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## SHOW GUIDE

TUESDAY, JAN. 21, 2025

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# CHAIR'S MESSAGE

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## Susanita de Diego

2025 CREB® CHAIR

Dear conference attendees,

On behalf of CREB®'s Board of Directors, it is my privilege to welcome you to the 2025 Forecast Conference & Tradeshow! As I begin my first term as your Board Chair, I'm deeply honoured to serve such an exceptional group of professionals.

This year marks my 38th in the real estate industry, and I remain as inspired today by the passion and dedication of REALTORS® as I was in my rookie year. Our industry is unique; we work in a competitive landscape, yet cooperation and collaboration are at the heart of what we do. Whether we're closing transactions or building partnerships, how we engage with one another defines our success.

While the tools of our trade have evolved over the years, one constant remains—the importance of how we engage with one another. As CREB® members, we all recognize that any of us could be on the other side of a transaction, which underscores the value of fostering positive, collaborative relationships.

Today marks an exciting opportunity to come together as an industry, share insights, learn from one another, and equip ourselves to tackle the challenges and opportunities of the year ahead.

This year's conference is packed with an exceptional lineup of speakers, panellists, and exhibitors who are here to empower you with knowledge and tools to enhance your business. From our Chief Economist Ann-Marie Lurie's analysis of the housing market to expert-led discussions on emerging trends, leadership techniques, and business development, there is something for everyone to take away.

At CREB®, we are dedicated to your success. This conference reflects our commitment to equipping REALTORS® with tools, knowledge, and resources to deliver exceptional value to clients in a rapidly changing market.

I encourage you to make the most of today—ask questions, expand your network, and embrace new ideas. Whether you're finding inspiration in a keynote session or uncovering opportunities in the tradeshow, this day is for you.

Thank you for joining us and for your dedication to professional growth. I look forward to an incredible year ahead, and I'm confident that together, we can continue to elevate the standard of excellence and make 2025 a remarkable success for our industry.

Warm regards,

A handwritten signature in black ink that reads "Susanita de Diego".

**Susanita de Diego**

Chair, CREB® Board of Directors

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# EVENT SCHEDULE

7:30 a.m. to 9:30 a.m.	<b>Exclusive Broker Leadership Breakfast</b> featuring Hamza Khan	Brand Room Level 2
9:00 a.m.	Registration, Tradeshow Opens & Light Continental Breakfast	Champions Ballroom Level 3
10:15 a.m.	Welcome & Opening Remarks (Dave Kelly & Susanita de Diego)	Champions Ballroom Hall A - Level 3
10:50 a.m.	 <b>2025 Housing Market Forecast for Calgary &amp; Area</b> by Ann-Marie Lurie, CREB® Chief Economist	Champions Ballroom Hall A - Level 3
11:50 a.m.	<b>Panel Discussion: Deconstructing the Housing Market</b> featuring Ann-Marie Lurie, Brian Hahn & Dr. Teresa Goldstein	Champions Ballroom Hall A - Level 3
12:50 p.m.	Lunch, Tradeshow & Networking Break	Champions Ballroom Halls B&C - Level 3
2:00 p.m.	 <b>Mastering AI Intuition: Why 2025 Will Belong to Those Who Get It</b> by Marc Lafleur	Champions Ballroom Hall A - Level 3
2:45 p.m.	 <b>Rehumanizing Real Estate: The Modern REALTOR®'s Imperative for Building a Thriving People-First Business</b> by Hamza Khan	Champions Ballroom Hall A - Level 3
3:15 p.m.	<b>Fireside Chat with Marc Lafleur &amp; Hamza Khan</b>	Champions Ballroom Hall A - Level 3
4:15 p.m.	Tradeshow & Networking	Champions Ballroom Halls B&C - Level 3
6:00 p.m.	Event Ends	



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# THOUGHT-PROVOKING SPEAKERS, CUTTING-EDGE INSIGHTS

Our lineup features industry experts who will provide you with the information and motivation you need to stay competitive in the year ahead.

## EMCEE



### **Dave Kelly**

**Award-winning host, writer, and interviewer**

Dave Kelly is an award-winning host, writer, and interviewer known for his engaging conversations with global leaders. He hosts Dave Kelly Live, Canada's talk-variety show, and has interviewed figures like Ellen Degeneres, Barack Obama, and Brian Mulroney.

