

2019

PARTNERSHIP
PROGRAM

The logo for nahrep, featuring a small white dot above the letter 'n' in the word 'nahrep'.

DEAR PROSPECTIVE PARTNER,

In 1999, Ernie Reyes and I founded the National Association of Hispanic Real Estate Professionals® (NAHREP) on a simple premise – to create a place for Hispanic real estate professionals to thrive and better serve the community. When NAHREP was founded, we were the only trade organization in the real estate market that catered specifically to the Hispanic business professional. Today, we are one of the most powerful Latino-owned business organizations and the largest minority trade association in the real estate industry.

Since day one, we have never relented on pursuing our mission to advance sustainable Hispanic homeownership and have created a platform for industry professionals to use their unique voice and make real change within our community. Our members, our leaders, our partners and our friends – together we are the Voice For Hispanic Real Estate® – and we won't rest until our voices echo through every corner of our great nation.

With annual purchasing power of \$1.5 trillion, the Hispanic community is the nation's largest and fastest growing minority group and are reshaping the way goods and services are delivered across the marketplace. In the housing sector, Hispanics are expected to become a key driver in the first-time homebuyer market and will comprise as much as 55.5 percent of new homeowners.

NAHREP members are an important link to Hispanic homebuyers. As trusted advisors, NAHREP professionals influence brand and purchase choices on a variety of products and services. Our partnership program offers companies the opportunity to position products and services to a key audience that is a vital conduit to Hispanic homebuyers.

On behalf of our membership, I am honored to invite you to partner with NAHREP and help us make radical changes to promote sustainable Hispanic homeownership and improve the lives of American families. When you partner with us, you join our network of over 30,000 active members, over 70 local affiliate chapters and representatives in 48 states. You join more than just an organization, you become familia.

Thank you for your support and consideration.

Sincerely,



Gary Acosta

NAHREP Co-Founder and CEO

SECTION 1: NAHREP

- 4** Organizational Overview
- 5** 2019 Partners + Corporate Members
- 6** Facts & Figures: NAHREP Membership
- 8** NAHREP History
- 10** Chapter Presence
- 11** National Events Overview
- 12** NAHREP Annual Partnership Benefits
- 13** NAHREP National Event Sponsorship Opportunities

SECTION 2: HISPANIC WEALTH PROJECT

- 23** Overview
- 24** Events
- 25** Publications
- 26** Partners
- 27** Partnership Levels

ORGANIZATIONAL OVERVIEW

The National Association of Hispanic Real Estate Professionals® (NAHREP®) is a non-profit 501(c)(6) trade association with more than 30,000 members and 70 chapters across the nation. Founded in 1999 by veteran real estate professionals Ernie Reyes and Gary Acosta, NAHREP's mission is to advance sustainable Hispanic homeownership.

SPECIFICALLY, THIS IS ACCOMPLISHED BY:

- Educating and empowering the real estate professionals who serve Hispanic home buyers & sellers
- Advocating for public policy that supports the trade association's mission
- Facilitating relationships among industry stakeholders, real estate practitioners and other housing industry professionals

NAHREP members work in virtually all segments of the housing industry and are real estate agents, brokers, loan officers, mortgage brokers, title officers, escrow officers, appraisers, insurance agents and more. NAHREP members are from diverse backgrounds as membership is not limited to professionals of Hispanic descent. A board of directors and advisory and executive committees govern NAHREP and include highly successful practitioners, entrepreneurs, former government-appointed officials, and industry leaders from Fortune 100 companies. For more information about the National Association of Hispanic Real Estate Professionals, go to www.nahrep.org.

2020 ANNUAL PARTNERS

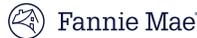
PREMIER NATIONAL PARTNER



NATIONAL PARTNER



PARTNER



SELECT CORPORATE MEMBER

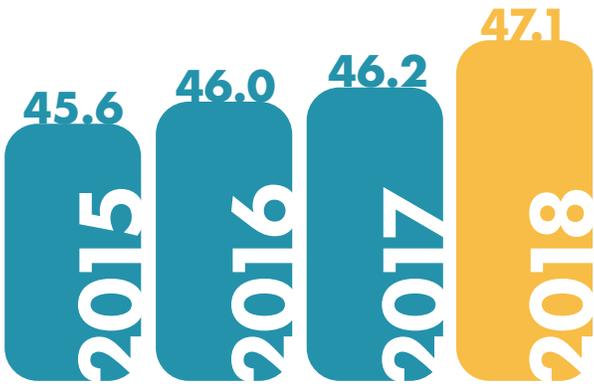


MEDIA PARTNERS



HISPANIC HOMEOWNERSHIP RATE INCREASE

2018



SOURCE: U.S. CENSUS BUREAU

Hispanic homeownership increased for the fourth consecutive year in 2018 to a rate of 47.1 percent. Hispanics are the only demographic to have increased their rate of homeownership for the last four years.

