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# NAHREP NATIONAL CONVENTION FULL PROGRAM TITLE SPONSOR: QUICKEN LOANS

## OVERVIEW

SATURDAY 8<sup>th</sup>

LATINA ENTREPRENEUR BRUNCH

SUNDAY 9<sup>th</sup>

PLATINUM LOUNGE OPEN

WORKSHOP: HOW NBA ATHLETES ARE EVOLVING AMERICA'S NEW MAINSTREAM CULTURE

ELEVATE MORTGAGE SUMMIT

ICONS MASTERMIND SESSION

WELCOME RECEPTION

RECEPTION HONORING THE TOP 250

MONDAY 10<sup>th</sup>

TRADE SHOW OPEN

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OPENING GENERAL SESSION

WORKSHOP: EMPOWERING LATINAS IN THE REAL ESTATE BUSINESS

GENERAL SESSION II

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SABORES: A CULINARY EXPERIENCE

LIVE WITH NICKY JAM

TUESDAY 11<sup>th</sup>

GENERAL SESSION III

EDUCATIONAL BREAKOUT SESSIONS

L'ATTITUDE CLOSING GALA

## SATURDAY, SEPTEMBER 8

9:00 AM – 11:00 AM

### LATINA ENTREPRENEUR BRUNCH *(Ticketed Event)*

*Sponsored by Better Homes and Gardens Real Estate, New American Funding, and Wells Fargo*

This 5th annual event 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:*

**Patty Arvielo**, President & Co-Founder of New American Funding; **Marisa Calderon**, NAHREP Executive Director; **Ana Flores**, Founder and CEO of #WeAllGrow; **Patty Juarez**, Director National Diverse Segments at Wells Fargo; **Sindy Lazo**, Best-Selling Author, Television Personality and First MasterChef Latina; **Daisy Lopez-Cid**, 2018 NAHREP President; **Marlene Orozco**, Research Analyst at Stanford Latino Entrepreneurship Initiative; **Chef Tati Polo**, Executive Chef, TV Host, and CEO of ForkPlate Productions; **Betty Porto**, Co-Owner of Porto's Bakery & Café; **Patty Rodriguez**, Author/Entrepreneur, Lil' Libros

6:00 PM – 8:00 PM

### NAHREP CORPORATE BOARD OF GOVERNORS PRIVATE RECEPTION AND AWARDS EVENT

NAHREP Corporate Board of Governors welcomed for an evening reception in appreciation of their valuable contributions to the advancement of sustainable Hispanic homeownership.

**Gary Acosta**, Co-Founder & CEO, NAHREP

**Nelson Ramos**, Managing Director, Diverse Markets, Schwab Bank; CBOG Chair

## 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.

11:00 AM – 12:00 PM

### WORKSHOP: HOW NBA ATHLETES ARE EVOLVING AMERICA'S NEW MAINSTREAM CULTURE

A panel of NBA superstars discuss how professional athletes are using social media to create brands, inspire culture and debate social issues.

*Confirmed Speakers:*

**Lonzo Ball**, Los Angeles Lakers Player

**Tyson Chandler**, Phoenix Suns Player

**Gary Payton**, NBA Hall of Fame Player

**Hosted by Armando Tam**, Business Development Director, NAHREP and **Earl Watson**, Former Head Coach, Phoenix Suns

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:*

**Tony Giordano**, President, Giordano Industries

**Rene Rodriguez**, CEO, Volentum

**Maria Vergara**, President, NAHREP Consulting Services

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 an energizing mastermind session, followed by a keynote presentation on breaking into luxury markets.

*Confirmed Speakers:*

**Mark Dimas**, CEO, Mark Dimas Properties

**Christian Fuentes**, CEO, RE/MAX Top Producers

**Michael Valdes**, Global Vice President, Sotheby's International Realty

6:00 PM – 8:00 PM

### 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

**Lenny McNeil**, SVP, Managing Director National Strategic Markets, U.S. Bank

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

**Michael Hernandez**, VP, Housing Access, Fannie Mae

**Chris Heller**, CEO, mellohome

## 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.

9:00 AM – 10:45 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:*

**Sara Rodriguez**, Principal, Ekko Title

**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

10:00 AM – 5:00 PM

### **PLATINUM LOUNGE**

*Sponsored by U.S. Bank*

Exclusive destination for NAHREP Platinum Members.

12:00 PM – 1:00 PM

### **WORKSHOP: EMPOWERING LATINAS IN THE REAL ESTATE BUSINESS**

A bilingual workshop with the bestselling author of *La Mujer de Mis Sueños* (The Woman of My Dreams) to learn effective tips to achieve success, own your own territory, fight fear and keep reaching your dreams during challenging times. Book signing to follow at the CENTURY 21 booth at Expo.

*Confirmed Speaker:*

**Luz María Doria**, VP Executive Producer of *Despierta América*, Univision, influencer of the CENTURY 21® "Empowering Latinas" Program, and Bestseller Author.

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.

