



# PARTNERSHIP INVESTMENT OPPORTUNITIES

## 2019 - 2020

National Association of Real Estate Brokers, Inc. (NAREB)



@Realtist\_NAREB



REALTIST\_NAREB

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[www.NAREB.com](http://www.NAREB.com)



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# ABOUT US

The National Association of Real Estate Brokers, Inc., (NAREB) was established in 1947 by 12 founding Realtists, not only to ensure equal opportunity for Black real estate practitioners operating in the full spectrum of our profession, but also to help Black consumers purchase and live in homes of their choice.

Today, NAREB continues to be guided by the principle of Democracy in Housing. More than a phrase, the words serve to keep our focus on building wealth through homeownership, empowering our member Realtists to grow their businesses, and increasing investment opportunities that economically strengthen Black American communities.

# THE INVITATION

The value of any partnership is measured by the mutual benefits derived by each of the parties. That's just what NAREB offers to its Partners. Whether viewing this invitation for partnership for the first time, or have planned to continue a value-added working relationship with NAREB, I welcome you.

During the 2019-2020 program year, NAREB, comprised of member Realtist, our eight Affiliate organizations representing the full spectrum of the real estate arena and you, will embark upon and implement an aggressive strategy to raise the Black homeownership rate, increase investment opportunities, and expand the business base for Realtist. Building Black wealth is our goal and our charge.

I am pleased to tell you that NAREB will roll-out eight new, dynamic initiatives under the association's broader 2 Million New Black Homeowners (2Mn5) program. Each initiative focuses on a specific target audience with messages and subsequent recommended actions designed to educate, dispel myths about the value of homeownership, and encourage purchase or consideration of real estate investment. Be assured that numerous marketing and visibility opportunities are built in to ensure that our audiences are aware of your brand, and NAREB's trust. This too is our goal and our charge to all of NAREB's Partners.

Choosing to become a NAREB Partner during this term offers wide-ranging exposure of your brand at the national, regional and local levels. Your presence positions you among Black real estate professionals and consumers alike, not only as a trusted collaborator, but also as a company that values the business benefits of penetrating a segment of the coveted \$1.2 trillion Black consumer market. Your partnership not only means business growth, but also an efficient channel to reach Black Americans seeking the American Dream of homeownership.

Join us! Let us help you structure a marketing, involvement and visibility package to fit your targeted marketing direction. Whether focused on reaching real estate industry professionals, consumers, or both, NAREB offers a smart and effective solution.

Discuss NAREB's 2019-2020 partnership opportunities with C. Renee Wilson, NAREB's relationship manager. During business hours she can be reached by calling 713-480-5046, or by email at: [crenee@nareb.com](mailto:crenee@nareb.com)

In the Realtist spirit,

Donnell Williams  
President

# NATIONAL EVENTS

# 2020

February 2020 -  
Mid-Winter Conference  
Location: Las Vegas, Nevada

February TBD – Mid-Winter Conference  
NAREB National Partners Advisory Board  
Meeting  
Location: Las Vegas, Nevada

February TBD – Black History Month  
St. Jude’s Regional Celebration  
Location: Memphis, TN, Nashville, TN

April 2020 – NAREB Realist Week  
Location: NAREB Local Chapters

May 2020 - Spring Policy Conference  
Location: Washington, DC

May 2020 - National Denomination – COGIC -  
Pastors Conference  
Wealth Pavilion: Civic Engagement/Faith-  
Based Initiative  
Location: Orlando, FL

June 2020 - Homeownership Month  
The NAREB 8 Solution Strategies  
Location: NAREB Local Markets

July 2020 - National Denominational - Full  
Gospel  
Location: Orlando, FL

July 2020 - National Denominational - AME  
Wealth Pavilion: Civic Engagement/Faith-  
Based Initiative  
Location: Florida

July 2020 – NAREB National Convention  
Location: TBD

July 2020 – NAREB National Convention  
Wealth Pavilion: Civic Engagement/Faith-  
Based Initiative  
Location: TBD

July 2020 – NAREB National Convention  
Youth Financial Empowerment & Leadership  
Academy  
Location: TBD

July 2020 – NAREB National Convention  
NAREB National Partners Advisory Board  
Meeting  
Location: TBD

September 2020 - NAREB State of Housing  
in Black America (SHIBA) 2MN5 Initiative –  
CBCF-ALC  
Location: Washington, DC

**CONFERENCE**

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**CONVENTION**

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**UNIVERSITY OF  
REAL ESTATE**

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**NAREB NATIONAL PARTNERS ADVISORY BOARD**