U.S. HISPANIC LABOR FORCE GROWTH

2008-2018

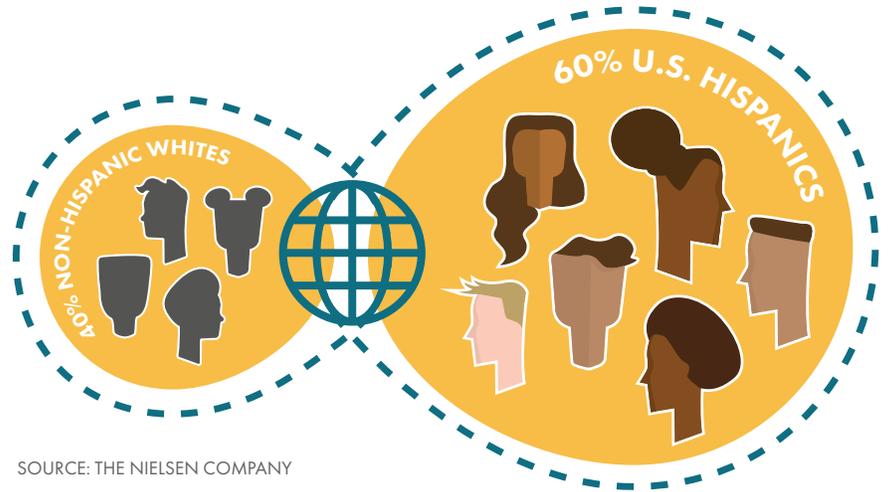


81%

OF THE U.S. LABOR FORCE GROWTH

WHO GREW UP IN THE INTERNET AGE?

Hispanics tend to be active users of the internet with roughly one-third going online almost constantly.



SOURCE: THE NIELSEN COMPANY



59%

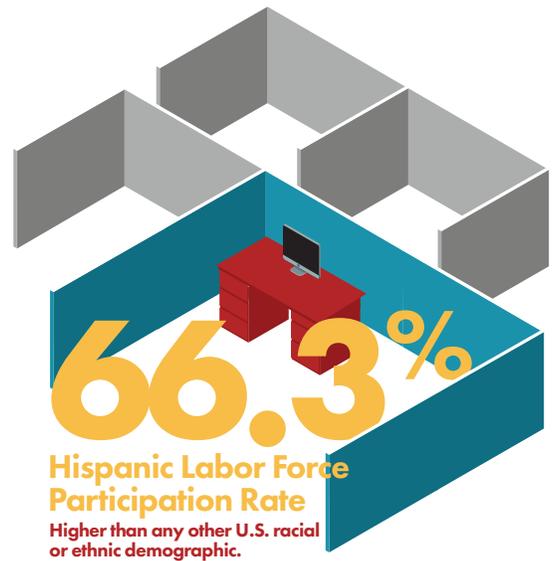
IT REFLECTS THEIR CULTURAL VALUES

52%

INCLUDES PEOPLE WHO LOOK LIKE THEM

61%

RECOGNIZES THEIR CULTURAL BACKGROUND⁶²





First National Convention is held in San Diego, California with 700 attendees from the nearly 10 chapters across the U.S.

National Association of Hispanic Real Estate Professionals is founded by Gary Acosta and Ernie Reyes in San Diego, California with a powerful mission that galvanizes the industry around the burgeoning Latino market.

First Housing Policy Conference is held in Washington, DC keynoted by HUD Secretary Mel Martinez.

Closes Washington, DC office and sets up headquarters in San Diego, California as part of a restructuring of the organization during the housing crisis.

2000

2002

2005

september
2012

1999

2001

2003

2008

First local chapter is founded in Las Vegas, Nevada by Felix DeHerrera.



Membership hits 10,000 active members as the association installs its first female National President, Frances Martinez Myers.

10,000
MEMBERS STRONG

Invitation from the White House to participate in the Blueprint for the American Dream Initiative that aimed to increase minority homeownership.



Launch of the Top 250 Latino Agents and Mortgage Originators NAHREP's most recognized asset.



President Bill Clinton delivers a keynote address at the National Convention and marks the beginning of the strongest period of growth since the height of the economic crisis.

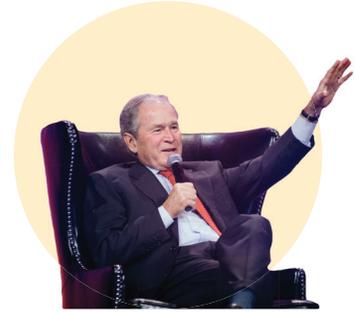
september
2013

In partnership with the NAHREP Foundation, launches the Hispanic Wealth Project with the ambitious goal of tripling Hispanic household wealth by 2024.



