

SCHEDULE AT A GLANCE



at



L'ATTITUDE



WEDNESDAY & THURSDAY, SEPTEMBER 23-24, 2020: **MINDSET**

WEDNESDAY, SEPTEMBER 23, 2020

WELCOME KICK-OFF

5:00PM - 6:00PM
P D T

Join the crowd for our lively Welcome Kickoff sponsored by U.S. Bank as we open the 2020 NAHREP Sales Mastery, Real Estate and Wealth Conference at L'ATTITUDE! Enjoy live music performances, remarks from NAHREP favorites, and interactive opportunities to connect with your fellow attendees!

Moderator: Armando Tam

Remarks: Lenny McNeill

Performers: Brian McKnight, DJ Tony

THURSDAY, SEPTEMBER 24, 2020

GENERAL SESSION I Opening General Session

10:15 AM - 11:30 AM
P D T

NAHREP kicks off the Sales Mastery, Real Estate and Wealth Conference at L'ATTITUDE with a year in review, a message from our title sponsor, a word from our national president and a celebration of our 20-year anniversary. 2020 will be remembered for years for being one of the most challenging in decades. NAHREP will cap the year with the most uniquely powerful event in the industry.

Speaker: Gary Acosta

Remarks: Kristy Fercho

GENERAL SESSION II

2:30 PM - 3:30 PM
P D T

No amount of work will yield life changing results without the proper Mindset. This has never been truer than this year. With the right mindset, you can make use of your full potential and achieve more than you ever thought possible. In this session, NAHREP presents world-renowned health and mindset author and expert, Deepak Chopra MD. Chopra has written 21 New York Times best-selling books, including The Seven Spiritual Laws of Success, Perfect Health, and Quantum Healing.

Keynote: Deepak Chopra

6:30 AM - 7:00 AM
P D T

Release of Latino GDP Report, Review of the State of Latinos in America

7:00 AM - 7:15 AM
P D T

State of Latinos in America by Sol Trujillo

7:30 AM - 8:00 AM
P D T

Unveiling of a Business Plan for America and L'ATTITUDE 2020

8:10 AM - 9:00 AM
P D T

New Mainstream Economy CEO Townhall

9:10 AM - 10:00 AM
P D T

Barron's Roundtable: Making Capitalism Work in the 21st Century

12:00 PM - 12:30 PM
P D T

Fireside Chat with Nike CEO John Donahoe

12:40 PM - 1:20 PM
P D T

Pension Funds Commitment to Growth

1:30 PM - 2:10 PM
P D T

United Chairman Oscar Munoz Interviews Arne Sorenson and Michael Corbat

MINDSET PANEL

General Session II will finish with a panel of successful real estate professionals who use mindset to grow in both personal and business spheres will discuss how to make healthy mindset practices work for you.

Speakers: Greg Harrelson, George Morris, Neil Schwartz | Moderator: Juan Martinez

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FRIDAY, SEPTEMBER 25, 2020: SALES MASTERY

GENERAL SESSION III Keynote Address

The legendary sales trainer Mike Ferry, creator of the Mike Ferry Sales System which has helped more real estate professionals become millionaires than any other real estate coaching system, takes the stage to share his most timely insights on sales mastery in the 21st century.

Keynote: Mike Ferry

PRODUCER PANEL

Following his presentation, Mike Ferry moderates a panel of some of his most successful top producers. The panelists will share details on how they apply Mike's sales system to their daily business routines and how it has produced spectacular income-generating results.

*Speakers: Angel Garcia, Jim Sandoval
Moderator: Mike Ferry*

KEYNOTE ADDRESS

Master Life Coach, Spiritual Teacher, and Best-Selling Author, Matthew Ferry pulls from a lifetime of experience to show you how to combine the power of mindset with business acumen. Learn to quiet your mind to achieve a life and legacy of enlightened prosperity.

Keynote: Matthew Ferry

GENERAL SESSION IV Ferry Panel

Mike and Matthew Ferry finish the day with NAHREP Past President Juan Martinez, who will moderate a conversation between father and son on their professional highlights, new ideas and how 2020 has influenced their perspectives on life and business.

