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NAHREP NATIONAL CONVENTION FULL PROGRAM TITLE SPONSOR: QUICKEN LOANS

SATURDAY, SEPTEMBER 8

9:00 AM – 11:00 AM

LATINA ENTREPRENEUR BRUNCH *(Ticketed Event)*

Sponsored by Better Homes and Gardens Real Estate and New American Funding

The 5th annual Latina Entrepreneur Brunch is a morning celebrating, empowering and educating successful Latina business leaders and industry influencers. Highlighting Latinas as a primary force for the growth in Hispanic small business formation, this event will feature a keynote presentation by best-selling author, entrepreneur and radio personality, Patty Rodriguez, following a panel discussion by powerful Latina entrepreneurs sharing their secrets for long-lasting success.

Confirmed Speakers:

Ana Flores, Founder and CEO, #WeAllGrow, Patty Rodriguez, Co-Founder, Li'l Libros, Daisy-Lopez-Cid, 2018 President, NAHREP, Sara Rodriguez, NAHREP Board Member, Marisa Calderon, Executive Director, NAHREP

SUNDAY, SEPTEMBER 9

10:00 AM – 5:00 PM

PLATINUM LOUNGE

Sponsored by U.S. Bank

Exclusive destination for NAHREP Platinum Members to catch up on email, network and unwind throughout the conference. The Platinum Lounge features soft seating and light refreshments available during designated hours throughout the convention.

1:00 PM – 5:00 PM

ELEVATE MORTGAGE SUMMIT *(Ticketed Event)*

Sponsored by Freddie Mac and Radian Guaranty

An elite training program specifically designed for mortgage professionals to grow their business through sales strategies, marketing tools and expertise, peer-to-peer mentorship and inspirational keynotes. The event features presentations by C-level executives, industry experts and top producers.

Confirmed Speakers:

Rene Rodriguez, CEO Volentum, Tony Giordano, President Giordano Industries, Leo Pareja, CEO Remine, Maria Vergara, President NCS

3:00 PM – 5:00 PM

ICONS MASTERMIND SESSION

Sponsored by ERA® Real Estate

An invitation-only experience for the Top 250 Latino Agents and Mortgage Originators from across the country to collaborate, share business practices and success tactics with other top producers. The session features a keynote presentation, followed by an energizing mastermind facilitated by a prolific real estate consultant.

Confirmed Speakers:

Mark Dimas, CEO Mark Dimas Properties, Christian Fuentes, CEO RE/MAX Top Producers, Mike Ferry, CEO Mike Ferry Organization (invited)

6:00 PM – 8:00PM

WELCOME RECEPTION

Sponsored by U.S. Bank

A stylish kickoff celebration for conference attendees to enjoy refreshments, networking and an exclusive preview of the cutting edge products featured in the L'ATTITUDE Interactive Trade Show. Features live musical entertainment.

Welcome Remarks: Daisy Lopez-Cid, 2018 President, NAHREP

7:00 PM – 9:00 PM

RECEPTION HONORING THE TOP 250 (Invitation Only)

Sponsored by Fannie Mae and LoanDepot

Welcome Remarks: Jerry Ascencio, Chairman, Hispanic Wealth Project

MONDAY, SEPTEMBER 10

8:30 AM – 9:00 AM

RIBBON CUTTING & TRADE SHOW OPENING

Ribbon cutting ceremony marking the official opening of the inaugural L'ATTITUDE Interactive Trade Show.

10:00 AM – 11:45 AM

OPENING GENERAL SESSION: ADVANCING THE AMERICAN DREAM

Officially opening the NAHREP National Convention, the opening general session includes presentations featuring the association's achievements over the past year and honors the NAHREP Top 250 Latino Agent and Mortgage Originators for their contributions to advancing sustainable Hispanic homeownership. The session features a fireside chat between NAHREP 2018 President Daisy Lopez-Cid and internationally renowned Chef José Andrés, indulging in a frank discussion of food, culture and the journey to rebuild Puerto Rico in the wake of Hurricane Maria.