## KEYNOTE SPEAKER



### **Ann-Marie Lurie**

**Chief Economist, CREB®**

### **2025 Housing Market Forecast for Calgary & Area**

CREB®'s chief economist with 20+ years of real estate expertise. A leading authority on Calgary's market trends, Ann-Marie offers invaluable insights into economic factors shaping the real estate landscape.



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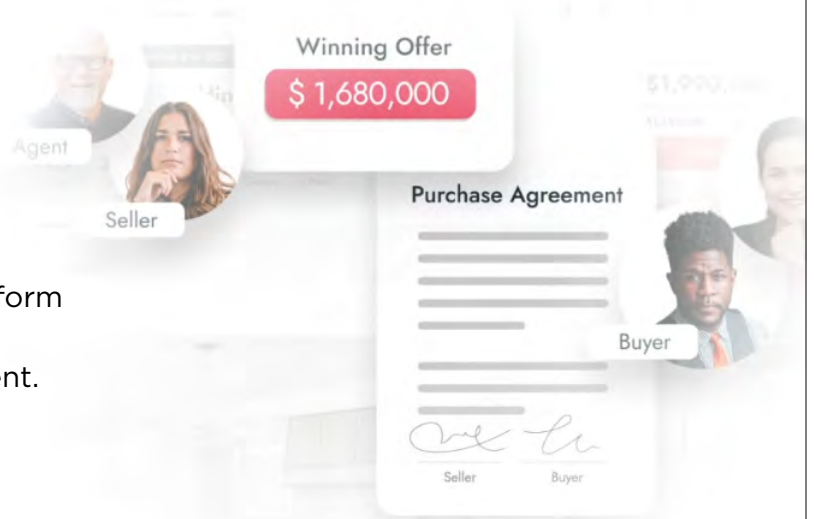


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# GUEST SPEAKERS



## Marc Lafleur

Entrepreneur & CEO of DB8 Labs

### Mastering AI Intuitions: Why 2025 Will Belong to Those Who Get it

Marc Lafleur, co-founder of truLOCAL and CEO of DB8 Labs, scaled truLOCAL to national success before its acquisition. Now, he focuses on AI innovation and is the best-selling author of True Founder, offering insights into entrepreneurship and technology.



## Hamza Khan

Entrepreneur and best-selling author

### Rehumanizing Real Estate: The Modern REALTORS®'s Imperative for Building a Thriving People-First Business

Hamza Khan is a best-selling author, award-winning entrepreneur, and globally-renowned keynote speaker whose TEDx talk "Stop Managing, Start Leading" has been viewed over two million times. The world's leading organizations trust him to enhance modern leadership, inspire purposeful productivity, nurture lasting resilience, and navigate constant change.

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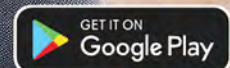
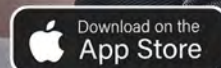
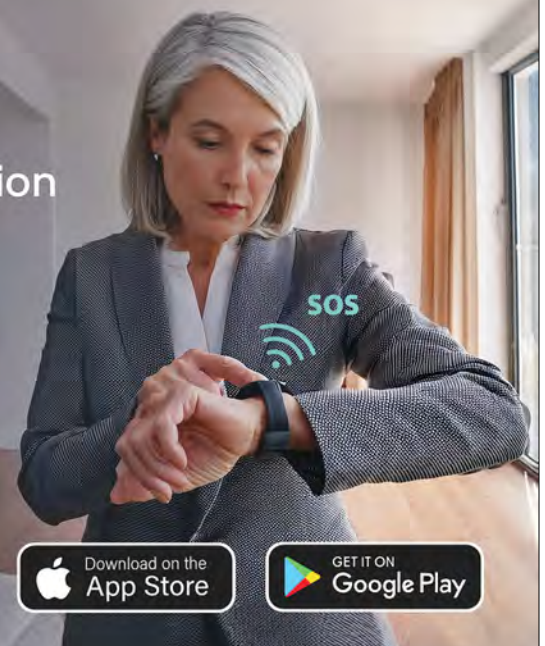
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# GUEST SPEAKERS



## Brian Hahn

CEO, BILD Calgary Region

Brian Hahn is the CEO of BILD Calgary Region, representing over 600 companies in Calgary's development and construction sector. A native Calgarian and University of Portland graduate in Mechanical Engineering, Brian has over thirty years of experience in leadership roles at ATCO, including President of ATCO Gas and ATCO Pipelines. Since joining BILD in 2019, he has advocated for sustainable growth and innovation in the housing market.



