



2017 National Convention & Latin Music Festival

Schedule at a Glance

SUNDAY, SEPTEMBER 10, 2017	
8:00 AM – 6:00 PM	Registration Desk
8:00 AM – 11:00 AM	Corporate Board of Governors (CBOG) Meeting Private Meeting
11:30 AM – 1:00 PM	Latina Entrepreneur Brunch <i>(Ticketed Event)</i> Sponsored by: Better Homes & Gardens® Real Estate and New American Funding Keynote Speaker: Gaby Natale, Television Host and Entrepreneur Gaby Natale is an entrepreneur, 3-time Emmy award winning television host and executive producer of SuperLatina. Join NAHREP at the annual Latina Entrepreneur Brunch where Gaby shares her personal story of how she started one of the most successful independent TV shows of its kind and gives the audience the tools that every would-be entrepreneur needs in order to succeed.
1:00 PM – 2:00 PM	Book Signing with Gaby Natale
1:30 PM – 3:30 PM	The Entrepreneur Blueprint by Better Homes and Gardens® Real Estate
2:00 PM – 5:00 PM	Icons Mastermind <i>(Invitation Only)</i> Opening Remarks: David Acosta, Agent, Keller Williams Realty David Acosta Real Estate Group Joe Castillo, Broker/Owner, ERA Mi Casa Real Estate Core Business Mastermind Current Trends Mastermind Future Trends Mastermind Keynote Speaker: Steven Murray, CEO, Real Trends Closing Remarks: Leo Pareja, #1 Keller Williams Agent (World-Wide), 2012, Keller Williams Realty



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	<p>Joe Castillo, Broker/Owner, ERA Mi Casa Real Estate David Acosta, Agent, Keller Williams Realty David Acosta Real Estate Group</p>
6:00 PM – 8:00 PM	<p>Welcome Reception Sponsored by RE/MAX, LLC</p>
7:00 PM – 9:00 PM	<p>Reception Honoring the Top 250 (Invitation Only) Sponsored by Quicken Loans and Fannie Mae</p>
MONDAY, SEPTEMBER 11, 2017	
8:00 AM – 5:00 PM	Registration Desk
8:00 AM – 9:00 AM	Coffee Break
8:50 AM – 9:30 AM	<p>Opening General Session</p> <p>General Session One is the official opening of the 2017 National Convention. The session will include video presentations and keynote speeches that feature the association’s achievements for the year, trends in Latino businesses and themes and highlights for the full convention.</p>
9:30 AM – 10:45 AM	<p>General Session II</p> <p>Fireside Chat: President George W. Bush, 43rd President of the United States Gary Acosta, Co-Founder & CEO, NAHREP</p> <p>NAHREP co-founder Gary Acosta sits down for an intimate conversation with President George W. Bush.</p>
11:00 AM- 11:30 AM	Ribbon Cutting & Trade Show Opening
11:00 AM- 6:00 PM	Tradeshow Show & Latin Music Festival



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12:30 PM – 2:15 PM	<p>Keynote Luncheon (<i>Ticketed Event</i>) Sponsored by Bank of America</p> <p>The Keynote Luncheon will provide a celebration of Latino culture, which will feature a presentation of NAHREP’s Vanguard Award, a celebrity chef inspired lunch, and a keynote address.</p>					
2:30 PM – 3:45	Lender	Social Media/Technology	Real Estate General	Wealth Building	Corporate	Chapter Leadership
<p>Concurrent Educational Sessions</p> <p>Sponsored by Wells Fargo</p>	<p>Building Trust with Real Estate Agents</p> <p>Surveys consistently illustrate that trust is the most important factor in building business relationships with Hispanics. This session will feature some of the nation's most successful loan originators in the Hispanic market who will share their techniques and first-hand experience in developing profitable and long lasting relationships with real estate agents and brokers.</p>	<p>Use Facebook, Instagram and Snapchat for Recruiting and Lead Generation</p> <p>Hispanics out-index other demographics when it comes to social media adoption and consumption. Learn how some of the smartest agents and business owners are using these powerful mediums to engage potential recruits and customers.</p>	<p>The Power of Masterminding</p> <p>The top agents in the NAHREP Top 250 participate in mastermind groups that share best practices and hold each other accountable to their goals. Learn from top agents how to successfully build and manage a top-notch mastermind group.</p>	<p>Set Your Family Up for Wealth Transfer</p> <p>Top banking executives and real estate attorneys outline how to protect, preserve and manage your estate while providing avenues to leverage your current assets in order to continue to build intergenerational wealth.</p>	<p>Attract and Retain Hispanic Talent</p> <p>More than half of first time buyers are expected to be Hispanic over the next several decades but only 4 percent of mortgage bankers and 7 percent of real estate agents are Latino. HR professionals and Hispanic market consultants will share suggested approaches to groom internal talent for advanced leadership roles and provided best practices to attract top external talent to build a more diverse, culturally competent team.</p>	<p>Public Speaking Best Practices for Chapter Leaders</p> <p>Real estate agents, loan originators, and small business owners all benefit from having strong presentation skills. While public speaking is intimidating for many people, hear from a master public speaker who will share techniques and teach skills to perfect your delivery.</p>



