



News Release

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REISA's 2010 Annual Conference Delivers Strong Attendance and Optimism

INDIANAPOLIS – October 27, 2010 – Last week, the Real Estate Investment Securities Association (REISA) held its most successful conference to date with more than 700 attendees and a strong level of optimism.

More than 700 industry professionals, including 135 broker-dealer and RIA companies attended the 2010 Annual Conference October 17-19, 2010 at the Paris Resort in Las Vegas. Leading real estate securities professionals including sponsors, broker-dealers, registered investment advisors (RIAs), registered representatives, financial advisors, qualified intermediaries, attorneys, CPAs, lenders, custodians, mortgage brokers and other industry related professionals gathered for one-of-a kind networking and educational opportunities.

“This year’s conference was a tremendous success with an impressive educational program and attendance numbers,” said Daniel Oschin, REISA Conference Planning Committee Chair. “We were able to bring a number of key players together for this conference

During more than 40 breakout sessions and closed-door sessions, attendees interacted with regulators and industry experts to examine current industry trends and issues and discuss new strategies to address current business needs. A real estate legends panel expressed predictions of future opportunities and innovative ideas on how to build success in the current marketplace. Among the most popular sessions this year were:

- Energy: Oil & Gas Programs
- Best Practices – Regulation D Offerings and Non-Traded REITs
- REIT 101: Introduction and Overview
- Alternative Investments: What is Due Diligence?
- Evaluating Distressed Asset Investment Opportunities
- Implementation of Dodd-Frank Wall Street Reform Act and Legislative Outlook

Keynote speaker Daniel “Rudy” Ruettinger kicked off the conference by sharing his story of his journey to Notre Dame and playing football for the Fighting Irish, which he paralleled to determination in overcoming obstacles in the real estate industry and achieving business goals. Dr. Mark Dotzour presented the keynote address on Tuesday. Dotzour gave an outlook for the economy, interest rates, investment climate, real estate space and absorption and property values while presenting a timeline for the recovery of the commercial real estate market.

The response from attendees and exhibiting companies was tremendous. The level of enthusiasm and optimism throughout the event and emergence of new industry players set REISA’s Conference at the forefront of one of the industry’s leading events.

“I was excited to see so much diversity in the sessions and how many offered a point/counter point perspective to the different investment and industry options currently available,” said Craig Porter-Rollins, LJCooper Capital Management. “It was a great conference!”

Plans for the 2011 REISA Spring Symposium and Annual Conference are underway. For more information, contact Jill Delaney at 317.663.4175 or jdelaney@reisa.org.

About the Real Estate Investment Securities Association (REISA)

The Real Estate Investment Securities Association (REISA) is a national, non-profit trade association for professionals who offer and distribute securitized real estate investments. Members include real estate sponsors, broker-dealers, registered representatives, financial advisors and affiliated businesses such as law, accounting and real estate brokerage firms. REISA works to maintain the integrity and reputation of the industry by promoting the highest ethical standards to its members and providing education, networking opportunities and resources. For more information, call REISA at 866.353.8422.

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