



# SOCIETY OF EXCHANGE COUNSELORS

Service. Experience. Counsel.

## S.E.C. National Invitational Marketing Session Austin, Texas ~ January 17-20, 2021

### S.E.C. National Marketing Sessions

Since its formation in 1961 the Society has been the nation's leader in Creative Real Estate Marketing. Meeting Guests are reminded that success at an S.E.C. Marketing Meeting requires effective client counseling. Understanding your client's objectives before your attendance is a prerequisite to success. All properties listed on the S.E.C. Web site, in the meeting marketing book, and all moderated presentations during an S.E.C. meeting, must be exclusive listings, or Owner or Partner controlled properties. **All meeting attendees must have an active real estate license.**

**Due to social distancing rules, we have limited seats available in the meeting room. If you want to attend in person, please register ASAP!** Due to COVID and the space restrictions, we have temporarily created another option for those who may wish to be on site during the meeting, but we are unable to accommodate in the meeting room. **On Site Hybrid participants will not** be able to sit in the meeting room, and will have to participate in the meeting virtually, however they may attend the social functions, breaks, and meet with other attendees to discuss transactions. **On Site Hybrid attendees will not be allowed to present in the meeting room** – they will present and make offers virtually.

### Marketing • Production • Benefits Sessions

**7:30 a.m. - 5:00 p.m. Monday ~ 9:00 a.m. - 5:00 p.m. Tuesday ~ 9:00 a.m. - 4:00 p.m. Wednesday**

The Production Committee promises a rewarding and productive meeting. Nationally recognized moderators will insure your success throughout all three days of the marketing session.

### Social Functions

**Sunday** evening from 6:00 p.m. to 7:00 p.m. we host a **"Getting to Know You"** reception at the hotel for all participants. **Monday** evening from 6:00 p.m. to 7:00 p.m. we will again host a party at the hotel. **S.E.C. Awards & Installation Banquet: Tuesday** evening we will enjoy our Awards and Installation Banquet from 6:30 PM to 11:00 PM. This year guests are invited to attend, and the tickets are \$100 per person. If you did not reserve your tickets, you may log back on to the website any time before Package Cut Off Day and add them to your registration.

**Guest Registration:** Visit [www.secounselors.com](http://www.secounselors.com) and click **"Guest Log In"** to register for the meeting. Invited guests must register for the meeting and enter their packages online. If you do not have your Guest ID and Password, **please email the S.E.C. Office:** [sec@secounselors.com](mailto:sec@secounselors.com).

### Meeting Registration & Package Entry Deadlines

Meeting Registration Deadline: Thursday, January 7<sup>th</sup>  
Meeting Cancellation Fee before 1/7/21: \$50.00

Package Cut Off Day: Thursday, January 7<sup>th</sup>  
Meeting Cancellation Fee after 1/7/21: \$100.00

**First Time Guest Meeting Fee: \$525.00**

**On Site Hybrid Attendee: \$395**

**Virtual Meeting: \$195**

**Non-Marketing Meeting Attendee Spouse/Friend Fee: \$120.00** - Includes evening functions, hosted Spouse/Friend Breakfasts **Monday** and **Tuesday**, and a hosted offsite luncheon event on **Monday**.

**Registration is limited!** Make your commitment early! **Guest registration will close when we fill the room, on or before 5:00 p.m. on Package Cut Off Day.** All fees must be received, and all packages must be entered, by **5:00 p.m. on Package Cut Off Day, Thursday, January 7, 2021**, in order to be included in the first marketing book. **We do not accept guest registration after 5:00 p.m. on Package Cut Off Day, 1/7/21.**

**Renaissance Austin Hotel • 9721 Arboretum Blvd. • Austin, TX • 78759**

**Click this link for your Hotel Reservations** or call (512) 343-2626.

**Hotel Reservation Cut Off Date: December 26, 2020.** The rate is \$119 single/double. The hotel provides complimentary self-parking, complimentary Internet in the sleeping rooms to all Marriott Reward members, access to the fitness center, and a complimentary shuttle within a five mile radius of the hotel.



The Austin-Bergstrom International Airport (AUS) is 18 miles northwest of the hotel, phone (512) 530-2242. The hotel does not provide an airport shuttle. Super Shuttle is approximately \$20 one way, phone (800) 258-3826, and a taxi is approximately \$45 one way. Visit the Austin Convention & Visitor's Bureau for information about the area.

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