

*The following "fill-in-the-blanks" news release is designed to help you gain publicity in your local paper or publication for your participation in the 2014 MIAMI International Real Estate Congress. You may retype or copy and paste this onto your letterhead with the blanks filled in as indicated. Feel free to add information on your own personal congress experience to fill out the release.*

*Once completed, you should e-mail, mail, fax or hand-deliver the release to the appropriate editor/reporter at your newspaper(s). You may want to include a paragraph about your company and a photo of yourself. Be sure to label the picture with your name and title.*

**(YOUR LAST NAME) ATTENDS 20<sup>th</sup> Anniversary Miami International Real Estate Congress**

**Miami, Florida (November 5, 2014) – (Your full name) and/or company name) in (name of city and state)** was among more than 250 Realtors® who traveled from around the United States and the world to learn about the latest international trends, how to market their properties, establish international business relationships, and continue their professional development at the 20<sup>th</sup> Anniversary International Real Estate Congress in Miami, Florida on November 2-4, 2014.

“This is an outstanding program for anyone involved in any phase of real estate services – residential, commercial, investment, lending, legal and professional services of any kind in the United States and with neighboring countries and cities,” **(your last name)** said. (Or add your own quotes.)

This year’s conference brought together an array of nationally and internationally known real estate industry experts, forecasters, and national speakers to address the hottest industry issues, including factors that are influencing trends in international real estate investment and development. It also attracted the greatest number of foreign delegates in the history of the event. High-level delegations from approximately 7 countries and several U.S. cities traveled to Miami to network with foreign and domestic real estate practitioners.

The conference provided an “excellent opportunity” to reconnect with colleagues from other areas and to maximize business opportunities for inbound and outbound investment. “I also was impressed by the rapid globalization of our industry and the movement to use new technology, such as Proxio, iMapp, and WorldProperties.com, which serve as models for information, marketing, services, and data exchange worldwide,” **(he/she)** said.

The conference, hailed as “the premier international real estate event of the year,” featured National Association of REALTORS (NAR) Chief Economist Lawrence Yun’s keynote “Economic Update,” Miami Downtown Development Authority Executive Director Alyce Robertson addressing “What’s Happening in Greater Downtown Miami,” “Miami and International” by MIAMI CEO Teresa King Kinney,” Moe Veissi & Big Broker Panel Representing 100 Offices and 6,000 Professionals, and international market panels on Brazil, Ecuador, Italy, Argentina and U.S. Virgin Islands. The three-day event also featured panels on new construction and transportation, gala receptions and attendees from all over the world. The conference, the first-ever joint Congress celebration will be held again on November 8-11, 2015 in Miami and San Diego.

The MIAMI Association of REALTORS, *Your Link to the World*, is America’s largest local REALTOR association, representing more than 35,000 members involved in all aspects of the residential, commercial and investment real estate industries.

###