*Speakers: Matthew Ferry, Mike Ferry
Moderator: Mike Miedler*

10:15 AM - 11:00 AM
P D T

11:00 AM - 11:30 AM
P D T

11:40 AM - 12:15 PM
P D T

3:15 PM - 3:45 PM
P D T

6:30 AM - 6:45 AM
P D T

7:00 AM - 7:20 AM
P D T

7:30 AM - 8:15 AM
P D T

8:25 AM - 9:05 AM
P D T

9:15 AM - 10:00 AM
P D T

10:10 AM - 10:50 AM
P D T

1:00 PM - 1:40 PM
P D T

1:50 PM - 2:30 PM
P D T

5:30 PM - 7:15 PM
P D T

State of Latino Household Wealth with Gary Acosta

Release of the State of Hispanic Wealth Report

Best in Class Marketing in the New Mainstream Economy

Does Wall Street Reflect What's Happening on Main Street (and the economy)?

New Mainstream Money Managers Building Their Businesses

The Evolving U.S. Consumer Wallet and Why Latino Growth Matters: Perspectives from Morgan Stanley Research Analysts

Latina Women and Wealth Roundtable

America's Housing Market is Being Built on a New Foundation

LatiNXT - The Next Latino Superstars

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SATURDAY, SEPTEMBER 26, 2020: **WEALTH MANAGEMENT & ENTREPRENEURSHIP**

GENERAL SESSION V
Keynote Address

10:15 AM - 11:15 AM
P D T

Financial expert and wealth building icon David Bach, 10x New York Times Bestselling Author & Founder of finishrich.com, will give a groundbreaking keynote.
Keynote: David Bach
Moderator: Gary Acosta

GENERAL SESSION VI
Fireside chat with Nely Galán and Marisa Calderon

3:30 PM - 4:15 PM
P D T

The first Latina President of Entertainment for a major U.S. television network, Nely Galán, gives a motivating keynote detailing how everyone can become a self-made success. Galán, who is the former President of Telemundo and a successful television producer, claims to have made more money in real estate than from the entertainment industry. Building your financial legacy starts here at NAHREP at L'ATTITUDE.
Keynote: Nely Galán
Moderator: Marisa Calderon

8:00 AM - 8:40 AM
P D T **New Mainstream Rapid-Fire Insights**

9:00 AM - 9:30 AM
P D T **Address of the New Mainstream Economy by Presidential Candidate Joe Biden**

9:40 AM - 10:20 AM
P D T **Latinas Mobilizing the Vote**

10:00 AM - 10:30 AM
P D T **Latino Issues that Need Resolution**

10:30 AM - 11:00 AM
P D T **Latino Issues that Need Resolution**

11:10 AM - 11:40 AM
P D T **Hispanic Caucus Priorities: Taking A Leadership Role**

2:00 PM - 2:30 PM
P D T **A Conversation About New Mainstream News**

2:40 PM - 3:00 PM
P D T **LDC Media and Entertainment Annual Report**

3:10 PM - 3:40 PM
P D T **Fireside chat with Sony Pictures CEO: A benchmark leader and company**

5:00 PM - 5:15 PM
P D T **Meet Camila Cabello and the Cast of Cinderella**

5:15 PM - 5:30 PM
P D T **Meet Selena Gomez**

5:30 PM - 6:00 PM
P D T **Jessica Alba: Paving Her Own Way and Making a Difference**

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SUNDAY, SEPTEMBER 27, 2020: **SABORES** **L'ATTITUDE FOCUS ON MEDIA & FILM**

SABORES: A CULINARY EXPERIENCE

It's time to spice it up with returning favorite Sabores, sponsored PrimeLending, a PlainsCapital Company! Watch or even follow along with a mouthwatering cooking demonstration from a featured chef, and enjoy remarks from NAHREP favorites!

