

# RCA IS DELIVERING ON THE PROMISE

REALTORS® Commercial Alliance (RCA) - The commercial division of NAR



## The REALTORS® Commercial Alliance Signature Series Speaker Application

### The RCA Signature Series

The Signature Series was created for the enhancement of commercial professional development at state and local associations. The RCA's role in subsidizing these offerings provides associations with regional, top-notch, professional training seminars, revenue opportunities to further support commercial initiatives, and awareness of a network of nationally recognized commercial speakers and trainers.

### Speaker List

Current Signature Series speakers include: Barry Elms, Steven Good, Jim Hochman, Dr. Lowell "Duke" Kuehn, Mike Lipsey, Bob McComb, Bob Potter, Greg Schenk, and Ralph Spencer.

### General Information

- Speakers can expect between 2-5 bookings per year
- The grant program is extended to 175 associations—only those with a commercial group
- On average, 30 requests are received per year
- Speakers will work directly with associations to book their event; each individual association will be responsible for directly paying the speaker's booking fee, travel and expenses
- The RCA is not responsible for any cancelled bookings, the cancellation policy must be discussed with each association
- Associations are asked to provide their top three speaker choices, they are not guaranteed their first choice
- At the discretion of each association, CE credit may be offered for the Signature Series course

### Signature Series Timeline:

*This timeline is to make you aware of the tentative timeline for speakers and associations. Please keep these dates in mind when applying to be a speaker.*

- June 2008: All speaker applications due
- October 2008: 2009 Signature Series brochures mailed to associations
- December 2008: Association grant applications due to RCA
- Late December/Early January: Associations and speakers notified of grant recipients



NATIONAL ASSOCIATION OF REALTORS®

The Voice for Real Estate®



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To be considered as a Signature Series speaker, please provide the following information:

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_

Company: \_\_\_\_\_ Title: \_\_\_\_\_

Email: \_\_\_\_\_ Web Site: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Speaker Fee: \_\_\_\_\_ Bulk Booking Fee (if different than regular fee) \_\_\_\_\_

Course Length: \_\_\_\_\_ hrs.

Please provide a sample recorded presentation:

Enclosed DVD       Video Clip on Website: \_\_\_\_\_

Please email your photo to Rebecca Vesconte at [rvesconte@realtors.org](mailto:rvesconte@realtors.org).

References:

Name: \_\_\_\_\_

Company: \_\_\_\_\_ Title: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Name: \_\_\_\_\_

Company: \_\_\_\_\_ Title: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Name: \_\_\_\_\_

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Course/Presentation Titles (no more than 10) and Short Description:

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**Please return to:**  
Rebecca A. Vesconte  
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REALTORS® Commercial Alliance  
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**APPLICATIONS ARE DUE BY JUNE 30, 2008**