



News Release

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REISA's 2011 Spring Symposium to Discuss Latest Industry News and Regulatory Developments

Stan Ross and Joe Price Will Present as Keynote Speakers

INDIANAPOLIS – February 14, 2011 – The Real Estate Investment Securities Association (REISA) will hold its Spring Symposium March 21-22, 2011 at the Hyatt Regency Irvine in Southern California.

More than 400 real estate securities industry professionals, including leading sponsors, broker-dealers, registered investment advisors (RIAs), registered representatives, financial advisers, qualified intermediaries, attorneys, CPAs, lenders, custodians, mortgage brokers and other industry related professionals are expected to attend.

“This is a perfect opportunity for industry participants to network with peers and learn advanced tactics on how to advance their accredited investor base and business with Reg. D real estate offerings and non-traded REITs,” said Jim Fitzpatrick, REISA Conference Planning Committee Chair. “We hope to build upon the success we had at our conference last year.”

At this year's symposium, attendees will have the opportunity to participate in interactive educational sessions and hear leading industry experts discuss new trends with alternative investment products and techniques on how to maximize business development and sales. Sessions will cover practice management strategies, product development for Regulation D funds, REITs, TICs, DSTs, energy programs, notes, debentures and more and the latest regulatory developments including NTM 11-04, the Dodd Frank Bill implementation and new initiatives in the public non-traded REIT space. In addition to these educational sessions, attendees can speak with leading regulators in closed-door sessions for broker-dealers, registered reps, sponsors and wholesalers where they can discuss with their peers current industry issues and ideas to overcome these.

Stan Ross, Chairman of the Board at the USC Real Estate Center, will be the opening keynote speaker. He was formerly Vice Chairman-Real Estate Industry Services for Ernst & Young LLP, and member of its Management Committee, which sets policy and strategy for the firm as well as Managing Partner of E&Y Kenneth Leventhal Real Estate

Group, where he was responsible for its overall business planning, strategy, direction and operations.

Joseph "Joe" E. Price, Senior Vice President Corporate Financing/Advertising at FINRA, has been and is a key player in FINRA's policies affecting our industry. He will be joined by Rick Berry of FINRA's enforcement division. They will participate in closed-door sessions and provide attendees with an update on the 2011 regulatory environment from FINRA's perspective.

To register for the Symposium, go to www.reisa.org or call 866.353.8422. 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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