

WEDNESDAY, SEPTEMBER 25

6:00 PM – 8:00 PM | **NAHREP BOARD OF DIRECTORS MEETING** *(Invitation Only)*

THURSDAY, SEPTEMBER 26

11:30 AM – 1:30 PM

LATINA ENTREPRENEUR BRUNCH *(Ticketed Event)*

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

This 6th annual event is a mid-day event 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 Chef Pati Jinich, cookbook author and host of the two-time James Beard Award-winning PBS television series “Pati’s Mexican Table.” Following is a panel discussion by powerful Latina entrepreneurs sharing their secrets for long-lasting success.

Invocation: **Alicia Treviño**, President/CEO, Century 21 Alicia Treviño Realtors

Fireside Chat: **Marisa Calderon**, Executive Director, NAHREP

Chef Pati Jinich, Cookbook Author and Host of PBS’ “Pati’s Mexican Table”

ENTREPRENEUR PANEL

Moderator: **Sara Rodriguez**, 2019 President-Elect, NAHREP

Panelists: **Patty Arvielo**, President, New American Funding

Erika Carrasco, CEO, Erika Carrasco Team *(Invited)*

Daisy Lopez-Cid, Broker/Owner, RE/MAX Premier Properties

Nuria Rivera, CEO, Novation Title

Keynote: **Brittney Castro**, Founder & CEO, Financially Wise, Inc.

1:30 PM – 3:30 PM

WORKSHOPS

1. Small Business, Big Plans: 5 Tips to Grow and How to Protect All You’ve Built

Presented by Allstate

6:00 PM – 8:00 PM

NAHREP CORPORATE BOARD OF GOVERNORS MEETING AND RECEPTION *(Invitation Only)*

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

Speaker: **Lalo Alcaraz**, American Cartoonist

FRIDAY, SEPTEMBER 27

9:00 AM – 10:30 AM

NAHREP CORPORATE MEMBER BREAKFAST *(Invitation Only)*

Sponsored by Fannie Mae

FRIDAY, SEPTEMBER 27 continued

12:30 PM – 5:10 PM

ELEVATE SALES SUMMIT *(Ticketed Event)*

Sponsored by Freddie Mac and Radian Guaranty

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

For a full agenda visit, <http://elevatesalessummit.org/>

Here are just a few of the invited speakers!

Speakers:

- Gary Acosta**, Co-Founder & CEO, NAHREP
- Casey Cunningham**, CEO & Founder, XINNIX
- Terrell Owens**, American Football Wide Receiver *(Invited)*
- Matt Barnes**, American Basketball Player
- René Rodriguez**, CEO, Volentum
- Andy Ruiz Jr.**, Heavyweight Champion, Professional Boxer
- Andy Ruiz Sr.**, Homebuilder
- Armando Tam**, SVP, Chapter Development, NAHREP
- Earl Watson**, Former Head Coach, Phoenix Suns

3:00 PM – 4:15 PM

CONCURRENT EDUCATIONAL BREAKOUT SESSIONS

Sponsored by Bank of America

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.

2. Making the Move to the High End Market

Speaker: **Michael Valdes**, Senior Vice President, Global Servicing, Realogy

5:00 PM – 7:00 PM

WELCOME RECEPTION & RIBBON CUTTING

Sponsored by U.S. Bank

Ribbon cutting ceremony marking the official opening of the L'ATTITUDE Interactive Exhibit Hall and stylish kickoff celebration for conference attendees to enjoy refreshments, networking and an exclusive preview of the cutting-edge products. Features live musical entertainment.

Welcome Remarks:

- David Acosta**, 2019 President, NAHREP
- Lenny McNeill**, SVP, Managing Director National Strategic Markets, U.S. Bank

Performer: **Alex Sensation**, Award-winning Radio DJ

7:00 PM – 10:00 PM

OFFSITE MUSIC EVENT @ PARQ *(Ticketed Event)*

Presented by AT&T Business

Performer: **Luis Fonsi**, Global Superstar

SATURDAY, SEPTEMBER 28

9:00 AM – 10:45 AM

OPENING GENERAL SESSION: ADVANCING THE MISSION FORWARD

The official opening of the 2019 NAHREP National Convention at L'ATTITUDE. This session includes video presentations and keynote speeches which feature the association's achievements over the past year, themes and highlights for this year's convention. This session will also feature our 2019 NAHREP President highlighting innovations on how real estate is bought and sold today and in the future.

