



News Release

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FOR IMMEDIATE RELEASE

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Legislative & Legal Issues, Social Media Featured at April Realtor Conference

National real estate industry experts will address Realtors at the 2010 Louisiana Realtors Association's "REALTOR Action" Spring Conference. The event will take place on April 28-30 in Baton Rouge at the Hilton Capitol Center Hotel.

Attorney and national real estate instructor Oliver Frasca is headlining the event. A nationally-known expert in brokerage law, contracts, finance, foreclosure, land use and related industry topics, Frasca will provide his perspectives on the increasingly complicated real estate environment and share best practices for Realtors to stay in compliance with state and federal law.

"Oliver is one of the most respected experts in the nation on real estate risk management," said LR Chief Executive Officer Malcolm Young. "Brokers and agents attending the conference will have access to the latest and best information available on legal and regulatory issues affecting their practice."

Marketing/social media expert and national instructor Doug Devitre will be conducting a session for agents, explaining how to market their practice and prospect successfully using social media networks such as Facebook and Twitter.

Conference attendees will have the opportunity to network and discuss issues with state lawmakers at the association's annual legislative reception during the conference. LR will also hold a legislative briefing session for attendees, providing an update on real estate related bills and discussing the Realtor organization's position on various issues impacting the industry.

"Realtors will want to take advantage of this special opportunity to get timely information on the key legislative and regulatory issues in our industry directly from the source," said Young. "The information Realtor brokers and agents will receive will help them better understand the market and apply it to stay successful in their business."

Realtors also have the opportunity to earn continuing education credit by registering for LR's commercial leases course held during the conference, taught by Baton Rouge attorney Randy Roussel of Phelps Dunbar LLP.

Representatives from the National Association of Realtors will also speak at the conference, and the association's annual awards luncheon is part of the agenda. Top Realtors from throughout the state will be honored and the Louisiana "Realtor of the Year" will be announced.

The REALTOR Action Spring Conference is sponsored by Gulf South Technology Solutions, Regions Bank and the Louisiana Certified Residential Specialists (CRS) Chapter. The full conference registration fee for Realtors to attend is \$159, or attendees can register individually for certain conference events. For more information or to register, visit LAREALTORS.org or call Louisiana Realtors at 800-266-8538.

Mission Statement:

The Louisiana REALTORS® provides optimum services and benefits to its REALTOR® members and works to enhance the perception of the real estate industry among the general public.