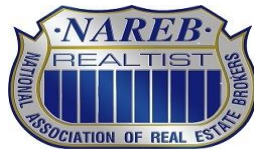


# NAREB 2017 Mid-Winter Regional Conference & Community Wealth Building Day | West



**Suncoast Hotel**  
**9090 Alta Drive**  
**Las Vegas, NV 89145**  
**866-636-7111**  
**February 15-18, 2017**  
**Agenda**

| Wednesday, February 15, 2017                |   |
|---|---|
| <b>Madrid A</b><br>1:00pm - 3:00pm          | <b>Conference Committee Meeting</b><br><i>Presiding: Rose M. Dixon, Conference Chair</i>  |
| <b>Madrid A</b><br>3:00pm - 5:00pm          | <b>Registration and Logistics Meeting</b><br><i>Presiding: Dianne Simmons, Registration Chair &amp; Roland Somerville, Logistic Manager</i>   |
| <b>Madrid B</b><br>6:00pm - 9:00pm          | <b>NAREB Executive Board Meeting</b><br><i>Presiding: Ron Cooper, President, NAREB</i>  |
| Thursday, February 16, 2017                 |   |
| 9:00am - 5:00pm                             | <b>Conference Registration</b>  |
| <b>Sunrise</b><br>9:00am - 5:00pm           | <b>NAREB Green Room</b><br><i>(Available for Partners/Affiliates/Committee Meetings upon request)</i>   |
| <b>Ballroom A</b><br>8:30am - 11:30am       | <b>FIRPTA: Foreign Sellers &amp; Uncle Sam</b><br><b>3 Hrs. General (Nevada CE Credits): CE.4146000-RE</b><br>The IRS is targeting real estate agents and escrow companies for failures in the FIRPTA withholding procedures. Are you currently working with or desire to work with foreign sellers, foreign entities, and or foreign and domestic buyers... this session is definitely for you and Steve believes there is something you should know.... Now more than ever before, you need to know about the Foreign Investment Real Property Tax Act ("FIRPTA"). You really can't afford to miss this session.<br><i>Presenter: Steven Kitnick, Proprietor &amp; Trainer of NEVADACE.com &amp; Steve Kitnick Seminars (SKS)</i>   |
| <b>Ballroom B&amp;C</b><br>11:30am - 1:00pm | <b>Networking Luncheon</b>  |
| <b>Ballroom A</b><br>1:15pm - 2:45pm        | <b>NU: The Elements of Power... "Networking Your Way to the Top"</b><br>Networking is one of the most powerful tools to accelerate and sustain business success. Amid today's Entrepreneurial landscape, knowing more people gives you much greater access. Are you making the most of business relationships, conferences, meetings and events? This session will provide attendees with proven methods and models to build strong relationships and networks that can assist in expanding your business; learning the fundamentals of establishing and maintaining meaningful business relationships, knowing what to say and when - and understanding how to effectively network both personally and professionally to make "real" connections for continued growth and success.<br><i>Trainer: LJ Jennings, President, NAREB Sales Division</i> |
| <b>Sunrise</b><br>1:30pm - 3:00pm           | <b>Women's Council of NAREB Membership Meeting</b><br><i>Presiding: Rolanda Wilson, President, Women's Council of NAREB</i>   |