Pledge: **Alex Mosquera**, Broker/Owner, Terra Realtors
National Anthem: **Allegra Acosta**, Singer/Actress **(Invited)**
Opening Remarks: **Sara Rodriguez**, 2019 President-Elect, NAHREP
State of the Association: **Gary Acosta**, Co-Founder & CEO, NAHREP
Sponsor Remarks: **Michael DeVito**, EVP, Wells Fargo Home Mortgage
Keynote: **David Acosta**, 2019 President, NAHREP

10:00 AM – 3:00 PM

EXHIBIT HALL HOURS

This year's exhibit hall features the hottest and most innovative companies. This two-day experience is the only place where business opportunity and *cultura* intersect.

1:00 PM – 2:45 PM

GENERAL SESSION II:

This session honors the NAHREP Top 250 Latino Agents and Mortgage Originators for their contributions. NAHREP believes in the importance of recognizing such hard-working people who make homeownership their personal mission.

This session also features an executive town hall with CEOs from top industry companies. Lending and real estate executives will discuss challenges with respect to credit availability and inventory, what the industry is doing to address the growing demands and opportunities of the Hispanic market segment, followed by a keynote presentation from Creator of WORDAFUL, Liz Hernandez.

RECOGNITION OF NAHREP TOP 250

Speaker: **Michael Buffer**, American Announcer **(Invited)**

LENDING & REAL ESTATE EXECUTIVE TOWN HALL

Moderator: **Rick Sharga**, President & CEO, CJ Patrick Company
Panelists: **Fred Bolstad**, EVP, Retail Lending, U.S. Bank Home Mortgage
Sherry Chris, President & CEO, Better Homes and Gardens Real Estate
Michael DeVito, Head of Wells Fargo Lending
Jason Madiedo, President & CEO, Alterra Home Loans
Keynote: **Liz Hernandez**, Creator of WORDAFUL, WORDAFUL

3:00 PM – 4:15 PM

CONCURRENT EDUCATIONAL BREAKOUT SESSIONS

Sponsored by Bank of America

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.

1. Mastermind Groups — Your Path to Mega Business Growth

Speaker: **Juan Martinez**, CEO, Century 21 Americana
Moderator: **Nora Aguirre**, Agent, Century 21 Americana **(Invited)**

SATURDAY, SEPTEMBER 28 continued

2. Lead Generation or Conversion Challenge?

Moderator: **Luis Padilla**, Co-Owner, RE/MAX Oceanside Realty

Speakers: **Gabriel Mendez**, Agent, Century 21 Award
Luis Ortiz, Broker, RE/MAX Partners *(Invited)*

3. Flipping Homes — Is the Party Over or Is It Just Getting Started?

Moderator: **Rich Hernandez**, Co-Owner, The Omni Group

Speaker: **Andy Dane Carter**, Author/Podcast Host, The Andy Dane Carter Show

4. Best Products for First Time Home Buyers — Affordable Lending Products

Moderator: **Carmen Mercado**, Single Family Affordable Lending Manager

Speakers: **Kerwin Esperias**, Area Lending Manager, Bank of America
Lydia Huard, San Diego Market Manager, Wells Fargo Home Mortgage
Vanessa Montanez, VP National Strategic Markets and Business Development Manager

5. Loan Products for Move Up Buyers

Moderator: **Latonia Donaldson**, VP, Director of Multicultural Community Lending, PrimeLending, A PlainsCapital Company

Panelists: **Sam Assael**, Head of Home Loans, Consumer Markets, Union Bank
Ann Sugai, Southern California Home Lending Divisional Director, Chase
JR Younathan, Area Lending Manager, Citi

6. Scale your Business by Raising Capital

Moderator: **Jason Madiedo**, President & CEO, Alterra *(Invited)*

Speaker: **René Rodriguez**, CEO, Volentum

3:00 PM – 5:00 PM

ICONS TOP 250 MASTERMIND SESSION *(Invitation Only)*

Sponsored by ERA Real Estate and Quicken Loans

An invitation-only experience for the Top 250 Latino Agents and Mortgage Originators from across the country to collaborate and share business practices and success tactics with other top producers.