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4:00 PM – 5:15 PM	Lender	Social Media/Technology	Real Estate General	Wealth Building	Corporate	Chapter Leadership
Concurrent Educational Sessions Sponsored by Wells Fargo	Scale Your Originations by Building a Powerful Team Top producing mortgage originators share how they recruit, structure and manage their team in order to scale their business to the next level.	Zillow Group Session Ninety percent of consumers use the web to gather information for home buying and selling. Some agents are earning six and seven figures processing leads from Zillow. Hear how online giants use these tools to build their businesses.	Increase Your Business by Building a Team Is managing a team for you? Learn the benefits and potential pitfalls of transitioning your business model from agent to team. Learn from the best in the business how to recruit and manage a superstar team in your market.	Tools & Techniques to Increase the Value of Your Business Learn how to structure and scale your company over time ultimately creating a salable asset that increases your wealth generating potential.	Understanding NAHREP Public Policy With a broad range of potential topics affecting the housing industry, NAHREP chooses to focus our political capital on a select few issues that are particularly relevant to our mission and on which we believe we can have the most influence. NAHREP leaders share how these policies will affect the industry and your business.	Building a Winning Team Part of building an exceptional chapter is recruiting and retaining the best talent for your board. This session will provide insight on skills to accomplish this goal including succession planning, active recruiting, and leveraging the time and talent of the individuals on your team.
TUESDAY, SEPTEMBER 12, 2017						
8:00 AM – 7:00 PM	Registration Desk					
7:00 AM – 8:45 AM	Corporate Member Breakfast <i>(Invitation Only)</i> Sponsored by Fannie Mae and Radian Guaranty					



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8:30 AM – 9:45 AM	Lender	Social Media/Technology	Real Estate General	Wealth Building	Corporate	Chapter Leadership
Concurrent Educational Sessions Sponsored by Wells Fargo	Loan Products for Latino Homebuyers Home Ready, Home Possible Advantage, FHA, portfolio loans, Subprime and ITIN's. Learn how some lenders are using products, and product nuances to rise above the competition.	How to Implement and Utilize an Effective CRM System Learn how top real estate agents and brokers are utilizing technology to increase their business share. Hear from cutting edge technology platforms on the value of a CRM system and how it can help you generate more leads.	Break into New Markets with the State of Hispanic Homeownership Report Successful entrepreneur Juan Martinez shares how he utilized the SHHR in listing presentations to illustrate how Hispanics are driving homeownership growth and sales in the U.S. Learn his sales tactics so you can use this asset to its full potential.	Become a NAHREP 10 Certified Trainer Join the movement as an ambassador for NAHREP and the HWP in your market. This session outlines the training and certification process to become a public speaking pro and NAHREP 10 expert. Certified trainers will be NAHREP 10 local market spokespeople within and outside of the real estate and mortgage banking industries.	Build a Business Strategy to Reach Hispanic Homebuyers and Sellers The State of Hispanic Homeownership Report outlines the future of first-time home buying will be done primarily by the Hispanic community. Learn the best personnel strategies and marketing efforts to reach this dynamic and influential group of potential clients.	Leadership Academy Learn Chapter success skills from graduates of the Leadership Academy.
Tradeshow Show & Latin Music Festival Open Enjoy the 2017 NAHREP Expo & Latin Music Festival						
10:00AM – 11:30AM	General Session III This session features an award ceremony honoring the top 10 agents from each of NAHREP's Top 250 reports followed by discussion with industry leaders regarding policy decisions affecting credit access, business strategies increasing access to homeownership and technology innovations in the housing industry.					
11:30 AM – 1:30 PM	Open Lunch Break					



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1:30 PM - 3:00 PM	General Session IV: Hispanic Wealth Project				
8:30 AM – 9:45 AM Concurrent Educational Sessions Sponsored by Wells Fargo	Social Media/Technology	Real Estate General	Wealth Building	Corporate	Chapter Leadership
	Maximize Your Digital Presence and Create Your Personal Brand Learn how to market yourself by creating a personal brand that will stand out from the competition and convey a sense of trust and success to prospective clients. Professional and consistent branding goes a long way in digital marketing. Brand experts share how technology can help you develop your reputation as an expert and specialist in your field.	Generate Business Through Your Personal Sphere of Influence Learn how to make the most of your personal sphere of influence (SOI) by growing relationships into business building opportunities. Top producers share how they utilize their SOI to generate an ongoing stream of business.	Why Real Estate Professionals Need to Invest in Rental Properties Learn the basics of investing in rental properties and how they provide substantial opportunities for wealth building, community development and expand your client base to the investor market.	Leverage NAHREP's Network to Build Your Business In this relationship based industry, the most successful organizations within the NAHREP network spend their time and energy developing personal relationships. Learn best practices for engaging locally and nationally within NAHREP to obtain the greatest return on your company's time and financial investment.	Fundraising 101 This session highlights techniques for raising chapter funds for exceptional events and annual programs. Learn the tips and tricks to build and manage strong relationship and create powerful partnerships, even after the deal is done.
6:30 PM – 9:30 PM	Sabores: A Culinary Experience Closing Party Sponsored by Wells Fargo				