



Five Star Travel Itinerary

BEGIN YOUR JOURNEY.

As we seek to assist default servicing professionals in the growth and promotion of their careers, we're reminded of a greater calling—a calling by the industry, and the economy as a whole, for leaders to converge and promote a housing recovery.

Use this guide—filled with helpful tips on the must-attend events and our array of academic selections—to charter your journey. For questions or to learn more, visit FiveStarConference.com or call our Five Star Concierge at 214.525.6766.



2009 Five Star at a Glance

SATURDAY, SEPTEMBER 19

8:30 am–4:00 pm

Five Star Institute Courses* *(attendees may choose one from the list below)*

- » Providing Broker Price Opinions
- » Property Preservation
- » Real Estate and the Government: Making It Work for You

SUNDAY, SEPTEMBER 20

8:30 am–4:00 pm

Five Star Institute Courses* *(attendees may choose one from the list below)*

- » REO from A to Z
- » Short Sales from A to Z
- » Marketing REO Properties

6:00 pm–8:00 pm

Five Star Conference Kick-off: Welcome Reception

8:00 pm

Hot-off-the-Press Party hosted by DS News

MONDAY, SEPTEMBER 21

7:30 am

Breakfast Served

8:00 am–9:00 am

Lifetime Achievement & Humanitarian Awards

Join us as we shine a light on worthy individuals and organizations at this inspiring annual event.

9:15 am

Expo Hall Ribbon Cutting

9:15 am–5:00 pm

Expo Hall Open

9:30 am–11:00 am

FIVE STAR ACADEMICS

RECENTLY ADDED

»»»» **The Mortgage Market on Wall Street**
Whether you're interested in mortgages and the financial instruments they back or you're ready to structure direct purchases or learn about the government's asset programs, catch up on the dynamics of the Wall Street mortgage market, the government's ever-changing role in portfolio management, and your best opportunities for success.

» **The Psychology of the Borrower**
This course will explore the psychology of the borrower in order to increase home retention and smooth the process of foreclosure when there is no better option.

» **Setting Up an REO Shop**
From setting up LLCs and acquiring startup capital to developing organizational tactics and managing staff, this two-part course will reveal insider tips for getting a fledgling business off the ground.

» **Managing Expense Reimbursements**
Gather the 4-1-1 on doing business with multiple lending and servicing shops and learn how to easily handle multiple properties with different reimbursement requirements.

» **Building Your Business Through Advanced BPOs**
This advanced course will explore the secrets of valuation in a declining market. Discover how to determine a reliable value, accurately interpret data, and factor in economic impacts and historical trends.

» **Let's Get Ethical**
As questionable business practices become more routine, it takes a true professional to conduct business in an upright manner. Hear from industry leaders about appropriate protocol that will set you apart.

11:00 am–11:30 am

Academic Break

» **Stop by the Expo Hall for networking, or take advantage of this perfect opportunity to host an off-site client lunch.**

11:30 am–1:30 pm

Buffet Lunch Provided in Expo Hall

12:00 pm–7:00 pm

Legal League 100 Servicer Summit

Legal League events are restricted to Legal League 100 members and participating lenders/servicers. Contact Kelli Snowgren at 214.525.6786 for details.

1:30 pm–3:00 pm

FIVE STAR ACADEMICS

RECENTLY ADDED

»»»» **Commentary on the Housing Crisis: Presented by Steve Forbes**

» **REO 101: Moving into the REO Market**
Effectively move into the REO market by realizing the details of handling bank-owned real estate. We'll provide the foundation you need to handle, market, and sell REO properties, and teach you the differences between REO and traditional products.

» **Advanced REO: Cross Your Ts and Dot Your Coms to Build Your Presence on the Web**
This advanced course will show you the ins and outs of Web-based marketing, from setting up an attention-grabbing Internet site, to managing blogs, social networking tools, and e-mail blasts.

» **Financing Options for Your REO Buyers**
Here, you'll be educated on the loan products, features, and benefits that are all easily within reach for both investors and potential homebuyers.

