



Over 2,500 REALTORS® turn out for annual ELEVATE Real Estate Conference

Agents, brokers, and other real estate professionals attended panels on cutting-edge topics

SAN DIEGO (May 1, 2017) — On Thursday, April 27, the [Greater San Diego Association of REALTORS®](#) (SDAR) held its annual expo and conference at the San Diego Convention Center, drawing more than 2,500 realtors and other industry professionals.

The event, which is the largest of its kind in San Diego County, provided participants with a more personalized experience this year by offering panels corresponding to three distinct tracks: Agent, Broker and Tech.

“Keeping the theme in mind, we looked for ways to elevate and enhance this year’s experience,” said SDAR Board President Bob Kevane. “Adding tracks that participants can follow helps expo-goers maximize their time at the conference and ensures they come away with tangible action items they can use to navigate the real estate market and hopefully improve their business.”

The conference opened with a general session breakfast featuring respected industry experts Brad Inman, Founder of Inman News; Dave Phillips, VP of Industry Relations at realtor.com; and Brian Boero, CEO of 1000WATT, setting the tone for an exciting and insightful day.

Other highlights of the conference included hands-on labs covering tech tools and top apps for real estate professionals hosted by leading technology experts, breakout sessions for agents on increasing influence to boost sales and mastering door knocking, and an invitation-only panel for brokers that explored trending topics like digital lending and how to leverage a worldwide network of agents. The conference wrapped with a reception that included food, beverages and numerous raffle prizes.

“People don’t always realize how much real estate evolves over the course of a year,” said Kevane, who is also a local real estate agent. “SDAR always makes sure the panels are relevant. It’s also just a great opportunity to network, which is critical to anyone in real estate.”

Details: www.sdarexpo.com

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About SDAR: *With more than 13,000 members, the Greater San Diego Association of REALTORS® is the largest trade association in the county. We help our members, who adhere to a code of ethics and professional standards, sell more homes. We also help people realize the dream of home ownership, and we are dedicated to protecting private property rights.*