

Dear Conference Participant,

**Thank you for registering for the Southern Oregon Real Estate Marketing Conference.**

Also, please find enclosed information about the scheduled pre-conference training seminars.

**PLEASE NOTE THAT THE BELOW REQUIREMENTS NEED TO BE MET TO PITCH YOUR PROPERTY!**

We are very excited by this upcoming conference and are glad you will be coming! Be sure to tell a friend or colleague about the benefits of the conference and encourage them to sign up.

Attached please find templates that must be used to present properties at the marketing session. It is important to note the below rules associated with this portion of the conference. In order to maximize the potential of finding a buyer for your property and to have a marketing session that is impactful, powerful, and fair we are requiring the following:

**Marketing Session Presenter Requirements:**

- 1) All presenters must submit their property using one of the attached PowerPoint templates. Be sure to use the template that matches your property type.
- 2) Send in the template by **Friday, April 8, 2011 at 5:00 pm**. All templates submitted prior to the date, will be available to view on <http://www.roseburgexchange.com> following the conference.
- 3) All presenters must be a licensed Real Estate Broker.
- 4) **Please email templates and any comments you have related to your pitch to Pam Engle at [englep@q.com](mailto:englep@q.com). Please put "Southern Oregon Conference Pitch" in the subject line of your email.**
- 5) **BROKERS WILL USE THE Power Point TEMPLATES: Each will access the [www.roseburgexchange.com](http://www.roseburgexchange.com) website, then download a template.**
  1. **Any RED typing is intended to be a hint of what is to be filled in at the place where the red lettering appears.**
  2. **Once filled in, erase the red writing, then size the font to fit the box best.**
  3. **Copy and paste a phone (two different photos, maps, aerial photos possible), then grab the left corner and squeeze down to fit the allowed box.**
  4. **Send the finished product to [englep@q.com](mailto:englep@q.com)**
- 6) Only commercial properties with a minimum asking price of \$250,000, or residential with the following characteristics, will be allowed
  - a) Existing residential properties must be a four-plex or larger
  - b) Residential lots (developed or otherwise) in subdivisions of more than ten lots
- 7) If you have more than one property please identify your order of preference. Multiple property presentations by a single broker will be allowed only if there is ample time to do so. No more than three properties per presenter will be considered, and it is absolutely likely that you will only be able to pitch one given allotted time.
- 8) Based on the total number of properties presenters will have very limited time to pitch properties. As such, create a highlight list of your property and let the attendees know what the seller's motivation is. In all likelihood each pitch will be limited to three minutes or less.
- 9) Properties will be pitched in an order using a matrix that weighs property value, property challenges, and overall flow of the marketing session.
- 10) Once everyone has presented their first opportunity, the sequence will start again for their second

presentation.

- 11) Reference or attach any questions or comments for the moderator.
- 12) Be prepared to answer pointed questions from fellow attendees about your property. These questions are not intended to criticize you or your property but rather to facilitate discussion that can lead to a transaction.

**Bring your best “Haves and Wants” and your “Sale/Exchange/Lease” packages to share with 200 commercial lenders, investors and developers. A “country store” will be available to present your packages. Country store tables will be available for your brochures, fliers and other handouts.**

**We look forward to seeing you in April!**