» **Banking on Bulk Sales**
In this course, lenders will discover how to attract the right investors for their properties, and investors will find which lenders/servicers offer bulk packages and how to negotiate a deal.

FIVE STAR ACADEMICS

» **REO Marketing 101: A Beginner's Method for Getting Ahead**
Considered an important industry starter kit, this course will show you the essential REO sales tools, from marketing your properties, to marketing yourself, to branding expressly for REO.

» **Advanced REO: Marketing High-Dollar and Large-Volume REO Portfolios**
Whether you're dealing with a large portfolio or a single luxury REO, learn from industry movers and shakers how to move these properties by implementing out-of-the-box marketing strategies and techniques.

» **The Dos and Don'ts of Disposition**
Notable industry experts will share strategies for marketing hard-to-move assets, finding the right agents and assessing their BPOs, making sure your REOs are competitive, and minimizing losses in today's market.

» **Speeding Up Short Sales**
Realize how to overcome the challenges associated with short sales, including how to qualify if homeowners are candidates, what information to include in your packages, and how homeowners can be approved.

» **Pushing Up Profits with Liens and Trusts**
Diversify your business, more completely leverage your people, and generate new revenue with future home liens, tax liens, and performing and nonperforming second-trust deeds. Learn the many advantages—and stumbling blocks—of these "two-way-street" income streams, including how to invest, liquidate, and service them.

» **When the Nest Isn't Empty: Occupied REO**
This course will teach you eviction strategies, available legal options that save time and money, as well as the dos and don'ts of tenant and property management.

» **Streamlining Servicing Workflow**
You'll discover innovative ways to thrive in today's market by utilizing technology that improves process execution, promotes accountability and control, and improves quality and collaboration.

6:30 pm–8:30 pm

RES.NET Community Cookout

Join us as RES.NET honors the default servicing industry and the RES.NET community for their commitment to a housing recovery. This exclusive event is open to agent/brokers, servicers, attorneys, and outsourcers. Casual attire requested.

TUESDAY, SEPTEMBER 22

8:00 am–4:00 pm

Expo Hall Open

8:00 am–9:00 am

Continental Breakfast in the Expo Hall

9:00 am–4:30 pm

Five Star Institute Courses*

- » RES.NET Certification
- » RES.NET Certification

9:00 am–12:00 pm

1:30 pm–4:30 pm

Optional Training Courses

- » REOTrans Certification
- » REOTrans Certification
- » REOTrans Certification
- » REOTrans Certification

9:00 am–5:00 pm

FIVE STAR ACADEMICS

RECENTLY ADDED

»»»» **Washington, D.C.—An Insider's Look at the Mortgage Industry**
High-profile executives and a former Bush Administration official provide insight and commentary on the role government plays in addressing the mortgage crisis.

» **First Things First: Foreclosure 101 for Agents and Brokers**
Learn the basics of the foreclosure process, from managing timelines to learning the lingo. Agents and brokers will realize the rules and regulations to better assist the lenders and servicers for whom they work.

» **REO 2.0: Cutting-Edge and Innovative Technology for Real Estate Professionals**
These tech-savvy panelists show you how to use client portals to keep the status of your properties updated and how to utilize software products that enable you to organize, track, and report on your aggregate portfolio.

» **Minimizing Losses, Maximizing Gains: Refining Methods of Loss Mitigation**
Increase borrower contact, workouts, and modifications by learning how to improve your loss mitigation efforts without negative legal, contractual, accounting, or tax consequences.

» **Letting It Go: Outsourcing Strategies for Developing a Accounting System**
Whether you handle your supplier relationships directly or use national outsource firms, this class will help you cultivate relationships, develop service-level agreements, define and use scorecards, and implement effective controls and balances.

» **Up to Speed on Appraisal Reform**
New policy changes have dramatically affected the appraisal process. Learn about the challenges and opportunities in today's mortgage industry and the steps needed to restore confidence in the marketplace.

» **Looking Out for Litigation**
This course will ensure you're privy to pending legislative changes to federal and state foreclosure laws, lawsuits against Wall Street firms that bought subprime loans in secondary markets and then resold them, and potential legal challenges to loss mitigation.