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**YOUTH FINANCIAL  
LITERACY & LEADERSHIP  
ACADEMY**



## MID-WINTER CONFERENCE

**General Session and/or Panel Participation**  
**Opening Ceremony**  
**Prayer Breakfast**  
**President's Welcome Reception**  
**University of Real Estate Education Sessions**  
**Women's Council Breakfast**

## NATIONAL CONVENTION

**African American Cultural & Music Festival**  
**Awards Banquet**  
**Emerging Leaders / Top Producer – Master Key Reception**  
**General Session and/or Panel Participation**  
**Legislative Breakfast**  
**Opening Ceremony**  
**Prayer Breakfast**  
**President's Welcome Reception**  
**University of Real Estate Education Sessions**  
**Women's Council Luncheon**

## UNIVERSITY OF REAL ESTATE

### **AGENTS TRACK**

branding, marketing, luxury, ibuyer, business planning, productivity, social media and technology, lead generation, negotiation tactics, CRMs.

### **BROKERS TRACK**

building a team/brokerage, recruitment, property management, CRM/back end options, lead generation, business planning and structure, branding and marketing.

### **LOAN OFFICER TRACK**

product knowledge, technology; branding, CRM, recruitment, social media, relationship building, marketing.

### **AFFILIATE TRAININGS & CERTIFICATIONS**

- o NAREB Sales Division (NSD)
  - REO Training
- o United Developers Council (UDC)
  - Development Strategies
- o Real Estate Management Brokers Institute (REMBI)
  - Residential and Commercial Property Management

## **YOUTH FINANCIAL LITERACY\*\* & LEADERSHIP ACADEMY**

•• Request Sponsorship Opportunities

## MID-WINTER CONFERENCE

- 25 Full Complimentary Registrations
- Logo Brand Digitally Scrolled and/or Video Presentation during Opening Ceremony
- Pre & Post-Marketing E-blast, Company Logo w/link on Conference Website
- Reserved Seating during Major Events
- Souvenir Journal Advertisement (inside front); Bio, Photo and Logo in Partner Section
- Speaking Opportunity during Opening Ceremony and/or Panel Participation
- Table Top Exhibitor in Prime Location
- Video Presentation during Educational Session, (Video provided by Partner)

## NATIONAL CONVENTION

- 50 Full Complimentary Registrations, excluding Women's Council Luncheon
- Company and Exhibit Information included on Mobile App
- Exhibitors' Showcase (20 x 20) in Prime Location
- Hospitality Suite to Meet & Greet Realtist
- Logo Brand Digitally Scrolled and/or Video Presentation during Opening Ceremony
- Press Release Mention, Pre- & Post-Marketing E-blast, On-Site Interviews, Company Logo w/link on Convention Website
- Reserved Seating during Major Events
- Souvenir Journal Advertisement (inside front); Bio, Photo and Logo in Partner Section
- Speaking Opportunity during Opening Ceremony and/or Panel Participation
- Video Presentation during Educational Session, (Video provided by Partner)

## ADDITIONAL BENEFITS

- Article in Partner Section of REALTIST NATION E-Newsletter, (provided by Partner) Quarterly
- Co-Sponsor of Leadership Development Retreat
- Homepage HERO Banner: 1029px by 438px w/Brand Link Placement on NAREB.com, and/or House Then The Car, and/or Realtist Referral Network and/or Bid National
- Local Markets Engagement for Relationship Building, Business Development, Educational and Outreach Events
- Logo Branding as Title Sponsor during Conference, Convention, NAREB.com; (Optional, House Then the Car)
- NAREB Career Web School Branding Opportunity
- Pre & Post Conference & Convention Video Promos (provided by Partner)
- Promotional Materials in Registrants' Mid-Winter Conference and National Convention Bags
- Social Media Strategies based on Sponsorship Level and Activity
- Step-N-Repeat Logo Branding
- Webinar on Products and Service provided by Partner (Quarterly)

## NAREB CIVIC ENGAGEMENT & FAITH-BASED PROGRAM

- Brand Inclusion on Radio Media Buys as Co-Sponsor and Company Logo Branding
- Civic Engagement/Faith-Based Initiative (Regional and Local Engagements)
- Co-Brand Church Fans – House Then The Car and/or Realtist Referral Network and/or Bid National National
- Co-Sponsor and Remarks during Ribbon Cutting
- Co-Sponsor and Speaking Opportunity during Wealth Pavilion: Civic Engagement/Faith-Based Initiative at National Denominational Conventions
- Co-Sponsor of Civic and Community Engagement Training & Certification [CE Credits]
- Dignity Campaign – Training and Luncheon for Hundreds of Faith-based, Civic & Community Leaders
- Exhibitor in Prime Location
- Media Outlets Exposure (customized with Partner)
- Pre & Post Conference & Convention Video Promos (provided by Partner)
- Realtist Referral Network Branding and Marketing Opportunities
- Workshop Presentation