Expands brand assets to include NAHREP Consulting Services, a marketing consulting firm specializing in reaching the Latino consumer.

september
2014



President George W. Bush opens with a fireside chat at the 2017 National Convention held in Dallas, Texas.

2016

october
2012

Launches a fusion of culture and business with the first Latin Music Festival at the National Convention.

2014

53 MILLION & ONE

Debuts original stage production 53 Million & One starring Jerry Ascencio at the NAHREP Chicago Business Rally and launches a 25 city tour of the show.

2014

2017

26,000
MEMBERS STRONG

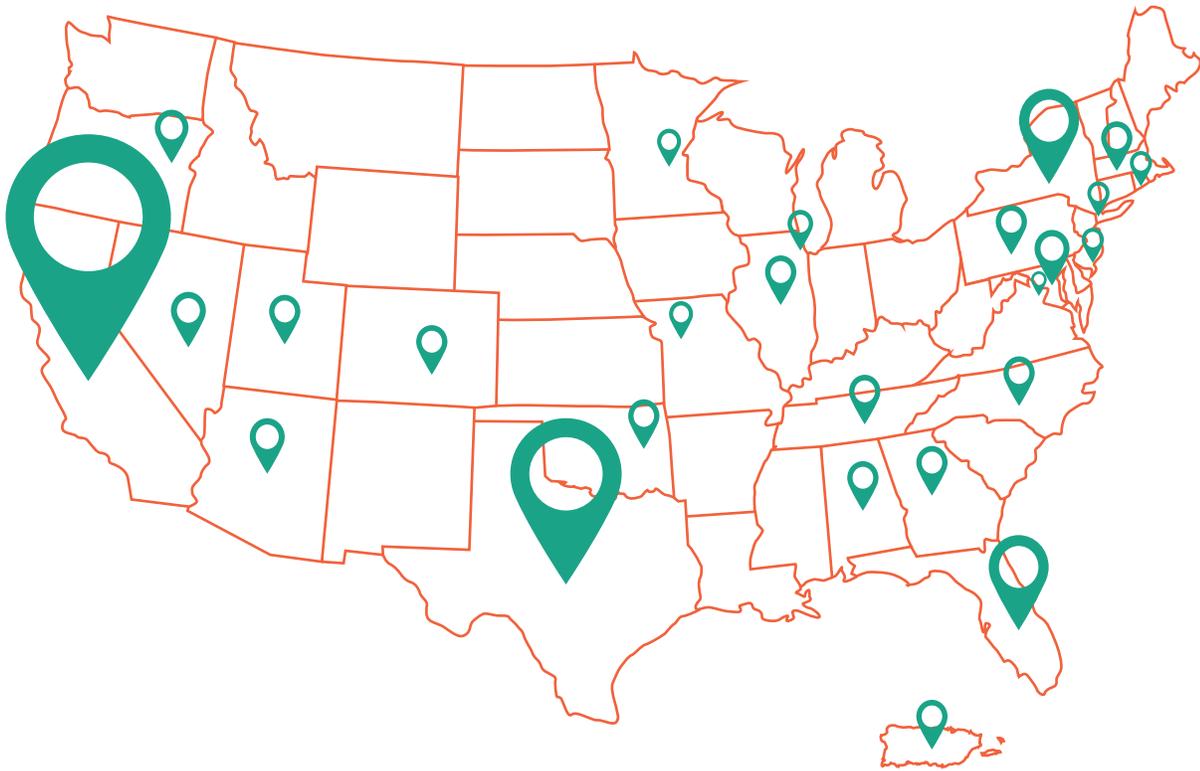
New benchmark set with 26,000 members, 50 local chapters, and 25 full-time employees



NAHREP partners with L'ATTITUDE founded by Gary Acosta and Sol Trujillo, a new event concept that highlights the powerhouse of Latino buying power. The event brought a record 4,000 attendees.

september
2018





Antelope Valley, CA
 Atlanta, GA
 Austin, TX
 Bakersfield, CA
 Boston, MA
 Bronx, NY
 Brooklyn, NY
 Cape Coral Fort Myers
 Central Alabama, AL
 Central Florida, FL
 Central Valley, CA
 Charlotte, NC
 Chicago, IL
 Chicago North, IL
 Chicago West, IL
 Columbia, SC
 Dallas, TX
 DC
 Denver, CO
 El Paso, TX
 Fort Lauderdale, TX
 Fort Worth, TX
 Fresno, CA
 Greater Houston, TX
 Greater Las Vegas, NV
 Greater Phoenix, AZ
 Greater Sacramento, CA