Moderator: Armando Tam
Remarks: Latonia Donaldson, Maria Vergara
Guest Chef: Iron Chef Jose Garces
Performers: George LaMond, DJ Tony

10:30 AM - 11:30 AM
P D T

- 9:00 AM - 10:00 AM
P D T **Red Table Talk - The Estefans**
- 10:10 AM - 10:50 AM
P D T **A New Standard for Professional Sports**
- 11:00 AM - 11:40 AM
P D T **NFL Session**
- 11:50 AM - 12:30 PM
P D T **The Green Economy with Jay Hernandez**
- 1:00 PM - 1:40 PM
P D T **Latino Domination of Popular Music**
- 1:50 PM - 3:00 PM
P D T **Second Annual Match-Up: Matching Latino Entrepreneurs to Capital**
- 5:00 PM - 6:00 PM
P D T **Live Closing L'ATTITUDE 2020 Honoring Eva Longoria and Chef José Andrés**

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BREAKOUT SESSIONS, WORKSHOPS AND INDUSTRY CONTENT



TUESDAY, SEPTEMBER 29, 2020

BREAKOUT SESSIONS SPONSORED BY BANK OF AMERICA

9:00 AM PDT

MASTER YOUR MINDSET

Where's your head at? Successful practitioners create and nurture small but consistent habits that drive them to not only succeed but excel. A panel of mega-producers will share their daily habits for mindset that prepare them both mentally and physically for optimal productivity.

- *Salvador Gonzalez, Real Estate Associate, RE/MAX MiCasa*
- *Blair Myers, Agent, Better Homes and Gardens® Real Estate Metro Brokers*
- *Juan Umazor, Agent, Long & Foster*
- *Moderator: Mark Dimas, Broker Owner, Mark Dimas Properties*

9:00 AM PDT

MEETING DEMAND BY DIVERSIFYING YOUR TEAM

Buying a home is often the largest and most confusing financial transaction families engage in during their lifetime. When experience, language, and cultural barriers are added to that equation, the process is even more overwhelming. NAHREP estimates that the number of culturally competent Latino realtors and mortgage professionals will need to double in order to meet the growing demand from Hispanic homebuyers. Learn from business leaders who have successfully expanded diversity within their teams to capture new market share.

- *Joseph A. Gutierrez, Managing Director, Community Lending and Industry Relations, Union Bank*
- *Tricia Haley, SVP, Inclusion and Diversity Segment Lead, Truist*
- *Marc Hernandez, EVP, Retail Lending, Alterra Home Loans*
- *Fred Underwood, Director, Diversity | Community and Political Affairs, NATIONAL ASSOCIATION OF REALTORS®*
- *Moderator: Maria Vergara, Director Strategic Business and Relationship Team, Fannie Mae*

11:00 AM PDT

HOW TO AMPLIFY YOUR WINNING STREAK

"Plan to win. Prepare to win. Expect to Win."- Zig Ziglar Contrary to popular belief, strong business relationships are not built on compromise. Learn to change your negotiation skills to win the deal while making the other party feel they have won too.

- *Jesus Cruz, Sr. Loan Officer and Branch Manager, Alterra Home Loans*
- *Sarah Hernandez-Cox, Associate Loan Originator, PrimeLending, a PlainsCapital Company*
- *Mauricio Perez, Head Broker, Keller Williams Realty*
- *Moderator: Neily Soto, Broker and Managing Partner, Century 21 North Shore Soto*

11:00 AM PDT

RAISING MONEY-WISE KIDS POWERED BY CHARLES SCHWAB

It's never too early or too late for children to begin to grasp the importance of financial concepts. In this investing workshop, you'll get the tools you need to prepare your children to handle money matters such as saving, budgeting, setting financial goals, avoiding debt, establishing good credit, and investing. It's the first step to raising financially savvy kids.

- *Lesandro Mena, Vice President - Financial Consultant | La Jolla Branch, Charles Schwab*

1:00 PM PDT

INCREMENTAL SUPERSTARDOM

In sports and in business, practice doesn't make perfect. Perfect practice makes perfect. A unique panel of exceptional agents with modest beginnings will discuss how work ethic and incremental habits that has yielded them exponential results.