9:30 am–4:05 pm

Lender/Servicer Open House

Lenders and servicers, come experience the upper echelon of highly skilled agents, brokers, and vendors who are ready to team with you to move REO properties. This year's all-day networking opportunity features 45-minute sessions and larger meeting rooms to facilitate ultimate connectivity between professionals.

11:00 am–12:00 pm

FIVE STAR ACADEMICS

RECENTLY ADDED

»»»» **Freddie Mac Economic Outlook**
Listen in as Freddie Mac's deputy chief economist discusses primary and secondary mortgage market analysis and research, macroeconomic analysis, foreclosure prevention, fair housing policy, and where the economy will take us over the next 12 months.

» **Déjà vu? An Update on RTC Days vs. the Current Financial and Housing Crisis**
Understand what happened in the last downturn and plan your own personal business model for the current financial and housing crisis. Stanley Tate will take you step by step with actual numbers, securitization factors, the subprime problems, financial analysis, future trends, and much more.

» **Preventing Safety Hazards**
Safety is always first in the unknown territory of REO. Whether it's a violent offender on a property, structural dangers, or animal control issues, you'll learn how to tackle challenges and avoid potential disasters.

» **Rehabbing Rundown REOs**
Discover the basics of determining the types of properties that should be rehabbed and to what extent as you learn to secure bids, select material grades, work with as-is properties, and create curb appeal.

12:00 pm–2:00 pm

Buffet Lunch Provided in Expo Hall

2:00 pm–3:30 pm

FIVE STAR ACADEMICS

RECENTLY ADDED

»»»» **Featured Speaker: James B. Lockhart III, former director, FHFA**

» **Intelligent Valuations: Finding the Right Value from the Start**
Learn what asset managers and sellers are looking for and the red flags that make them stop and question the numbers. You'll also get effective tips on conducting the most spot-on, fair-market valuation possible.

» **Advanced REO: Solidifying Client Relationships**
Build the best shop in the biz! Increased competition in today's market means you must learn client hot-buttons, methods of client communication, and preferred marketing approaches to build relationships.

» **Freddie Mac Update**
Spend some time with Freddie's servicing representatives and get the dish on the GSE's latest initiatives, servicing policies, and strategies geared toward increasing servicer efficiency and minimizing loss severity when servicing Freddie Mac loans.

» **Taking Care of Titles: Steps to Take Before Foreclosure**
Property transactions often fail due to title issues. Learn helpful hints to correct title problems before they become claims, as well as a system of checks and balances to ensure titles are clear prior to foreclosure.

» **Sold! The Auction Advantage**
Our experts teach you how to use all types of auctions and explore how servicers are implementing them as part of their disposition strategy to lessen time on the market and possibly lower the overall loss.

FIVE STAR ACADEMICS

» **Fannie Mae Update**
Spend some time with Fannie Mae's REO representatives and get the latest on strategies to amplify sales and curtail losses.

» **Detecting and Derailing REO Fraud**
Our expert panel will teach you the courses of actions to best handle the deception in today's market that is costing victims, communities, lenders, and the economy millions of dollars annually.

» **Up-to-Code: Avoiding Code and Property Registration Violations Through Property Preservation**
Whether you're an agent wanting to ensure the perfect listing or a servicer looking after your asset, you'll better-learn the role property preservation companies play in helping prevent code and registration violations.

8:00 pm–11:00 pm

Closing Party: A Musical Journey Through America's Housing Market

WEDNESDAY, SEPTEMBER 23

9:00 am–4:30 pm

Five Star Institute Courses*

- » RES.NET Certification
- » RES.NET Certification

9:00 am–5:30 pm

Optional Training Courses

- » REOTrans Certification
- » Titanium HRC Regional Training (for current Titanium HRCs only)
- » How to Appraise REO Properties, Presented by JVI-REO*
- » REOTrans Certification
- » REOTrans Certification
- » REOTrans Certification

*Additional fee required

**Schedule subject to change