Confirmed speakers:

Gary Acosta, Co-Founder and CEO NAHREP, David Acosta, 2018 President-Elect NAHREP, Shawn Krause, EVP Government Relations Quicken Loans, Daisy Lopez-Cid, 2018 President NAHREP, Chef José Andrés, Entrepreneur and Humanitarian

1:00 PM – 2:45 PM

GENERAL SESSION II:

Upward Momentum in a Dynamic Market

While economic markets are strong, obstacles such as inventory shortage and a tightening regulatory environment have reduced the momentum of sustainable homeownership growth in recent years. Industry power-players discuss how these obstacles are impacting the industry and what they are doing today to pick up speed and drive growth forward. This session also features a keynote address by prolific real estate consultant, Tony Giordano, on building your digital brand.

State of the Industry Town Hall Session

A panel of industry leaders discuss the current state of the real estate and mortgage market in America with focus on emerging trends, best practices and service on the rapidly expanding Latino homebuyer market.

Confirmed Speakers: TBD

Building Your Digital Brand

Introduction: David Acosta, 2018 President-Elect, NAHREP

Keynote Speaker: Tony Giordano, President, Giordano Industries

3:00 PM – 4:15 PM

NAHREP EDUCATIONAL BREAKOUT SESSIONS

Sponsored by Wells Fargo Home Mortgage

Featuring real estate centric content designed to provide exceptional educational exposure for real estate professionals seeking to engage with industry thought leaders and develop the skills needed for sustainable business growth. With information focused on lead generation, social media marketing, real estate finance and sales skills, each session is designed to create a unique and interactive learning experience. *See following page for details.*

5:00 PM – 7:00 PM

SABORES: AN CULINARY EXPERIENCE (Ticketed Event)

A reception featuring a decadent array of Latin flavors thoughtfully prepared for an interactive, cultural experience. Indulging in tasty bites paired with refreshing brews, this evening reception will delight and rejuvenate the senses. Featuring an eclectic menu artfully designed with accompanying music showcase, the Sabores Culinary Experience is one not to be missed.

Welcome Remarks: Armando Tam, Business Development Director, NAHREP

TUESDAY, SEPTEMBER 11

9:00 AM – 10:45 AM

GENERAL SESSION III: THE FUTURE OF THE REAL ESTATE INDUSTRY

Advancing technology and shifting demographics are impacting the real estate market dramatically, with new trends and emerging models taking the place of traditional business practices. Hear industry experts on the cutting edge provide exclusive insights on how to prepare for the real estate evolution so your business can not only adapt but also thrive. The session will feature a town hall discussion followed by keynote presentation from best-selling author and leadership expert, John Maxwell.

The Future of Real Estate Town Hall

A panel of industry leaders and experts take a look ten years into the future and discuss how technology, data and demographics will affect how real estate will be transacted in the coming years.

Confirmed Speakers: TBD

Leadership in the 21st Century

Keynote Speaker: John C. Maxwell, World Renowned Author and Leadership Expert

3:00 PM – 4:15 PM

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7:00 PM – 10:00 PM

L'ATTITUDE CLOSING GALA (Ticketed Event)

Sponsored by Wells Fargo Home Mortgage

A formal evening event celebrating the trailblazers and defenders of America's New Mainstream Economy with recognition for outstanding achievements in business, journalism, politics, and entertainment.

MONDAY, SEPTEMBER 10 BREAKOUT SESSIONS

3:00 PM - 4:15 PM

Lending Products for First Time Home Buyers

Hispanics are younger on average than any other ethnic demographic, with nearly 60 percent of Hispanics being millennials or younger. As Hispanics age into prime home buying years, affordable loan products designed for first time buyers will be in high demand. Hear from top mortgage industry executives as they share what products are available and how to leverage down payment assistance programs to provide sustainable and affordable credit to the next generation of consumers.

Confirmed Speakers: TBD

Built to Last – Creating a Personal Brand

Every day, 2.5 quintillion bytes of data is created and shared on the internet, with 90 percent of the data that currently exists in the world created in the last two years alone. Today's unprecedented digital marketplace makes information more accessible than ever before, but also more easily overlooked. Cut through the noise and monotony with intention, developing a compelling personal brand that will attract the right people and the right opportunities to your business.

Confirmed Speaker: Sue Woodard, Industry Executive & Speaker

Scale Your Business with Minimal Cost – How to Build a Great Team

Echoing the broader economy, the real estate industry fluctuates with cycles of economic prosperity, periods of decline and eventually recovery. With profit margins disproportionately dependent on the ebbs and flows of the marketplace, the most successful practitioners design their business models with the mindset of resiliency. Learn best practices from top producers for growing a sustainable business, through building a strong team, keeping fixed costs low and revenue potentials high.