- *Tristan Ahumada, CEO, Lab Coat Agents*
- *Rosie Gonzalez, Agent, Coldwell Banker Residential Brokerage*
- *Matias Rosales, Realtor and Chief Operations Manager, Realty One Group*
- *Moderator: Alicia Trevino, CEO, Alicia Trevino International*

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BREAKOUT SESSIONS, WORKSHOPS AND INDUSTRY CONTENT



TUESDAY, SEPTEMBER 29, 2020

BREAKOUT SESSIONS SPONSORED BY BANK OF AMERICA

1:00 PM PDT

FREDDIE MAC DREAMAKER PROGRAM BROUGHT TO YOU BY CHASE

- Jason Jeffries, Sr. Affordable Lending Manager, Client and Community Engagement, Freddie Mac
- Melinda Nypen, Executive Director of Affordable Lending, Chase
- Brian William Scholz, National Trainer in Customer Education Services, Freddie Mac
- Moderator: George Hernandez, Sales Strategy Support Manager, Home Lending, Chase

3:00 PM PDT

HOW PANDEMIC-INDUCED RISK AVERSION IS TIGHTENING CREDIT

While interest rates are at record lows, many would-be homebuyers and refinancers are being shut out of market. Many lenders have tightened credit score, down payment and DTI requirements, beyond existing secondary market guidelines. A panel of mortgage executives will share how these changes could impact the market long term, particularly for communities of color.

- Nora Guerra, Single Family Affordable Lending Manager, Freddie Mac
- Jonathan Lawless, VP of Product Development and Affordable Housing, Fannie Mae
- Steve Lujan, Director, Multicultural Business, Radian Guaranty Inc.
- Emre Sahingur, SVP Predictive Analytics, Research and Product Management, VantageScore Solutions, LLC
- Moderator: Neil Terc, President, YourCasa and SuCasa.com

3:00 PM PDT

MORTGAGE LENDING INNOVATIONS IN THE CURRENT ENVIRONMENT POWERED BY BANK OF AMERICA

In the current environment, businesses have needed to adapt in order to meet changing marketing conditions. The best in the industry have adopted new business practices and innovative technology to ensure they can continue to effectively serve high volumes of potential buyers. Learn from top mortgage executives on how their businesses have been able to pivot and allow their clients to take advantage of record low interest rates without falling victim to a pandemic-induced disruption.

- AJ Barkley, Neighborhood Lending Executive, Bank of America
- Mike Dawson, VP, Affordable Lending Strategies and Initiatives, Single-Family Client and Community Engagement Division, Freddie Mac
- Michael Innis-Thompson, SVP | Head of Community Lending and Development, TD Bank, America's Most Convenient Bank
- Jose Pascual, Director of Mortgage Originations, BBVA
- Moderator: Joe Nery, Partner, Nery and Richardson, LLC

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BREAKOUT SESSIONS, WORKSHOPS AND INDUSTRY CONTENT



WEDNESDAY, SEPTEMBER 30, 2020
BREAKOUT SESSIONS SPONSORED BY BANK OF AMERICA

9:00 AM PDT

MAKE IT OR BREAK IT

Being good is not good enough, the name of the game is to rise among the best. Understanding your personal “why” can give you the mindset to fast track your career to a whole new level. Learn from iconic real estate professionals on how you can parlay your success in business to building a purpose-driven life loaded with rich and fulfilling experiences

- *Veronica Figueroa, CEO, Figueroa Team Brokered by eXp Realty*
- *Josue Soto, CEO, Soto Legacy Group Powered by EXP Realty*
- *Moderator: Rob Chevez, CEO, The CAZA Group*

9:00 AM PDT

THE VALUE OF OWNING A REAL ESTATE FRANCHISE POWERED BY RE/MAX

An insider’s look at the value of franchising to establish, operate and build your own real estate business. This workshop, led by a 30+ year industry veteran, will provide insight to value of franchising, competitive advantages, collective power of a brand, impact on industry and community and growing your business in a peer-based network of professionals.

- *Peter Luft, RE/MAX, VP Franchise Sales, RE/MAX, LLC*
- *Joe Castillo, Owner and Managing Broker, RE/MAX Mi Casa and RE/MAX In the Village*
- *Daisy Lopez-Cid, Broker/Owner, RE/MAX Premier Properties*

11:00 AM PDT

MILLIONAIRE MAKERS: LEVEL UP YOUR WEALTH

Don’t just put your money in the bank, make it work for you like you worked to earn it! Investing isn’t only for the rich, it’s how you get rich! Learn from a group of self-made millionaires on how to utilize the power of your network, and amplify wealth by building and scaling businesses. Turn income into passive income so you can slide over to the passenger seat and enjoy the ride.