Jacksonville, FL
 Katy West Houston, TX
 La Jolla, CA
 LA San Gabriel Valley, CA
 LA South Bay, CA
 Las Vegas, NV
 Long Island, NY
 Los Angeles, CA
 Melbourne, FL
 Maryland Greater Capital, MD
 Metro DC
 Montebello Southeast LA, CA
 Naples, CA
 Nashville, TN
 No. County San Diego, CA
 North Houston, TX
 North New Jersey
 North Orlando, FL
 Northern Virginia
 Northwest Arkansas
 Oklahoma City, OK
 Orange County, CA
 Palm Beach, FL
 Philadelphia, PA
 Poconos, PA
 Portland, OR
 Providence, RI

Puerto Rico
 Queens, NY
 Salt Lake City, UT
 San Antonio, TX
 San Diego, CA
 San Fernando, CA
 San Ramon Valley, CA
 Santa Clarita, CA
 Seattle, WA
 Silicon Valley, CA
 SoCal Inland Empire, CA
 South Florida
 South New Jersey
 Tampa Bay, FL
 Temecula Valley, CA
 Texas Plano/Garland, TX
 Tucson, AZ
 Tulane, CA
 Tulare, CA
 Twin Cities, MN
 Union Essex, NJ
 Upper Manhattan, NY
 Ventura County, CA
 West Broward, FL
 Westchester, NY

Annual sponsors receive prominent branding on event signage, program materials, advertising, general sessions and ticketed events at NAHREP national conferences.



LEADERSHIP ACADEMY

The NAHREP Leadership Academy's mission and vision is to provide a platform to discover and further develop skill sets for future and current NAHREP leaders. The program includes a 'Micro' leadership focus providing tools and a framework for achieving excellence at the local level and a 'Macro' leadership focus, focusing on the secondary mortgage market, national housing policy and Hispanic political advocacy.



HOUSING POLICY AND HISPANIC LENDING CONFERENCE

Every spring, NAHREP hosts a legislative conference in Washington, D.C. that has a reputation for being one of the capital's largest policy conferences on minority homeownership issues. The conference attracts an engaged group of approximately 800 real estate professionals and features national housing leaders, corporate executives and policy makers. The past events have included Latino lawmakers such as Congressman Tony Cárdenas, Congressman Xavier Becerra and Congressman Juan Vargas, a keynote address by HUD Secretary Ben Carson, and a bipartisan election discussion by Fox News Correspondent Tucker Carlson and former HUD Secretary Henry Cisneros. The conference concludes with face-to-face meetings with key lawmakers on Capitol Hill where attendees advocate NAHREP's annual policy positions.



ELEVATE MORTGAGE SUMMIT

Elevate is an elite, full-day 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.

Offering unparalleled business insight, exclusive training, educational opportunities, and inspirational sessions, it all leads up to a mega networking opportunity at the NAHREP National Convention.



THE NAHREP NATIONAL CONVENTION

The NAHREP National Convention at L'ATTITUDE was held at the Grand Hyatt Hotel in San Diego, CA on September 8 - 11, 2018. The largest NAHREP event of the year, the convention is where the industry's movers, shakers, and deal makers gather for four days of education and networking. Previous conference headliners have included business entrepreneur Sol Trujillo, CEOs Dara Khosrowshahi of Uber, Oscar Munoz of United, Dennis Muilenburg of Boeing, Chef José Andrés, MLB All-star Alex Rodriguez, actor Zoe Saldana, filmmaker Robert Rodriguez, Authors Thomas Friedman and John C. Maxwell, and Singers Luis Fonsi and Nicky Jam.

2020 National Partnership Tiers

Benefits	Premier National Partner \$250,000	National Partner \$150,000	Partner \$75,000	Select Corporate Member \$25,000	Corporate Member \$5,000
CORPORATE MEMBERSHIP FOR COMPANY	Yes	Yes	Yes	Yes	Yes
MEMBER PRICING AT ALL NATIONAL EVENTS	Yes	Yes	Yes	Yes	Yes
COMPANY RECOGNITION ON NAHREP.ORG WEBSITE AT SPECIFIED TIER	Yes	Yes	Yes	Yes	Yes
INDIVIDUAL PLATINUM MEMBERSHIPS FOR EMPLOYEES	15	10	10	5	5
SOMOS NAHREP ANNUAL MAGAZINE	Double ad - 2 pages & Editorial Submission	1 Full Page ad	1/2 Page ad	1/4 Page ad	Logo Placement
NATIONAL CONVENTION AND HOUSING POLICY SUMMIT REGISTRATIONS	40	20	10	5	
NAHREP AT L'ATTITUDE REGISTRATIONS	30	15	10	5	
COMPANY RECOGNITION ON QUE PASA NEWSLETTER AT SPECIFIED TIER	Yes	Yes	Yes		
CBOG REPRESENTATION	1 SVP Level Exec or Equivalent	1 SVP Level Exec or Equivalent	1 SVP Level Exec or Equivalent		
NATIONAL CONVENTION EXPO PARTICIPATION	1 Double Sized Booth, Premier Placement	1 Expo Booth, Preferred Placement	1 Expo Booth		
COMPANY RECOGNITION VIA SOCIAL MEDIA (ONE POST)	Yes	Yes			
SPEAKING OPPORTUNITIES AT NATIONAL CONVENTION	Yes				
PRIORITY SPONSORSHIP OPPORTUNITIES AT NATIONAL CONVENTION	Yes				
CBOG GUEST ATTENDEE	1 VP Level or Equivalent				
CUSTOM BENEFIT ADD ON:					
<ul style="list-style-type: none"> In-Person Strategic Planning Meeting Additional Bundle Of 20 Registrations to the National Convention and Housing Policy Summit and NAHREP at L'ATTITUDE Hospitality Suite At National Convention Twitter Party Hispanic Market, Level 1 Analysis Hispanic Market, Level 2 Analysis (Must Accompany Level 1) 	Select Up To 3				