## Dr. Teresa Goldstein

Community Planning Director, City of Calgary

With over 20 years of experience, Dr. Teresa Goldstein specializes in housing policy, community planning, and policy development. A Registered Professional Planner, Dr. Goldstein also serves on the National Housing Council, advising on housing challenges across Canada. As an Adjunct Professor at the University of Calgary, she has taught urban planning for eight years. Her recent doctoral research explored the emotional dimensions of local area planning, reflecting her innovative approach to urban development.



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# TRADESHOW STAGE AGENDA

9:15 a.m.	Jayman BUILT	jayman.com
9:30 a.m.	Restage Home Staging	restagehomestaging.com
9:45 a.m.	AREF	aref.ab.ca
10:00 a.m.	my-eforce	my-eforce.com
10:15 a.m.	Main Stage Presentations	Hall A
1:00 p.m.	WealthShare	wealthshare.ca
1:15 p.m.	Virtuo	virtuo.com
1:30 p.m.	Pacific Heating & Cooling	pacificheatingcooling.ca
1:45 p.m.	Rumi	rumi.ca
2:00 p.m.	Main Stage Presentations	Hall A
4:15 p.m.	BrokerLink Insurance	brokerlink.ca
4:30 p.m.	CREA	crea.ca
4:45 p.m.	ShowingTime+	showingtime.com
5:00 p.m.	Logel Homes	logelhomes.com
5:15 p.m.	Final Offer	finaloffer.com
5:30 p.m.	Marc Lafleur	Workshop: Deep Dive into AI!
6:00 p.m.	Event Ends	



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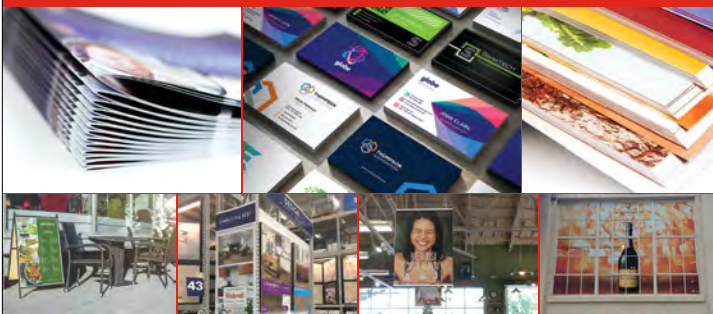


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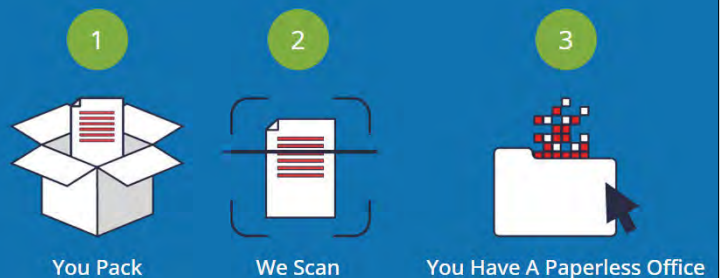
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 **Event:** 2025 CREB® Forecast Conference and Tradeshow





 **When:** January 21st, 2025, 9 AM - 6 PM

 **Where:** BMO Centre, Champions Ballroom

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# UPCOMING EVENTS — SAVE THE DATE!