# DIAMOND SPONSOR

# \$250,000

## MID-WINTER CONFERENCE

- 15 Full Complimentary Registrations
- Logo Brand Digitally Scrolled and/or Video Presentation during Major Event
- Partner Remarks during Major Event and/or Panel Participation
- Pre & Post-Marketing E-blast, Company Logo w/link on Conference Website
- Reserved Seating during Major Events
- Souvenir Journal Advertisement (inside back); Bio, Photo and Logo in Partner Section
- Table Top Exhibitor in Prime Location
- Video Presentation during Educational Session, (Video provided by Partner)

## NATIONAL CONVENTION

- 30 Full Complimentary Registrations, excluding Women's Council Luncheon
- Company and Exhibit Information included on Mobile App
- Exhibitors' Showcase (20 x 20) in Prime Location
- Hospitality Suite to Meet & Greet Realist
- Logo Brand Digitally Scrolled and/or Video Presentation during Major Event
- Pre & Post-Marketing E-blast, Company Logo w/link on Convention Website
- Reserved Seating during Major Events
- Souvenir Journal Advertisement (inside back); Bio, Photo and Logo in Partner Section
- Speaking Opportunity during Major Event and/or Panel Participation
- Video Presentation during Educational Session, (Video provided by Partner)

## ADDITIONAL BENEFITS

- Article in Partner Section of REALTIST NATION E-Newsletter, (provided by Partner) Quarterly
- Banner: 330 x 330px w/Brand Link Placement on NAREB & House Then The Car Websites semi-annually
- Co-Sponsor of Leadership Development Retreat
- Local Markets Engagement for Relationship Building, Business Development, Educational and Outreach Events
- NAREB Career Web School Branding Opportunity
- Pre & Post Conference & Convention Video Promos (provided by Partner)
- Promotional Materials in Registrants' Mid-Winter Conference and National Convention Bags
- Social Media Strategies based on Sponsorship Level and Activity
- Step-N-Repeat Logo Branding
- Webinar on Products and Service (provided by Partner)

## NAREB CIVIC ENGAGEMENT & FAITH-BASED PROGRAM

- Civic Engagement/Faith-Based Initiative (Regional and Local Engagements)
- Co-Sponsor & Speaking Opportunity during Wealth Pavilion: Civic Engagement/Faith-Based Initiative at National Denominational Conventions
- Co-Sponsor Recognition during Ribbon Cutting
- Exhibitor in Prime Location
- Media Outlets Exposure (customized with Partner)
- Pre & Post Conference & Convention Video Promos (provided by Partner)
- Realtist Referral Network Branding and Marketing Opportunities
- Workshop Presentation

# PLATINUM SPONSOR

**\$100,000**

## MID-WINTER CONFERENCE

- 10 Full Complimentary Registrations
- Table Top Exhibitor in Prime Location
- Partner Remarks during Major Event
- Logo Brand Digitally Scrolled and/or Video Presentation during Event
- Partner Remarks during Event
- Pre & Post-Marketing E-blast, Company Logo on Conference Website
- Reserved Seating during Major Events
- Souvenir Journal Advertisement; Bio, Photo and Logo in Partner Section
- Video Presentation during Educational Session, (Video provided by Partner)

## NATIONAL CONVENTION

- 30 Full Complimentary Registrations, excluding Women's Council Luncheon
- Company and Exhibit Information included on Mobile App
- Exhibitors' Showcase (20 x 20) in Prime Location
- Hospitality Suite to Meet & Greet Realist
- Logo Brand Digitally Scrolled and/or Video Presentation during Major Event
- Pre & Post-Marketing E-blast, Company Logo w/link on Convention Website
- Reserved Seating during Major Events
- Souvenir Journal Advertisement (inside back); Bio, Photo and Logo in Partner Section
- Speaking Opportunity during Major Event and/or Panel Participation
- Video Presentation during Educational Session, (Video provided by Partner)

## ADDITIONAL BENEFITS

- Local Markets Engagement for Relationship Building, Business Development, Educational and Outreach Events
- Article in Partner Section of REALTIST NATION E-Newsletter, (provided by Partner)
- NAREB Career Web School Branding Opportunity
- Pre & Post Conference & Convention Video Promos (provided by Partner)
- Promotional Materials in Registrants' Mid-Winter Conference and National Convention Bags
- Social Media Strategies based on Sponsorship Level and Activity
- Step-N-Repeat Logo Branding
- Webinar on Products and Service (provided by Partner)
- Banner: 225 x 350px w/Brand Link Placement on NAREB & House Then The Car Websites