Companies who are currently annual partners, and others who do not currently have an annual partnership with NAHREP, may choose to sponsor any of the event-related opportunities as listed. Additional customized conference sponsorship opportunities can be negotiated.

CONFERENCE TITLE SPONSOR | \$50,000

- Title Sponsor recognition on all marketing collateral, press releases, conference videos and other communication
- Logo on conference signage and event collateral
- Executive keynote address at opening general session
- Five (5) full conference registrations, including Installation Gala tickets

GALA & PRESIDENTIAL INSTALLATION | \$60,000

- Event sponsor branding recognition on the conference registration website, within the gala
- One (1) 5 – 7-minute executive speaking opportunity at the Gala Dinner
- VIP table placement at the Gala
- Five (5) full conference registrations, including Installation Gala tickets.

WELCOME RECEPTION | \$35,000

- Event sponsor branding and recognition on the conference registration website, within the Welcome Reception
- One (1) 5 – 7-minute executive speaking opportunity at the Welcome Reception
- Two (2) full conference registrations

FOLIO SPONSOR | \$15,000

- Event sponsor branding and recognition on the conference registration website and on event signage
- Co-branded folio distributed to conference attendees
- Four (4) general conference registrations

VIP & PLATINUM MEMBER RECEPTION | \$30,000

(Optional: Two available at \$15,000 each)

- Event sponsor branding and recognition on the conference registration website, within the session
- One (1) 3 – 5-minute executive speaking opportunity at the Reception
- Four (4) general conference registrations

DAILY EMAIL | \$5,000

- Event sponsor branding and recognition on the conference registration website
- Co-branded email communications distributed to conference attendees
 - Once prior to the conference, and during the conference as a daily conference recap
- Two (2) general conference registrations

CONFERENCE MOBILE APP | \$10,000 – SOLD

- Event sponsor branding and recognition on the conference registration website
- Branding on the conference app splash screen
- Conference App Sponsor branding and recognition on the conference registration website and on event signage
- Four (4) general conference registrations

CONFERENCE WIFI CONNECTIVITY | \$15,000

- Event sponsor branding and recognition on the conference registration website
- Co-branded signage throughout main conference floor as WIFI host
- Four (4) general conference registrations

CONFERENCE BADGE LANYARDS | \$5,000 – SOLD

- Event sponsor branding and recognition on the conference registration website
- Co-branded charging station in general convention floor
- Two (2) general conference registrations

NETWORKING BREAK | \$10,000

- Event sponsor branding and recognition on the conference registration website
- Event sponsor branding and recognition on signage at the networking break area
- Two (2) general conference registrations

HOST HOTEL ROOM KEY | \$10,000

- Event sponsor branding and recognition on the conference registration website
- Co-branded host hotel room key
- Two (2) general conference registrations

CHARGING STATION | \$15,000

- Event sponsor branding and recognition on the conference registration website
- Co-branded charging station in general convention floor
- Two (2) general conference registrations

COFFEE BREAK | \$7,500 Each

Leadership Academy – Two available: April 7 and April 8

Policy Conference – Three available: April 8, April 9, April 10 as Pre-Capitol Hill Visit break

Wealth & Real Estate – One available: April 10

- Event sponsor branding and recognition on the conference registration website
- Event sponsor branding and recognition on signage at the Coffee Stations
- Two (2) general conference registrations

CONTINENTAL BREAKFAST | \$20,000

Wealth & Real Estate – One available: April 10

- Event sponsor branding and recognition on the conference registration website
- Event sponsor branding and recognition on signage at the event
- Two (2) event registrations

WATER STATION | \$3,000 Each

Leadership Academy – Two available: April 7 and April 8

Policy Conference – Two available: April 8 and April 9

Wealth & Real Estate – One available: April 10

- Event sponsor branding and recognition on the conference registration website
- Event sponsor branding and recognition on signage at the Water Stations
- Two (2) general conference registrations





Below please find our list of sponsorship opportunities for NAHREP's 2019 National Convention at L'ATTITUDE. The following items and price points listed below are still in the planning stages and maybe subject to change.

