effectively serve their home buyer, seller and investor clients.

Among the panelists and speakers were National Association of Realtors® Chief Economist Lawrence Yun; Federal Housing Administration Principal Deputy Assistant Secretary Ed Golding; Charlie Cook, political analyst and publisher of “The Cook Political Report”; Jonathan Corr, president and CEO of Ellie Mae; Jim Costello, senior vice president at Real Capital Analytics; and senior staff from the Consumer Financial Protection Bureau, Federal Aviation Administration and Moody’s Analytics.

“Realtors® are known for their efforts advancing real estate policies and strengthening local communities, and that work ripples out in ways that have a broader impact,” said **[Your last name]**. “The conference was another opportunity for me and other Realtors® to reflect on the successes we shared this year and strategize to further build on those efforts in 2016. That means redoubling efforts to keep real estate matters at the front of the political agenda and solving the issues holding back a full restoration of real estate markets.”

For example, here in **[Your city], [Customize this paragraph as needed to reflect issues that are particularly important in your area.]**

Throughout the week, Realtors® participated in workshops, forums and classes to sharpen their skills and improve their businesses in the year ahead. The events focused on ways for Realtors® to further build on their role as expert advisors and industry leaders and better serve individuals looking to buy or sell a home or property.

**[Include information about your own participation on committees, forums, or in sessions.]**

During the conference, Tom Salomone, a second generation Realtor® from Coral Springs, Florida, was installed as 2016 NAR President. “Our priorities aren’t just Realtors®’ priorities,” said Salomone. “The work of Realtors® is critical for current property owners and anyone hoping to achieve their investment or homeownership goals, and that has a real and positive effect on all Americans.”

**[Last Name]** also had the opportunity to explore the latest innovative products and services just for real estate professionals. Over 400 exhibitors showcased their offerings during the trade expo, the largest in real estate, exposing Realtors® to fresh ways to serve clients and grow their business.

**[Your board/association and/or company boilerplate here]**