## NAREB CIVIC ENGAGEMENT & FAITH-BASED PROGRAM

- Exhibitor in Prime

# NAREB NATIONAL PARTNERS ADVISORY BOARD MEMBER

# GOLD SPONSOR

# \$50,000

## MID-WINTER CONFERENCE

- 5 Full Complimentary Registrations
- Table Top Exhibitor in Prime Location
- Recognition during Major Event
- Pre-Marketing E-blast, Company Logo on Conference Website
- Reserved Seating during Major Events
- Souvenir Journal Advertisement; Bio, Photo and Logo in Partner Section

## NATIONAL CONVENTION

- 10 Full Complimentary Registrations, excluding Women's Council Luncheon
- Company and Exhibit Information included on Mobile App
- Exhibitors' Showcase (10 x 10)
- Pre-Marketing E-blast, Company Logo on Convention Website
- Reserved Seating during Major Events
- Souvenir Journal Advertisement; Bio, Photo and Logo in Partner Section
- Remarks and Logo Branding during Reception

## ADDITIONAL BENEFITS

- Local Markets Engagement for Relationship Building, Business Development, Educational and Outreach Events
- Article in Partner Section of REALTIST NATION E-Newsletter, (provided by Partner)
- Promotional Materials in Registrants' Mid-Winter Conference and National Convention Bags
- Social Media Strategies based on Sponsorship Level and Activity
- Step-N-Repeat Logo Branding
- Webinar on Products and Service (provided by Partner)
- Banner: 225 x 125px w/Brand Link Placement on NAREB & House Then The Car Websites

## NAREB CIVIC ENGAGEMENT & FAITH-BASED PROGRAM

- Exhibitor



# SILVER SPONSOR

# \$25,000

## MID-WINTER CONFERENCE

- 2 Full Complimentary Registrations
- Table Top Exhibitor in Prime Location
- Company Logo on Conference Website
- Souvenir Journal Advertisement; Bio, Photo and Logo in Partner Section

## NATIONAL CONVENTION

- 4 Full Complimentary Registrations, excluding Women's Council Luncheon
- Company and Exhibit Information included on Mobile App
- Exhibitors' Showcase
- Souvenir Journal Advertisement; Bio, Photo and Logo in Partner Section

## ADDITIONAL BENEFITS

- Local Markets Engagement for Relationship Building, Business Development, Educational and Outreach Events
- Article in Partner Section of REALTIST NATION E-Newsletter, (provided by Partner)
- Promotional Materials in Registrants' Mid-Winter Conference and National Convention Bags
- Step-N-Repeat Logo Branding
- Webinar on Products and Service (provided by Partner)



# REGIONAL PARTNERS OPPORTUNITY

Customized Options Available

# \$25,000

## MID-WINTER CONFERENCE

- 2 Full Complimentary Registrations
- Table Top Exhibitor
- Company Logo on Conference Website
- Realtist Networking Hour (Select Markets)
- Souvenir Journal Advertisement; Bio, Photo and Logo in Partner Section

## NATIONAL CONVENTION

- 4 Full Complimentary Registrations, excluding Women's Council Luncheon
- Company and Exhibit Information included on Mobile App
- Company Logo on Convention Website
- Exhibitors' Showcase
- Realtist Networking Hour (Select Markets)
- Souvenir Journal Advertisement; Bio, Photo and Logo in Partner Section

## ADDITIONAL BENEFITS

- Article in Partner Section of REALTIST NATION E-Newsletter, (provided by Partner)
- Target Markets Engagement for Relationship Building, Business Development, Educational and Outreach Events
- Step-N-Repeat Logo Branding
- Webinar on Products and Service (provided by Partner)



# A LA CARTE

## \$20,000 - \$5,000

### **\$20,000: DIGITAL MARKETING CAMPAIGN:**

NAREB National Black Homeownership Public Awareness Digital Marketing Campaign, i.e., Billboards, Radio, Social Media, TV, PSA, Press Releases, Media Alerts.

### **\$15,000: NETWORKING RECEPTION.**

Connect with NAREB's Chapter Presidents, RVPs, State Presidents and NAREB National Leadership. Host a space to network with NAREB's local, state and regional leadership. Get to know each other and share market intelligence with light refreshments available. Display company marketing materials (provided by partner).