---



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June 14

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## STAMPEDE BBQ

July 9

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## CREB® GOLF TOURNAMENT

August 19

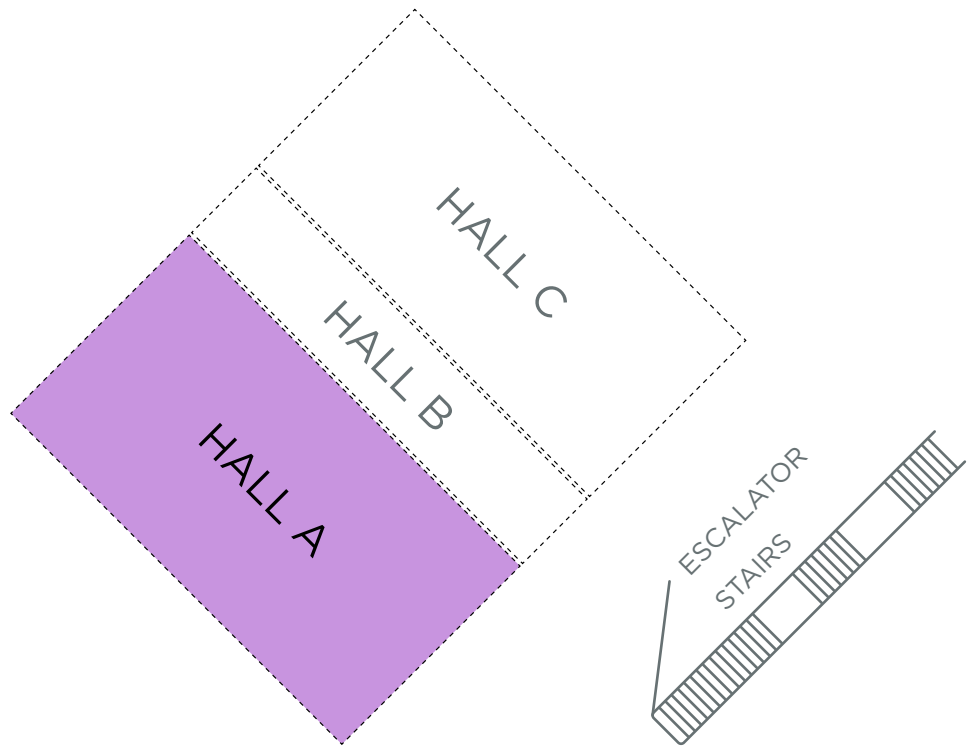
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# BMO CENTRE FLOOR MAPS

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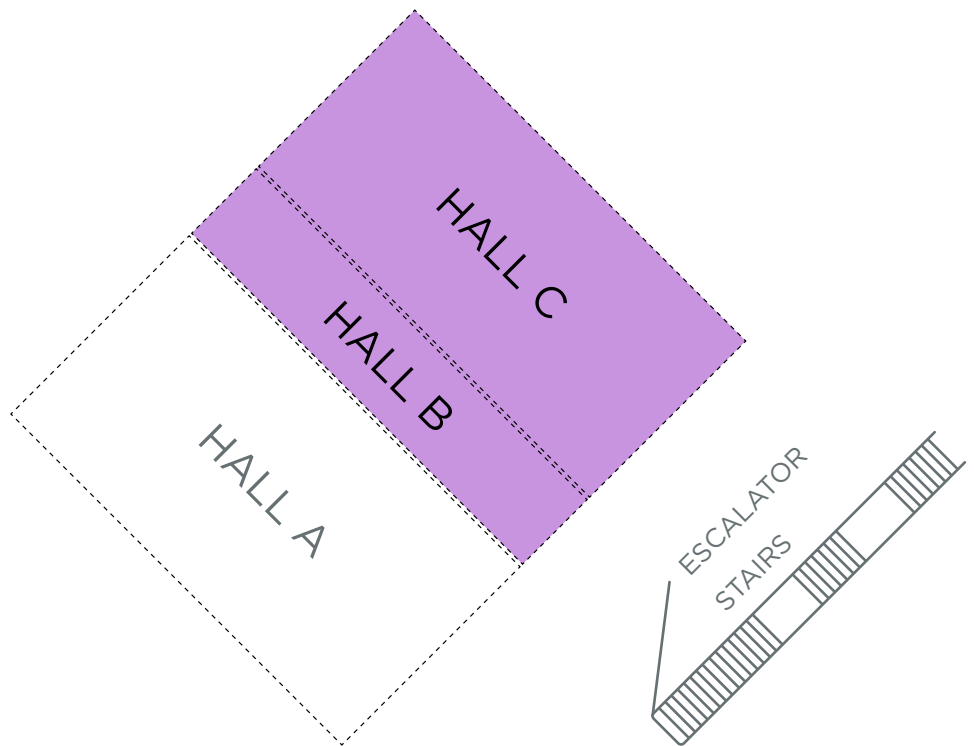
## MAIN STAGE

