



**FOR IMMEDIATE RELEASE**

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## **Nation's Leading REO Asset Managers To Offer Real Estate Agents Insights on Marketing and Sales of Bank Foreclosures**

*Town-hall forum includes foreclosure experts from PMH Financial, National Default Servicing, Fannie Mae and New Vista Asset Management as part of 2009 AREAA/NAHREP Real Estate and Marketing Conference*

LAS VEGAS (August 27, 2009) – What are the secrets for selling distressed properties? What do asset managers look for in listing real estate brokers? What are the foreclosure sales opportunities in the future? The nation's leading REO asset managers will answer these questions and more in a rare exchange with real estate agents at the 2009 AREAA/NAHREP Real Estate and Marketing Conference on October 25-27 at the Palazzo Resort in Las Vegas. This is the single largest industry gathering of Hispanic and Asian real estate professionals that work with multicultural homebuyers. For more details about the event program, go to <http://www.areaa.org/convention/agenda.html>. Membership is not required to attend.

Bank foreclosures account for more than half of all real estate sales today and have had an immense impact in multicultural communities – making it a key issue for Hispanic and Asian minority trade groups. This session will include guest experts: David Boxall, PMH Financial; Brandon Gallegos, National Default Servicing; Gabrielle Harrison, Fannie Mae; and Jason Alnut, REDC. A separate Certified Distressed Property Expert training session will also be held in conjunction with the convention.

Registration fees range from \$249 for members to \$399 for non-members. For complete details go to: <http://www.areaa.org/convention> The annual meeting is a forum for Asian and Hispanic real estate professionals, business leaders, leading economists, lenders, servicers and asset managers for discussions on the state of the minority housing market and strategies for the current real estate market. Real estate agents and brokers will get pointers on how to handle REO sales transactions and short sales, which constitute nearly 58 percent of all current residential real estate sales.

The event schedule will also include some of the top servicers in the industry and executives from Freddie Mac and Fannie Mae that will discuss foreclosure prevention efforts to help consumers and communities that have been hurt by current market conditions.

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### **About NAHREP**

The National Association of Hispanic Real Estate Professionals, a non-profit 501c6 trade association, is dedicated to increasing the homeownership rate among Latinos by educating and empowering the real estate professionals that serve them. Based in Washington D.C., NAHREP is the premier trade organization for Hispanics and has more than 15,500 members in 48 states and 62 affiliate chapters.

<http://www.nahrep.org>

**About AREAA**

Established in 2003, the Asian Real Estate Association of America's membership represents a broad array of real estate, mortgage and housing-related professionals that serve the diverse Asian/Pacific-American market. AREAA is the only national trade association dedicated to representing the interest of the Asian real estate market throughout the country. It pursues initiatives that expand home ownership opportunities for more Asian/Pacific-American families, that increase business opportunities for its members, and that deliver tangible results for its national partners. <http://www.areaa.org>.