Confirmed Speakers: Michelle Rosa-Patruno, Regional Sales Manager, NAHREP Queens, Luigui Corral, Broker/Owner, RE/MAX UNITED, Lane Harris, Broker, Harris Real Estate Group, Inc.

Top 10 Lead Generation Strategies

With the advent of technology and the proliferation of the digital market place, consumer habits and buying patterns are shifting. Gone are the days of email marketing campaigns, cold calls and door to door sales techniques. Today in order to stay competitive, businesses must use the tricks of the trade from the past, spiced up with a technological flair and be ready to go the beyond extra mile in order to prevail in our increasingly competitive and evolving market. Industry experts share their secret top 10 lead generation strategies and insights on how to implement them efficiently, saving your business both time and money.

Confirmed Speakers: Olivia Chavez, REALTOR®, San Fernando Realty, Inc., Rob Chevez, CEO, The CAZA Group, Neily Soto, Broker/Managing Partner, Century 21 North Shore Soto

Double Your Income with More Listings

Fierce market competition coupled with inventory shortage makes earning new listings a challenge. Whether you're a top producing agent or new to the industry, talent and expertise alone only go so far. Not every strategy to acquire new business is created equal, and the best of the best understand and activate the nuances behind each marketing tool. Learn best practices for building referral networks, online lead generation returns, and traditional sales techniques to double your income in half the time.

Speaker: Juan Martinez, President, Century 21 Americana

Build Consumer Trust in 10 Minutes or Less

Social scientists have long reported the importance of making a good first impression. Data suggests consumers form opinions about a person or business in a matter of seconds, with snap judgements and personal frames of references impacting their perceptions in a material way. Learn advanced rapport building techniques designed to create the right first impression, generate feelings of trust and mutual confidence with your potential clients during the most important ten minutes of your business relationship.

Speaker: Rene Rodriguez, CEO, Volentum

TUESDAY, SEPTEMBER 11 BREAKOUT SESSIONS

3:00 PM - 4:15 PM

Relationship Building with Top Producing Agents

Networking is critical in a competitive market, but many professionals miss the mark. Surveys consistently illustrate that trust is the most important factor in building business relationships, particularly with Hispanic professionals. Top mortgage executives will discuss how to avoid the business card graveyard and build trust with real estate agents and brokers.

Confirmed Speakers: TBD

Mastermind Your Way to Mega Business Growth

Masterminding is more than a buzzword, it is a powerful and motivating brain trust that has become a staple for successful entrepreneurs. Top producing agents in the NAHREP Top 250 participate in mastermind groups to share best practices and hold each other accountable to their goals. Learn from top agents how to successfully develop and maintain a top-notch mastermind group.

Confirmed Speakers: Alex Mosquera, Broker/Owner, Terra Realtors, Edwin Acevedo, Broker/Owner, Lotus Group Real Estate Nicole Espinoza, Realtor, JP & Associates Realtors, Tina Hernandez, Broker/Owner, The Omni Group

Do You Have a Lead Conversion Problem?

Converting leads can be more of an art than a science. If your lead generation is strong but you're having trouble converting, you might have a clog in your system. Troubleshoot your conversion woes by evaluating your current marketing lifecycle, from contact to customer. Top producing agents share actionable strategies for nurturing potential buyers through each stage of the sales cycle.

Confirmed Speakers: Nuria Rivera, CEO, Novation Title Insurance Agency, Nora Aguirre, Real Estate Agent, United Realty Group, Elmer Morales, Team Lead, e-Homes Team, Peggy Pratt Calle, Associate Broker, Century 21 North East

Never Lose a Buyer

Reach your listing goals with a well-designed buyer presentation and closing strategy. Leveraging his expertise closing more than 4,000 transactions, David Acosta will share his proven sales technique at every step of the selling process, so you never lose a buyer again. From initial appointments to writing up the offer, this session will give you the skills to propel your business to the next level

Confirmed Speaker: David Acosta, 2018 President-Elect, NAHREP

How to Win the Recruiting Game Every Time

Recruiting has grown more competitive, with more professionals aging into retirement joining the industry. Successful companies are deploying long term strategies to attract and retain younger and more diverse talent. Learn what factors are motivating today's real estate professionals and unique ways to provide value to potential employees.

Confirmed Speaker: Jason Bosch, Broker, Keller Williams Signature