Champions Ballroom,  
Hall A  
3<sup>rd</sup> Floor



## TRADESHOW

Champions Ballroom,  
Halls B and C  
3<sup>rd</sup> Floor



# TRADESHOW FLOOR PLAN

105	CMC Photo
107	Rhind & Associates
109	Spirit Hill Flower Winery
111	Calgary Residential Rental Association (CRRA)
113	RealT Booking
204	Sona Visual
205	Restage Home Staging
206	Wood's Homes
208	Real Estate Insurance Exchange
209	EVOLVsolar
210	Minuteman Press Beltline
211	ShowingTime+
212	The Gift Designers
213	Mortgage Architects
214	WealthShare
221	Pillar 9
223	Loop for Success
225	Virtuo
227	Canadian Mental Health Association
229	Impact Instant Canopy
304	Odds On Home Inspection
305	The Admin Hub
306	Mow Snow Pro
307	Unit Realty Services
308	Precision Media & Marketing
309	CertaPro Painters
310	CBN Commercial Solutions
311	Willows Box & Co.
312	Teldon
313	Pesta Law
320	Cutco
321	Rumi
322	NexOne
323	The Brick Commercial Division
324	Utility Safety
325	Rocky Vista Media
326	PTI+
327	403 Handyman Calgary
328	BOCC Inspections
329	Alberta Real Estate Foundation (AREF)
405	List Simple
406	Logel Homes
407	CREA
408	Absolute Moving and Delivery
410	my-eForce
411	CREB® REALTOR® Community Foundation
411	CREB® Volunteer Opportunities
411	CREB® Campus



411	CREB® Realtor of the Year
411	CREB® IT Help Desk
411	Critical Illness Benefit Society (CIBS)
412	Nook & Cranny Home Inspections
422	ATCO
423	ServiceMaster Restore
424	Beyond Group
425	EnviroMint
426	Any Day Assistants
427	Final Offer
428	Condo Document Inspection Centre Inc.
503	Qualico Communities

506	Pacific Heating and Cooling
507	BMO
508	TELUS Business
510	Condo Docs
511	BrokerLink
521	Jayman BUILT
522	Kahane Law Office
523	Alberta Blue Cross
524	Move Buddy
525	Sentinel Storage
526	BW Sign Installation
528	Peakhill Capital
529	Krista Hermanson Design



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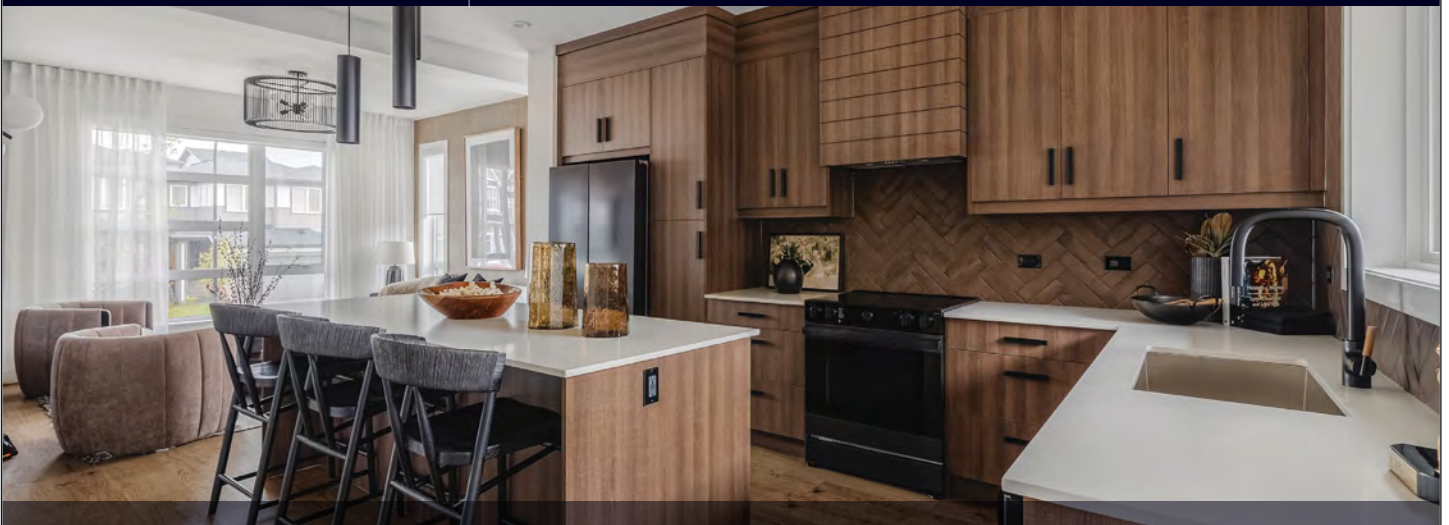
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9 a.m. - 6 p.m.

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