CONVENTION TITLE SPONSOR | \$100,000

- Title sponsor branding and recognition on all marketing collateral, press releases, and other communication
- Executive keynote address at opening general session
- Two (2) full convention registrations
- Twenty-five (25) general convention registrations

L'ATTITUDE CLOSING GALA | \$100,000

- Event sponsor branding and recognition on the convention registration website and within the Gala
- Five (5) full convention registrations
- One 3-5-minute executive speaking opportunity at the Gala
- One (1) VIP table placement at the Gala

SABORES: A CULINARY EXPERIENCE

MID-DAY RECEPTION | \$50,000

- Event sponsor branding and recognition on the convention registration website and within the reception
- Logo and branding represented in the Reception
- Two (2) full convention registrations
- One 5-7-minute executive speaking opportunity at the Sabores event
- One (1) VIP table placement at the luncheon tickets

KEYNOTE LUNCHEON | \$50,000

- Event sponsor branding and recognition on the convention registration website and within the luncheon
- Two (2) full convention registrations
- One 5-7-minute executive speaking opportunity at the Keynote Luncheon
- One (1) VIP table placement at the luncheon event

LATINA BRUNCH ENTREPRENEUR | \$50,000

- Event sponsor branding and recognition on the convention registration website, within the brunch
- Two (2) full convention registrations
- Ten (10) Latina Brunch tickets at a reserved VIP table
 - Guest list to be provided to NAHREP no less than one week prior to event
- One (1) Reserved table at the Latina Entrepreneur Brunch
- One 5-7-minute executive speaking opportunity at the Latina Brunch

WELCOME RECEPTION | \$75,000

- Event sponsor branding and recognition on the convention registration website, within the Expo
- One (1) 3-minute speaking opportunity at the Welcome Reception
- Participation at the Ribbon Cutting Ceremony
- Two (2) full convention registrations
- Logo and branding represented in the Expo Hall
- Recognition onsite, NAHREP website, signage, including festival music line-up



ELEVATE MORTGAGE SUMMIT TITLE SPONSOR

(Two Available) – \$25,000

- Title sponsor branding and recognition on all marketing collateral, press releases, and other communication
- Executive keynote address at opening general session
- Two (2) full convention registrations
- Twenty-five (25) general convention registrations

ELEVATE MORTGAGE SUMMIT RECEPTION | \$35,000

- Event sponsor branding and recognition on the convention registration website
- One (1) 3-minute speaking opportunity at the Elevate Mortgage Summit Reception
- Two (2) full convention registrations

CORPORATE MEMBER BREAKFAST | \$40,000

Co-sponsorship available \$20,000

- Event sponsor branding and recognition on the convention registration website
- Two (2) full convention registrations
- Co-branded signage throughout general convention floor
- Twenty-five (25) tickets to the Corporate Member Breakfast
 - Guest list to be provided to NAHREP no less than one week prior to event

EDUCATIONAL SESSIONS | \$50,000

- Event sponsor branding and recognition on the convention registration website and within the sessions
- Co-branded signage at 15–20 educational sessions listing the company as convention educational session sponsor
- One 3-5-minute speaking opportunity to open each educational session and introduce the moderator

PLATINUM TOP 250 RECEPTION | \$50,000

Co-sponsorship available \$25,000

- Event sponsor branding and recognition on the convention registration website and within the reception
- Two (2) full convention registrations
- One (1) 3-5-minute executive speaking opportunity at the reception
- Admission for 25 guests to the reception
 - Guest list to be provided to nahrep no less than one week prior to event

EXHIBIT HALL MEET UP SPOTS | \$35,000

- Event sponsor branding and recognition on the convention registration website, within the Expo
- Two (2) full convention registrations
- Logo and branding represented in the Expo Hall

PLATINUM LOUNGE | \$50,000

- Event sponsor branding and recognition on the convention registration website and within the Platinum Lounge
- Two (2) full convention registrations
- One 3-5-minute executive speaking opportunity at the grand opening of the Platinum Lounge
- Admission for 10 guests to the lounge
 - Guest list to be provided to NAHREP no less than one week prior to event

TOP 250 & ICONS MASTERMIND SESSION

(Two Available) – \$25,000 Each

- Event sponsor branding and recognition on the convention registration website and within the session
- Two (2) full convention registrations
- One (1) executive speaking opportunity at the session

CONVENTION FOLIO | \$25,000

- Event sponsor branding and recognition on the convention registration website
- Two (2) full convention registrations
- Co-branded convention Folio