- *Juan Martinez, Broker/Owner, Century 21 Martinez and Associates*
- *Bo Menkiti, Founder and CEO, Keller Williams Capital Properties*
- *Moderator: Nora Aguirre, Associate, Century 21 Americana*

11:00 AM PDT

LENDING IN 2020 AND BEYOND—THE NEW NORM POWERED BY NEW AMERICAN FUNDING

Join New American Funding for the latest and greatest industry updates, Latino lending trends and opportunities on how to capitalize in the market.

- *Patty Arvielo, President, New American Funding*
- *Rick Arvielo, CEO, New American Funding*
- *Frank Fuentes, National Vice President MCL, New American Funding*

1:00 PM PDT

HOW THE GSE MARKET FEE WILL IMPACT THE REFINANCE MARKET

As the GSEs make moves to raise capital and exit conservatorship, FHFA has authorized a new adverse market fee of 50 basis point for refinances over \$125,000 beginning on December 1. While FHFA has delayed the fee to the end of the year as families continue to brace themselves during the pandemic, it may not be long enough. A panel of mortgage experts will weigh in on how exactly the refinance market might suffer in response to these heightened fees.

- *Todd Johnson, SVP - Midwest Division Retail Sales Manager, Retail National Product and Pricing Sponsor, Wells Fargo Home Mortgage*
- *Jason Obradovich, CIO, New American Funding*
- *Moderator: Armando Falcon, CEO, Falcon Capital Advisors LLC*

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WEDNESDAY, SEPTEMBER 30, 2020
BREAKOUT SESSIONS SPONSORED BY BANK OF AMERICA

1:00 PM PDT

MANAGING CONSUMER & TEAM EXPECTATIONS IN THE 'NEW NORMAL' POWERED BY ZILLOW

For over a decade, Zillow has been on the forefront of innovation in the real estate industry. What started with the Zestimate has evolved into a bigger, bolder mission: Give people the power to unlock life's next chapter. And with the unprecedented health & economic crisis, many have had to adapt how they approach life and business with a new lens. Hear from Zillow leaders on how they adapted to create a safe space for their teams to be themselves, connect, and do great work to innovate on behalf of their partners and customers.

- *Luis Poggi, Vice President of Product, Zillow Group*
- *Leo Sanchez, Senior Director of Business Agility, Zillow Group*
- *Pedro Zapata, Regional Director of Field Operations, Zillow Group*

3:00 PM PDT

WHAT'S YOUR LEGACY?

Once you build your empire, you have to take steps to protect it and eventually pass it on. Live your life by design and secure the blueprint for your future generations' livelihood.

- *Oralia Herrera, Broker, Century 21 T.K.*
- *Alan Meltzer, CEO, NFP | The Meltzer group*
- *Diana Sifuentes, REALTOR®, Berkshire Hathaway*
- *Moderator: Dionne Cuello, VP, Diverse Market Segments, Citibank*

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BREAKOUT SESSIONS, WORKSHOPS AND INDUSTRY CONTENT



THURSDAY, OCTOBER 1, 2020

BREAKOUT SESSIONS SPONSORED BY BANK OF AMERICA

9:00 AM PDT

OWNING OBJECTIONS POWERED BY CENTURY 21

A random search on Google for "real estate objection handlers" will turn up over 150,000 hits—and yet agents struggle in the face of objections from sellers and buyers. It's not because they can't find the answers, but because they lack the skills and the structure to confidently face "rejection" and turn objections into opportunities to demonstrate their competence and professionalism. Owning Objections is designed to provide agents with the resources and practice they need to build responses to the most common – and a few of the craziest – objections they hear every day.

• *Kathryn Carr, Senior Trainer, Century 21 Real Estate LLC*

11:00 AM PDT

MIRROR, MIRROR ON THE WALL

Scaling your business takes bravery and sacrifice. The first step? Fire yourself and hire strategically, so you can grow and expand your business. Learn how to create opportunity for your staff to increase ROI and grow profits. This expert panel will provide you with the steps to start removing yourself from the equation and still yield the maximum results you're looking for.

