

Awesome Females in Real Estate

5TH ANNUAL CONFERENCE

Blazing a Trail Forward



April 6-8, 2011

**Radisson Fort McDowell Resort & Casino
Scottsdale, AZ**

RealEstateCoach.com/afire

Awesome Females in Real Estate

Attend the BEST EVER Women's Leadership Event in Real Estate!

Join 100 of the most talented and inspiring women leaders at the 5th Annual Awesome Females in Real Estate Conference in Scottsdale, Arizona. It's guaranteed to be three of the best days you have ever spent learning, networking, and having fun.

In fact, if you don't leave with over 67 great ideas to help you in both your business and personal life, we'll refund your registration fee—no questions asked. In today's challenging times, it's hard to decide which events are really worth attending. When you talk with past attendees, one thing becomes abundantly clear...Awesome Females in Real Estate is no ordinary conference.

What makes this conference different?

You won't just receive an abundance of information, you'll also have a chance to connect, build new relationships, and contribute to the other awesome women in attendance.

WHAT YOU WILL LEARN:

- Master how to use the latest new technologies to skyrocket your business—NOW!
- Take away over 67 business and life strategies to increase your business and take more time off!
- Capitalize on the latest trends to leap past competitors
- Uncover the secrets to attracting high quality clientele to your online and offline marketing campaigns at no charge.
- Discover how to minimize costs and build your profitability
- Break down generational barriers and strengthen your team
- Gain a global perspective from other successful women in today's global economy.
- Incorporate the latest trends in multimedia to leverage your marketing.
- Implement seven simple ways to make a big impact on your community.

The AFIRE Conference is a break from tradition and therefore it offers a unique, refreshing approach to becoming more in tune with your business and yourself.

-- Ann Chiasson, Broker/Owner
Sea to Sky Premier Properties
Whistler British Columbia

HOW MUCH FUN WILL YOU HAVE?

- Have a blast at the *Second Annual Power Networking Session*
- Unwind by the pool, relax at the spa, play golf, or go horseback riding
- Enjoy historic Scottsdale's art galleries, museums, restaurants, plus much more!
- Enjoy fabulous networking at all of the events.



Designed FOR Women by Women!

WHO SHOULD ATTEND?

Women Who Are:

- Broker owners, managers, regional managers, or owners of a real estate franchise
- Executives with “C” level positions (CEO, CFO, COO) or directors in a company providing real estate brokerage services
- In leadership positions in local, state, or national associations
- Leaders in companies who support the real estate industry including technology companies, web marketing, relocation, title companies, escrow, lenders, and other ancillary businesses
- Thought leaders including members of the real estate press as well as other female innovators

AFIRE is THE conference to attend! It was intimate, cutting edge, and offered impactful discussions...with some of the most influential and amazing women leaders in the real estate industry. What a wonderful way to connect and build nurturing relationships. Bravo!

— Joeann Fossland
One of the Top 25 Most Influential
Women in Real Estate 2008

TOP TEN REASONS TO JOIN US

As an Awesome Female in Real Estate...

- Learn from the best!
- Discover the latest trends to help your business!
- Reconnect with old friends!
- Meet “new best friends!”
- Laugh and have fun!
- Rekindle your inspiration!
- Make a difference!
- Get mentored!
- Relax and unwind!
- Return home refreshed & ready to take action!

Bernice Ross has an amazing acuity and a proven track record of 3 years of creating a magical event just for real estate women business owners and executives. The times spent networking, sharing and learning together is most valuable and what brings us back each year. There is not another event that captures the spirit we treasure and build upon throughout the year.

-- Susie Hale
FrogPond, FrogPond Publisher
and Housing Trends eNewsletter

DESIGNED BY WOMEN FOR WOMEN!

From Bernice L. Ross, Founder AFIRE...

The **2010 Really Awesome Females in Real Estate Conference** rocked—24 speakers, hundreds of innovative ideas, terrific networking, and so much fun!

The theme for our 2011 AFIRE Conference is, “*Blazing the Trail into the Future.*” Innovation is coming at lightning speed. How can you know what works? Who can you turn to when you need help with a personal or business issue? Our AFIRE attendees provide the knowledge, the wisdom, and the support you need.

If you’re ready to blaze a new trail in your business for 2011, don’t wait—register now for the 2011 AFIRE Conference. We only have seats for 100 leading women—If you wait, it could be too late.

Register Now!

<http://www.RealEstateCoach.com/afire>



Awesome Females in Real Estate

Scottsdale, Arizona ~ April 6-8, 2011

AGENDA*

Wednesday, April 6, 2011

- 7:30 - 8:30 a.m. Registration and Breakfast
- 8:30 - 12:15 p.m. Sessions / Panel Presentations
- 12:15 - 1:30 p.m. Lunch (*included*)
- 1:30 - 5:00 p.m. Sessions / Panel Presentation
- 6:00 p.m. Dinner Buffet
- 8:00 p.m. Power Networking

Thursday, April 7, 2011

- 8:00 - 9:00 a.m. Breakfast
- 9:00 - 11:45 a.m. Sessions / Panel Presentation
- 12:00 p.m. Ticketed Afternoon Activities

Friday, April 8, 2011

- 8:00 - 9:00 a.m. Breakfast
- 9:00 - 10:30 a.m. Sessions / Panel Presentation
- 10:30 - 10:45 a.m. Break
- 10:45 - 12:15 p.m. Sessions / Panel Presentation
- 12:15 - 1:00 p.m. Closing Circle

*Schedule subject to change

HOW TO REGISTER

- Go online to RealEstateCoach.com/afire
- Call 386-462-2614 and talk to Shane Bowlin
- Email Shane@RealEstateCoach.com

EVENT LOCATION

Radisson Fort McDowell Resort & Casino
10438 N. Fort McDowell Road
Scottsdale, AZ 85264

ROOM RATE & RESERVATIONS

Radisson Fort McDowell Resort & Casino has a limited number of rooms at our special conference price. To receive our discount

- Call 1-800-395-7046 and give the conference code AFIRE

“There is no other conference in the real estate industry that comes close to the AFIRE conference. It is the only conference I attend where I feel like I come away with significant personal development as well as true new friends in the business. The conference helps people get to know each other at a personal level and transcends the usual superficial discussions that happen at most “networking” events. It is my favorite show of the year. At the AFIRE conference I can combine the time to work on my personal growth and professional growth at the same time. I highly recommend it for every executive woman in real estate today.”

-- Marilyn Wilson

RESORT INFO

The Four Diamond Radisson Fort McDowell Resort and Casino in Fountain Hills, Arizona. This Fountain Hills resort is tucked away in pristine Sonoran Desert surroundings, yet located within minutes of popular Scottsdale attractions. Within the boundaries of the Fort McDowell Resort and Casino, you can enjoy a round of championship golf, casino gaming, wild west adventures and much more. At our Fountain Hills resort, you'll be close enough to be connected, yet far enough away to be free.