CONVENTION MOBILE APP | \$15,000 – SOLD

- Event sponsor branding and recognition on the convention registration website
- Two (2) full convention registrations
- Logo and branding on conference app

CHARGING STATION | \$20,000 Each (Two Available)

- Event sponsor branding and recognition on the convention registration website
- Two (2) full convention registrations
- Co-branded cybercafé in general convention floor

WIFI CONNECTIVITY | \$30,000

Co-sponsorship available \$15,000

- Event sponsor branding and recognition on the convention registration website
- Two (2) full convention registrations
- Co-branded signage throughout general convention floor as WIFI host
- Co-branded WIFI cards to be disbursed at the convention registration desk

EXPO TOTE BAGS | \$30,000

- Event sponsor branding and recognition on the convention registration website
- Two (2) full convention registrations
- Co-branded convention tote bag

CONVENTION LANYARDS | \$15,000 – SOLD

- Event sponsor branding and recognition on the convention registration website
- Two (2) full convention registrations
- Co-branded convention lanyards

HOST HOTEL ROOM KEY | \$25,000

- Event sponsor branding and recognition on the convention registration website
- Two (2) full convention registrations
- Co-branded host hotel room key

DAILY EMAIL FORECAST | \$15,000

- Event sponsor branding and recognition on the convention registration website
- Co-branded email communications distributed to convention attendees
 - Once prior to the convention, and during the convention as a daily convention recap
- Two (2) full convention registrations

POCKET AGENDA | \$20,000

- Event sponsor branding and recognition on the convention registration website
- Co-branded convention information card
- Two (2) full convention registrations

WATER STATIONS | \$10,000 Each

Three Available

- Event sponsor branding and recognition on the convention registration website
- Event sponsor branding and recognition on signage at the Water Station
- Branding on banner or meter board listing all of our convention sponsors
- Two (2) general convention registrations

COFFEE BREAK | \$10,000 Each

Three Available

- Event sponsor branding and recognition on the convention registration website
- Event sponsor branding and recognition on signage at the Coffee Station
- Branding on banner or meter board listing all of our convention sponsors
- Two (2) general convention registrations

NETWORKING BREAK | \$15,000 Each

Three Available

- Event sponsor branding and recognition on the convention registration website
- Two (2) general convention registrations
- Co-branded signage throughout general convention floor
- Twenty-five (25) tickets to the Networking Break



EXHIBITOR BOOTH | \$5,000

- 10x10 Exhibitor Booth (pipe & drape)
- One (1) 6ft. table
- Two (2) chairs
- Four (4) General Registrations (Ticketed events are available at an additional cost)
- Branding and recognition on event signage as exhibitor on our Convention Website

EXHIBITOR BOOTH | \$3,500

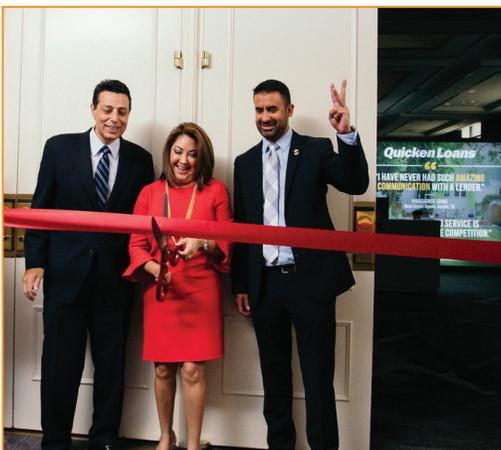
- 8 x10 Exhibitor Booth (pipe & drape)
- One (1) 6ft. table
- Two (2) chairs
- Four (4) General Registrations (Ticketed events are available at an additional cost)
- Branding and recognition on event signage as exhibitor on our Convention Website



EXHIBITOR BOOTH | \$2,500

- One (1) 6-foot exhibitor table
- Two (2) chairs
- Four (4) General Registrations (Ticketed events are available at an additional cost)
- Branding and recognition on event signage as exhibitor on our Convention Website

*Shipping, electricity, internet and décor is in addition to the pricing listed above and available through our Show Management team



HISPANIC WEALTH PROJECT OVERVIEW

The Hispanic Wealth Project™ (HWP™) was born from a desire to address the vanishing wealth in the Latino community precipitated by the housing crisis when Hispanics lost two-thirds of their household wealth. Many Hispanics purchased homes at the peak of the housing bubble fueled in large part by easy access to sub-prime mortgage loans. Hispanics also have lagged the general population in terms of their investments in non-cash financial assets such as retirement accounts and value stocks. The combination of risky real estate investments and a lack of asset diversification left them especially vulnerable during the economic downturn.