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| <b>Ballroom A</b><br>3:00pm - 4:30pm | <b>Commercial Leasing - “Opportunities, Negotiations, and Clauses”</b><br>Leases are the engines that drive the value of commercial real estate. As legal contracts, the terms and clauses of leases have both legal implications and economic value. Real estate professionals serve their clients best when they are aware of issues surrounding a particular lease, including current market conditions, motivations of interested parties, and the economic value of negotiable terms. This session will provide an overview of leases with particular emphasis on the various ways they can be negotiated and understanding some of the lease contract clauses to ensure the financial health of your client regardless to what side of the transaction they are on.<br><i>Presenter: Ted Brass, President, NAREB Commercial Investment Division (CID)</i> |
| <b>Ballroom D</b><br>4:30pm - 7:30pm | <b>NAREB Board of Directors Meeting</b><br><i>Presiding: Robert Hughes, Chair, NAREB Board of Directors</i>   |
| <b>Ballroom A</b><br>4:45pm - 5:05pm | <b>HomeReady® by Fannie Mae - Built for today’s home buyers.</b><br>Meet the diverse needs of today’s buyers and grow your business with the HomeReady® mortgage, Fannie Mae’s enhanced affordable lending product. Designed for creditworthy low to moderate-income borrowers, HomeReady® offers expanded eligibility for financing homes in low-income communities. Plan to attend this informative session with <b>Tracy Evans</b> of Fannie Mae for an interactive discussion about the key product features available to help your clients become HomeReady® and access affordable mortgage credit.<br><i>Partner: Tracy A. Evans, Sr. Business Manager, Fannie Mae</i>  |
| <b>Ballroom A</b><br>5:10pm - 5:30pm | <b>Getting Retirement Ready</b><br><i>Nearing retirement?</i> Learn what it takes to plan a retirement that works for you and how Schwab can help.<br><i>Partner: Nick Calvi, VP &amp; Financial Consultant, Charles Schwab</i>   |
| <b>Friday, February 17, 2017</b>     |   |
|                                      |   |
| 8:00am - 5:00pm                      | <b>Conference Registration</b>  |
| <b>Sunrise</b><br>8:00am - 5:00pm    | <b>NAREB Green Room</b><br><i>(Available for Partners/Affiliates/Committee Meetings upon request)</i>   |
| <b>Madrid</b><br>8:30am -10:00am     | <b>NAREB 2017 Mid-Winter Regional Opening Ceremony</b><br>Join us as we hear from expert presenters providing regional & local market perspectives and trends on Black homeownership.<br><i>Speaker: Jeff Hardcastle, Nevada State Demographer</i><br><i>Keynote Speaker: Tammy S. Gray-Thomas, Director, Las Vegas Field Office, U.S. Department of Housing and Urban Development</i><br><i>Remarks: Mandala Jones, VP, Divisional Diverse Segments Manager, Wells Fargo</i><br><i>Partner: Cerita Battles, SVP, Head of Retail Diverse Segment, Wells Fargo</i>   |
| <b>Madrid</b><br>10:00am -10:45pm    | <b>The State of Housing in Black America - “Where do we go from here?”</b><br>The release of NAREB’s 2016 edition of the <i>State of Housing in Black America</i> report made it shockingly clear that supportive public policy must be adopted to achieve meaningful economic growth for Black Americans and their communities. Session offers a glimpse into the past, an examination of the present, and informs advocate participants on how to help build Black wealth through homeownership.<br><i>Presenter: Mark Alston, Chair, NAREB Public Affairs Committee</i>  |
| <b>Madrid</b><br>11:00am - 11:45pm   | <b>Designing the Black Wealth Blueprint for your Business and Community</b><br><b>“The 2Mn5 Program”</b><br>The momentum is building for NAREB’s 2 Million New Black Homeowners in 5 Years (2Mn5) Program. This MUST ATTEND session details the steps each NAREB member must take to prepare for, and have the opportunity to prosper in NAREB’s movement to increase Black wealth through homeownership. Your business efforts will be supported when you’re armed with the 2Mn5 "Road to Homeownership" tools, approaches and strategies to build Black wealth in your community. Session shows you how to run with NAREB’s vision for Black wealth!<br><i>Presenter: Dr. Pamela Jolly, NAREB Strategist &amp; CEO, Torch Enterprises</i>   |

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| <b>Ballroom B&amp;C</b><br>12:00pm - 1:45pm    | <p><b>Power Luncheon – “Relationship Building Exchange Mastermind”</b></p> <p>Luncheon is designed to build and promote stronger local level partnerships between Realtist and Partner representatives. Interactive table discussions positions this event as a step towards the collaborative effort needed to ensure the success of “Building Black Wealth thru Homeownership” for 2 million new Black homeowners. The “Action” begins at the local level with shared purpose and understanding what really works!</p> <p><b>Participating Partners:</b> <i>BBVA Compass, Chase, Equity Prime, Freddie Mac, PrimeLending, Radian, Ten-X and U.S. Bank</i></p> <p><b>Presenter:</b> <i>Mitch Gibson, SVP, Strategic Relationship Manager, Bank of America</i></p> <p><b>Partner:</b> <i>Glenda Gabriel, Neighborhood Lending Executive, Bank of America</i></p> <p><b>Moderator:</b> <i>C. Renee Wilson, Fundraiser &amp; Relationship Manager, NAREB</i></p> <p><b>Host:</b> <i>The State of Housing in Black America (SHIBA)</i></p>  |
| <b>Madrid</b><br>2:00pm - 5:00pm               | <p><b>*Signature Presentation* NU: Real Social...<br/> “Using Social Media to Make More Money”<br/> Every Second ...</b></p> <ul style="list-style-type: none"> <li>• 48 Hours of Video Uploaded to YouTube...</li> <li>• 571 Websites Created...</li> <li>• 3,600 Instagram Images Shared...</li> <li>• 47,000 Apps Downloaded from App Stores...</li> <li>• 600,000+ items shared on Facebook...</li> <li>• 2,000,000 Google Search Queries are made...</li> </ul> <p>Train with Lee® and learn how you can stand out, see and get more results in your business? This super-charged Workshop will engage and amaze - and gives you the experience to move from being just social to getting “Real Social” - selling more effectively and gainfully with social media.</p> <p><b>Featured Trainer:</b> <i>Lee Davenport, Davenport Consulting; Author, Blogger, National Real Estate Trainer &amp; Speaker and recognized as one of Inman’s Top 25 Real Estate Coaches</i></p> <p><b>**Each participant is responsible for submission of CE credit hours to your state's regulatory agency to determine reciprocal recognition and acceptance (not guaranteed for all states). A copy of the course completion certificate (provided at the end of the workshop) may be required to receive credit from states other than Georgia.</b></p> |
| <b>Saturday, February 18, 2017</b>             |  |
| <b>Off-site</b><br>10:00am - 3:00pm            | <p><b>Community Wealth Building Day will be held at:</b></p> <p style="text-align: center;"><b>Mountaintop Faith Ministries</b><br/> <b>2845 Lindell Road, Las Vegas, NV 89146</b></p> <p><b>Courtney Johnson Rose, 3<sup>rd</sup> Vice President, NAREB, CWBD, Chair</b></p>  |
| <b><i>The agenda is subject to change!</i></b> |  |