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3rd Annual SoCal RES

A SOUTHERN CALIFORNIA REAL ESTATE SYMPOSIUM



The SoCal RES is a premiere half-day symposium on California's residential and commercial real estate trends, seaport village redevelopment, and marketing strategies and ethical considerations for real estate agents and attorneys.

FRIDAY, SEPTEMBER 13, 2019

1:00pm - 6:00pm

Harbor House in Seaport Village

831 West Harbor Drive, San Diego, CA 92101

PROGRAM SCHEDULE

Registration: 12:30pm - 5:10pm

Panel 1: Commercial and Residential Market Trends - 1.25 hours

1:00pm - 2:15pm

San Diego real estate attorney, Ashley Peterson, will lead this segment with Erika Borunda and Nick Totah on the impact of the residential and commercial markets on the practice of law and real estate industry. Erika is a luxury real estate agent, founder and past President of the La Jolla chapter of the National Association of Hispanic Real Estate Professionals and has been featured on Bravo's Million Dollar Listing. Nick is the First Vice President of Investments at The Totah Group at Marcus & Millichap, which is a leading firm specializing in commercial real estate investment sales, financing, research and advisory services.

Speakers: Ashley M. Peterson, Law Office of Ashley M. Peterson
Erika Borunda, Real Estate Agent
Nick Totah, First Vice President of Investment of The Totah Group, Marcus & Millichap

Panel 2: \$1.6 Billion Redevelopment of Seaport Village - 1.25 hours

2:30pm - 3:45pm

Yehudi "Gaf" Gaffen is the Managing Partner of Protea Waterfront Development and founder of Gafcon, Inc., the team behind the Seaport Village redevelopment project. Gaf, and Paul Najjar, Gafcon's Vice President and General Counsel will discuss the commercial and residential changes coming to San Diego's waterfront and the associated legal challenges.

Speakers: Yehudi "Gaf" Gaffen, Founder, Gafcon, Inc.
Paul Najjar, Esq., Vice President and General Counsel

Panel 3: Branding, Marketing and Social Media for Realtor Estate Agents and Attorneys - 1.25 hours

4:00pm - 5:15pm

Attorney and expert in marketing and social media for attorneys and law firms, Kristen Marquis Dennis, will guide us through with a discussion on the new California Rules of Professional Conduct applicable to social media and online marketing for attorneys in their practice. Erika Borunda will return to the stage to join Derrick Evens, Realtor, host and producer of the T.V. show Smarter San Diego, to share their marketing and branding strategies for real estate agents while Kristen reminds attorneys how to keep their marketing compliant with the Rules.

Speakers: Kristen Marquis Dennis, Attorney, WebPresence, Esq.
Derrick Evens, Realtor, Smarter San Diego
Erika Borunda, Real Estate Agent

*A networking happy hour immediately will follow
the symposium panels with light appetizers and adult refreshments.*

Register Online <https://CALawyers.org/Section/Real-Property-Law>

REGISTRATION INFORMATION



CANCELLATIONS/REFUND POLICY:

No later than Wednesday, September 4, 2019 and are subject to a \$50 service charge. Refunds will not be available after September 4, 2019. Cancellations and requests for refunds must be received in writing.

FOR MORE INFORMATION:

please email the Real Property Section at realproperty@calawyers.org or call 916-516-1752

SPECIAL ASSISTANCE:

For special assistance please call 916-516-1760

ON-SITE:

Onsite registration will be on a space available basis.

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Friday, September 13, 2019 • San Diego

REGISTRATION FORM

Note: One registrant per form. Photocopies may be used.

Bar Number: _____

Name: _____

Firm: _____

Firm Address: _____

City, State: _____ Zip Code: _____

Phone Number: _____

Email Address: _____

(Required for email confirmation)

Check here if you do not want your information released.

This event may be recorded. By attending this event, you consent to be photographed, filmed, and/or otherwise recorded, and to any use, by the CLA, of your likeness, voice, and name in any and all media including social media. If you do not want your name or photo to be used, please let us know in advance. We cannot, however, honor requests to opt out of the use of your image or voice if you choose to ask a question during one of the event sessions.

PRE-REGISTRATION FEES (check the appropriate box)

\$75 Real Property Law Section Members

\$95 Non-Section Members

*Scholarships available upon request

AMOUNT ENCLOSED OR TO BE CHARGED

\$ _____

REGISTRATION INFORMATION

Deadline: In order to pre-register, your form and check, payable to California Lawyers Association, or credit card information, must be received by September 4, 2019.

Register Online: <http://CALawyers.org/RealPropertyLaw>

Mail To: Program Registrations, California Lawyers Association
400 Capitol Mall, Suite 650, Sacramento, CA 95814

Email To: Program Registrations at ProgramRegistrations@CALawyers.org. In order to email your registration, credit card information is MANDATORY.
(Photocopies of checks will NOT be accepted.)

CREDIT CARD INFORMATION (VISA/MASTERCARD ONLY)

I authorize California Lawyers Association to charge my program registration to my VISA/ MasterCard account. *(No other credit card will be accepted.)*

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