In 2014, NAHREP published the Hispanic Wealth Project Blueprint, an actionable plan to triple Hispanic household wealth by 2024. The HWP counts on the guidance and support from some of the largest Fortune 500 corporations, world-class universities like Stanford, and some of today's most trusted political and business leaders, like Henry Cisneros and Dan Gilbert. We hope you will join us as we address our community's toughest economic issues through quantifiable and intentional measures.

The HWP will focus on *three* component goals to achieve its mission:

- 1. Sustainable Homeownership:** *Achieve a 50 percent (or greater) rate of U.S. Hispanic homeownership as it is the primary vehicle for wealth creation for the middle class.*
- 2. Entrepreneurship:** *Increase the success rate of Hispanic-owned small businesses, because small business is the engine that drives the U.S. economy.*
- 3. Savings and Investment:** *Increase by 25 percent the number of Hispanic households owning non-cash financial assets (e.g. stocks, bonds, mutual funds, 401k accounts).*

HISPANIC WEALTH PROJECT EVENTS

WEALTH AND REAL ESTATE CONFERENCE

The Hispanic Wealth and Real Estate Conference brings together stakeholders and national leaders for the purpose of developing solutions and making commitments on measurable financial and wealth building outcomes to benefit the U.S. economy. The symposium is mission-based with a focus on turning ideas into action.

Convening annually, the conference examines the Foundation's three initiatives of doubling the number of Hispanic real estate and mortgage professionals in the industry, developing multiple sources of capital for Hispanic owned small businesses and using technology to assist high earning Hispanics in the housing industry develop long-term wealth strategies.



HISPANIC WEALTH PROJECT PUBLICATIONS

The Hispanic Wealth Project's annual publications provide the association's members, stakeholders, and the industry at large vital information on the Hispanic market and Latino consumer. Download the Hispanic Wealth Project's insightful annual publications below.

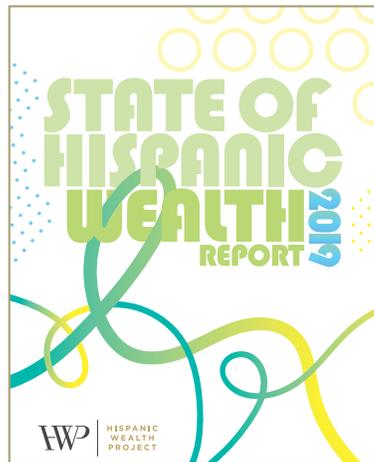
2017 STATE OF HISPANIC HOMEOWNERSHIP REPORT

In this eighth installment, the report highlights the homeownership growth and household formation rates of Hispanics as well as their educational achievements, entrepreneurial endeavors, labor force profile, and purchasing power in the United States. This year's edition also analyzes data sets over broader periods of time to provide a comparative analysis of this past year and of historical data.



STATE OF HISPANIC WEALTH REPORT

In 2014, the National Association of Hispanic Real Estate Professionals (NAHREP) published the Hispanic Wealth Project (HWP) Blueprint to triple Hispanic household wealth by 2024. This effort was borne from a desire to address the vanishing wealth in the Latino community precipitated by the housing crisis when Hispanics lost two-thirds of household wealth. The 2017 HWP Annual Report addresses the findings and progress of the Hispanic Wealth Project goals and initiatives.



HISPANIC WEALTH PROJECT PARTNERS

CHAIRMAN'S CIRCLE



BENEFACTOR



TRUSTEE



PARTNER WITH US



CHAIRMAN'S CIRCLE \$125,000

- Co-sponsor of Hispanic Wealth Month
- One Seat on Chairman's Advisory Council
- 20 Full Registrations to HWP Conference
- 20 Full Registrations to HWP Policy Event
- Branding and recognition as Chairman's Circle Partner on website and all conferences
- Additional custom benefits



BENEFACTOR \$75,000

- One Seat on Chairman's Advisory Council
- 20 Full Registrations to HWP Conference
- 20 Full Registrations to HWP Policy Event
- Branding and recognition as Trustee on website and all conferences
- Additional select benefits at HWP Conference or Policy event



TRUSTEE \$35,000

- One Seat on Chairman's Advisory Council
- 10 Full Registrations to HWP Conference
- 10 Full Registrations to HWP Policy Event
- Branding and recognition as Benefactor on website and all conferences
- Additional custom benefits

FOR THE GOAL of closing the Hispanic wealth gap to be realized along with a detailed and concrete strategy, the Hispanic Wealth Project will need concerned individuals and organizations to join the building process as we embark on generating a roadmap to wealth for the benefit of all Americans.

CONTRIBUTOR \$10,000

- 5 Full Registrations to HWP Conference
- 5 Full Registrations to HWP Policy Event
- Branding and recognition as Contributor on website and all conferences



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HISPANIC
WEALTH
PROJECT

hispanicwealthproject.org
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NATIONAL ASSOCIATION OF HISPANIC REAL ESTATE PROFESSIONALS®

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