Sponsor Remarks: **Dawn Perry**, Sr. Vice President — Experienced Marketing and Business Development Professional, ERA® Real Estate

Speaker: **Joe Castillo**, Broker/Owner, RE/MAX Mi Casa
Matt Hendricks, Director of Broker Relations & Strategy, Zillow Group
Alex Mosquera, Broker/Owner, Terra Realtors
Joe Villaescusa, President/CEO, Century 21 Allstars

5:00 PM – 7:00 PM

SABORES: A CULINARY EXPERIENCE RECOGNIZING THE TOP 250 & ALUMNI

Sponsored by Fannie Mae & PrimeLending, A PlainsCapital Company

A reception featuring a decadent array of Latin flavors thoughtfully prepared for an interactive cultural experience hosted in the exhibit hall. Indulging in tasty bites paired with refreshing brews, this evening reception will delight and rejuvenate the senses. Features an eclectic menu artfully designed with an accompanying music showcase.

Master of Ceremonies: **Gerardo “Jerry” Ascencio**, Chairman, Hispanic Wealth Project

SUNDAY, SEPTEMBER 29

9:00 AM – 3:00 PM

EXHIBIT HALL HOURS

This year's exhibit hall features the hottest and most innovative companies. This two-day experience is the only place where business opportunity and *cultura* intersect.

9:00 AM – 10:45 AM

GENERAL SESSION III:

This session will feature a CEO town hall discussion on the future role of agents in the era of disruption and technology. Some of the top real estate brand and lender executives in the country convene on the NAHREP stage to discuss emerging trends for brokerages and how technology will define the industry in the coming years, followed by a keynote presentation from best-selling author Chris Hogan with Ramsey Solutions.

REAL ESTATE & TECHNOLOGY EXECUTIVE TOWN HALL

Moderator: **Marisa Calderon**, Executive Director, NAHREP

Panelists: **Guy Gal**, CEO, Side (**Invited**)
Ryan Gorman, President and Chief Executive Officer, NRT LLC
Tammy Richards, Chief Operating Officer, LoanDepot
Chris Stuart, President, Berkshire Hathaway HomeServices

EVERYDAY MILLIONAIRES: HOW ORDINARY PEOPLE BUILT EXTRAORDINARY WEALTH

Keynote: **Chris Hogan**, National Best-Selling Author, Financial Expert and Ramsey Personality

3:00 PM – 4:15 PM

CONCURRENT EDUCATIONAL BREAKOUT SESSIONS

Sponsored by Bank of America

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.

1. Recruit with the Best — Recruiting is the Lifeblood to Any Successful Team or Brokerage

Moderator: **Tanya Reu-Narvaez**, SVP, Human Resources, Realogy (**Invited**)

Speaker: **Bryon Ellington**, Chief Operating Officer, Century 21 Real Estate

2. Building Your Personal Brand

Moderator: **Nuria Rivera**, CEO, Novation

Panelists: **Christian Fuentes**, Broker, RE/MAX Top Producers
Eric Haddock, SVP of Sales, Money House Inc.
Andres Serafini, Founder & Principal, The Washingtonian Group, Real Living (**Invited**)

3. Building A Great Team — How to Hire, Fire and Train the Right Way

Moderator: **Neily Soto**, Associate Broker, Century 21 North East

Panelists: **Nora Aguirre**, Agent, Century 21 Americana (**Invited**)

Mark Dimas, Broker, Mark Dimas Properties
Veronica Figueroa, Agent, Figueroa Team, RE/MAX Innovation

SUNDAY, SEPTEMBER 29 continued

4. Independent Mortgage Companies — Is the Service Really Better?

Moderator: **Neil Terc**, President, YourCasa

Panelists: **Cristian Correa**, National Diverse Segments Manager, Caliber Home Loans

Allen Middleman, SVP, Freedom Mortgage Corporation

5. Opportunity Zones and Ways to Increase Your Financial Portfolio

Moderator: **Tina Marie Hernandez**, Director of Chapter Operations, NAHREP

Panelists: **Alan Hernandez**, CEO, White Picket Realty

Alex Mosquera, Broker/Owner, Terra Realtors

Jorge Salichs, Esq., Counsel, Carrasquillo Law Group P.C.

Ivan Zavala, CEO, Reality Realty **(Invited)**

6:00 PM – 10:00 PM

L'ATTITUDE CLOSING RECEPTION & GALA *(Ticketed Event)*

A formal evening event celebrating the trailblazers and defenders of America's New Mainstream Economy honoring Emilio Estefan and Miguel "Mike" B. Fernandez with live entertainment.

Invocation: **Gerardo "Jerry" Ascencio**, Chairman, Hispanic Wealth Project

Honorees: **Emilio Estefan**, Global Superstar

Miguel "Mike" B. Fernandez, Chairman, MBF Healthcare Partners

Performer: **Emily Estefan**, Musical Artist