- *David Acosta, Principal, David Acosta Group*
- *Joe Castillo, Owner and Managing Broker, RE/MAX Mi Casa and RE/MAX In the Village*
- *Andres Serafini, Founder, Washington Group Real Living*
- *Moderator: Latonia Donaldson, VP-Dir. Multicultural Lending, PrimeLending, A PlainsCapital Company*

11:00 AM PDT

WORKSHOP — CUSTOMER DIVERSIFICATION: HOW DIVERSITY CAN IMPACT YOUR BUSINESS AND BEYOND POWERED BY ALLSTATE

Is your business diversifying enough to take advantage of the shifting marketplace? Are you missing out on opportunities because of your lack of customer diversification? Join us for an action-oriented discussion among industry thought leaders that will help you grow your business in multiple impactful ways.

- *Alexander Chaparro, Managing Broker, Century 21 Affiliated*
- *Jose Gomez, Principle, Gomez Insurance Agency*
- *Strategy and Operating Manager, Allstate*
- *Carmen Mercado, Senior Affordable Lending Manager, Client and Community Engagement, Freddie Mac*

1:00 PM PDT

ARE YOU GENERIC OR ARE YOU A BRAND?

Having a social media account isn't enough to boost your business, it's what you do with it that matters. Businesses that can establish themselves as a strong brand will no doubt gain the most from an increasingly virtual environment. Shape the story you tell about yourself, and your business, with help from experts to build a compelling personal brand that attracts leads and inspires customer loyalty.

- *Alex Mosquera, Broker Owner, Terra Realtors*
- *Tania Murray, Southwest Regional Manager, New American Funding*
- *Nuria Rivera, CEO, Novation Title Alex Mosquera, Terra Realtors*
- *Moderator: Jason P. Riveiro, Director, Global Development and Growth Markets, Realogy Holdings Corp.*

1:00 PM PDT

WORKSHOP — MORTGAGE INSURANCE ESSENTIALS POWERED BY RADIAN GUARANTY

Mortgage Essentials in this course you will learn the basics of Mortgage Insurance. This will include an overview of how it works, the different types of Mortgage Insurance products and how it can be cancelled on a mortgage loan.

- *Steve Lujan, Director, Multicultural Business, Radian Guaranty Inc.*
- *Tammy Robinson, Radian National Training Manager, Radian Guaranty Inc.*

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BREAKOUT SESSIONS, WORKSHOPS AND INDUSTRY CONTENT



THURSDAY, OCTOBER 1, 2020

BREAKOUT SESSIONS SPONSORED BY BANK OF AMERICA

3:00 PM PDT

CREATING ACCESS TO CAPITAL FOR LATINX COMMUNITIES

One important avenue for raising capital can be utilizing Community Development Financial Institutions (CDFI), institutions with a common mission of expanding economic opportunities for homeowners, businesses owners and residents in low- to moderate-income communities. Join a panel for community leaders that can enlighten you on how to access this funding for your clients and your businesses.

- *Susan Greene, Senior Vice President, Bank of America*
- *Mark Madrid, CEO, Latino Business Action Network*
- *Moderator: Noerena Limón, SVP of Public Policy and Industry Relations, NAHREP*

3:00 PM PDT

THE VIEW FROM THE TOP: AN INTERVIEW WITH COLDWELL BANKER'S RICARDO RODRIGUEZ POWERED BY REALOGY

An Interview with Coldwell Banker's Ricardo Rodriguez: Ricardo Rodriguez, NAHREP's top agent by volume and head of Ricardo Rodriguez & Associates, Coldwell Banker's top team in the Northeast, will share the secrets to his meteoric rise: how infiltrated the challenging luxury market, how he developed a powerhouse team, and how he became a go-to thought leader in the real estate industry and beyond. Interviewed by Marlene Fernandez from Coldwell Banker's Global Luxury program, will share his personal story, discuss his commitment to the communities he serves, and answer your questions.

- *Marlene Fernandez, Luxury Engagement Manager, Coldwell Banker*
- *Ricardo Rodriguez, Team Lead, Ricardo Rodriguez and Associates, Coldwell Banker Realty*

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