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AGENT'S CONVENTION AN ANNUAL TRADITION FOR LOCAL INDUSTRY

GRAR Event Offers Career Development & Networking Opportunities for Real Estate Professionals

ROCHESTER, NY – Septemember 7, 2009 – More than 400 real estate professionals will gather at the Hyatt Regency Hotel in downtown Rochester on September 10, from 8:00 a.m. to 3:00 p.m., to participate in a day-long career development and networking conference. The event, now in its 25th year, is hosted each year by the Greater Rochester Association of REALTORS® (GRAR).

Panel discussions, educational classes, and information sessions will center on a variety of topics including technology, social networking, and personal marketing. Nationally renowned speaker Adorna Carroll will deliver the keynote address: “Business Unusual. Show Me the Money.” Carroll, who has attained several prestigious nationally recognized designations, is the owner/broker and vice-president of Realty3 Carroll & Agostini in Berlin, Connecticut. More than 50 vendors and exhibitors will be present, including property inspectors, real estate attorneys, home builders, and lenders. The event, sponsored by the law firm of Gallo & Iacovangelo, LLP, is not open to the general public.

“As an organization representing more than 3,000 local real estate professionals, our mission is to provide members with opportunities that will promote, enhance, and nurture their professional and personal growth and success,” said Ryan Tucholski, CEO for GRAR. “This is an industry that requires a substantial amount of knowledge, business aptitude, and social and networking skills. Ultimately, real estate professionals are in the business of helping people achieve their dreams of homeownership. As such, they realize the importance of obtaining the necessary tools to do the job on behalf of the people they serve,” said Tucholski. “It’s a responsibility and obligation that they take very seriously.”

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The Greater Rochester Association of REALTORS® represents more than 3,000 real estate professionals in the Greater Rochester and Finger Lakes region. Additional real estate information can be obtained by accessing the Association’s website at www.HomeSteadNet.com.