#### **NAHREP State of the Industry Town Hall**

*Confirmed Speakers:*

**Danny Gardner**, VP, Single Family Affordable Lending & Access to Credit, Freddie Mac

**Joe Cartellone**, EVP, Head of Mortgage Banking, BBVA Compass

**Tim Owens**, SVP, National Sales Executive, Bank of America

**Lenny McNeil**, SVP, Managing Director National Strategic Markets, U.S. Bank Home Mortgage

**Mike Reagan**, SVP, Business Alliances, RE/MAX

#### **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.*

4:00 PM – 5:15 PM

### CELEBRATION 21-CENTURION MASTERMIND *(Invitation Only)*

Join Nick Bailey, President & CEO, along with a broker and agent panel -Mastermind with the Relentless! Empowering Latina mastermind panel will dive into the best practices of our nation's top Latina agents and brokers. Our broker mastermind will discuss how to build a mega office. Want to learn how to build an office of over 200 agents? This is the place to be! The session will feature recognition of the Century 21 Top 250 winners with A photo opportunity with Nick Bailey. Exclusive for C21 affiliates and their guests

Empowering Latinas: Xio Sandoval, Oralia Herrera, Peggy Pratt Celle  
Broker Mastermind: Juan Martinez.

5:00 PM – 7:00 PM

### SABORES: AN CULINARY EXPERIENCE *(Ticketed Event)*

*Sponsored by Freddie Mac and PrimeLending*

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, Sabores is one not to be missed.

*Welcome Remarks: Armando Tam, Business Development Director, NAHREP*

*Sponsor Remarks: Gene Lugat, EVP, Strategic Support, PrimeLending*

*Menu Inspiration Remarks: Chef Claudia Sandoval*

8:00 PM – 11:00 PM

### LIVE WITH NICKY JAM @ PARQ *(Ticketed Event)*

*Sponsored by Wells Fargo*

## 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 thrive. The session will feature a town hall discussion followed by keynote presentation from best-selling author and leadership expert, John C. Maxwell.

*Confirmed Speakers:*

**Jason Madiedo**, President, Alterra Home Loans

**Paul Appleton**, Head of Home Loans & Small Business Banking, Union Bank

**Rick Arvielo**, CEO, New American Funding

**Simon Chen**, CEO, ERA® Real Estate

**Tom Dempsey**, DVP, Business Development, Quicken Loans

**Chris Heller**, CEO, mellohome

*Introduction: Joe Velasquez, Business Development Manager, Bank of America*

*Keynote Speaker: John C. Maxwell, Best-Selling Author and Leadership Expert*

3:00 PM – 4:15 PM

**NAHREP EDUCATIONAL BREAKOUT SESSIONS**

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*See following page for details.*

6:30 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 live 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.

Moderator: Steve Lujan, Director, Multicultural Business, Radian Guaranty

Speakers: Sandra Almanzan, Director, Outreach & Fulfillment, Fannie Mae; Mayra Delgado, Home Mortgage Consultant, Wells Fargo Home Mortgage; John Loyacono, VP, Area Lending Manager, Bank of America; Sam Luna, Director, Single Family Affordable Lending, Freddie Mac; Jose Pascual, EVP, Director of Mortgage Originations, BBVA Compass

### **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.

Moderator: Michelle Rosa-Patrano, Regional Sales Manager, United Mortgage Corporation

Speakers: Luigui Corral, Broker/Owner, RE/MAX UNITED; Lane Harris, Broker, Harris Real Estate Group, Inc.; Ricardo Rodriguez, Realtor & Founder, Ricardo Rodriguez & Associates, Coldwell Banker Residential Brokerage

### **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.

Moderator: Olivia Chavez, REALTOR®, San Fernando Realty, Inc.

Speakers: Rob Chavez, CEO, The CAZA Group; Neily Soto, Broker/Managing Partner, Century 21 North Shore Soto; Orlando Ramirez, Zillow

### **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.

Moderator: Raul Espinoza, SVP, Sales & Strategic Markets, Bay Equity

Speakers: Alex Alvarez, Area Manager, Freedom Mortgage; Marcus Davis, SVP, National Retail Sales Executive, On Q Financial; Karla Patino, Home Mortgage Consultant, Wells Fargo Home Mortgage; Fady Semaan, Senior Lending Manager, Chase; Chris Sorensen, SVP, Director National Retail Production, PRMG

### **Life is Hard, Investing Shouldn't Be**

Gain confidence in your investing decisions by understanding the key terms and concepts that can help you get started. In this hands on session, you'll learn from the experts about simple, straightforward guidelines to help you set financial goals, create a budget, address debt and take savings to the next level by investing.

Moderator: Dionne Cuello, VP, Diverse Market Segments, Citibank

Speakers: Tony Lopez, Sales Manager, MassMutual; Lesandro Mena, VP, Financial Consultant, Schwab; Catherine Arambula, Financial Advisor, Northwestern Mutual

### **Masterminding 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.

Moderator: Alex Mosquera, Broker/Owner, Terra Realtors

Speakers: Edwin Acevedo, Broker/Owner, Lotus Group Real Estate; Nicole Espinoza, Realtor, JP & Associates Realtors; Eddie Garcia, President & Founder, Realty of Chicago; 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.

Moderator: Nuria Rivera, CEO, Novation Title Insurance Agency

Speakers: Nora Aguirre, Real Estate Agent, United Realty Group; Elmer Morales, Team Lead, e-Homes Team; Peggy Pratt Calle, Associate Broker, Century 21 North East

### **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

### **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 techniques 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