### **\$10,000: CONVENTION LANYARDS AND NAME BADGE HOLDERS.**

Your company's logo will be showcased on this ever-present promotional item. All conference/convention attendees are required to wear the lanyard and name badges for general ID and admittance to ALL sessions and events. Your logo will be prominently featured on the lanyard and name badge holder.

### **\$7,500: ELECTRONIC HOTEL ROOM KEYCARDS.**

Promote your company every time a conference/convention attendee enters the hotel by branding the hotel keycards with your logo.

### **\$5,000: MOBILE APP BRAND.**

The interactive mobile app that everyone will be using on their smart phones to check-out the Agenda and create customized, personal agendas. The NAREB mobile app truly offers a unique opportunity to get your Company brand and messages "in front of" every attendee!

### **\$5,000: CONVENTION POCKET GUIDES.**

Handy guides branded with your company logo. Easily inserted in purses and pockets and make it easy navigating NAREB National events.

### **\$5,000: CHARGING STATIONS.**

Create a video message that scrolls across the screen that is viewed by conference/ convention attendees as they charge their devices and network with attendees, sponsors and colleagues in the Exhibit Hall.

### **\$5,000: MARKETING INSERT.**

A piece of product literature, product cd or giveaway items for conference/ convention attendee bags. Registration bags are given to all paid attendees. The insert is also a great way to announce a new product, giveaway or contest at your booth.

### **\$5,000: HOSPITALITY SUITES.**

Partner Hospitality Suite to Relax, Recharge and Connect (F&B provided by Partner).

### **\$5,000: TECHNOLOGY HUB.**

Partner Hosted Exclusive RSVP Invitation Only Tech Sessions.

### **\$5,000: CONNECT HUBS.**

High profile location in Exhibit Hall to position a Connect Hubs to support building local working relationships in market.

### **\$3,500: NETWORKING.**

Agent networking hour for Partners to connect with specific local markets in an intimate setting to connect (invitation only), (F&B provided by Partner).

### **\$3,500: WATER STATION SPONSOR.**

Placed in highly trafficked areas during events including general sessions, common spaces and break-out sessions. Appropriately sized placards with your brand located at each station sponsored.

### **\$3,500: COFFEE & SNACK STATIONS.**

Placed in highly trafficked areas where conferees gather throughout event. Appropriately sized placards with your brand located at each station sponsored.



## **2020 NAREB SPRING POLICY CONFERENCE\*\***

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### **STATE OF HOUSING IN BLACK AMERICA (SHIBA)\*\* (2MN5) INITIATIVE**

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### **NAREB 8 SHIBA SOLUTIONS STRATEGIES\*\***



**\*\*Request Sponsorship Package**



# STATE OF HOUSING IN BLACK AMERICA

## 2MN5 INITIATIVE

NAREB launched the State of Housing in Black America (SHIBA) in 2009 to focus the public's and policy makers' attention on the unyielding disparities obstructing the growth Black homeownership. Since that time, NAREB developed its 2 Million New Black Homeowners in 5 Years (2Mn5) initiative, issued now its 7th edition of the State of Housing in Black America (SHIBA) report which now is released at NAREB's State of Housing in Black America Forum held annually during the Congressional Black Caucus Foundation's (CBCF) Annual Legislative Conference. Combined, all of these initiatives, community events, and data-driven SHIBA report serve as the foundation for NAREB's aggressive, multi-pronged approach to rebuilding Black wealth through homeownership and real estate investment. Current government statistics and the latest SHIBA report findings indicate that In spite of a robust U.S. economy, a strong employment rate, and steadily increasing 401(k) plan earnings, Black homeownership rates continue to drop. As disconcerting, the gap between Black and Non-Hispanic White households today is larger than it was in 1968. These latest market indicators and SHIBA report data serve as the impetus to stop the drain and aggressively innovate the manner in which NAREB works to reverse this untenable downward trend. NAREB, working on multiple, yet appropriate fronts is reaching out to faith-based, civil rights organizations, along with marketing and media groups to join the fight to make homeownership an equal opportunity for Black Americans. NAREB believes that each of your communities and service areas should know why Black homeownership is at a critical point and what NAREB is implementing to turn the tide. With our Partners' support, NAREB's goal is to educate, empower, and motivate potential Black homebuyers as well as the larger community about the wealth building benefits of homeownership will surely begin to bear fruit. Your investment does make the difference and I look forward to working with you over the coming months to override current trends and raise the Black homeownership rate.

### The 2020 Events and Publication Activities:

- 2020 Edition of the State of Housing in Black America (SHIBA) Report
- The SHIBA Report Release & SHIBA Report Panel and SHIBA Solutions Panel
- The National Conversation
- The NAREB Spring Policy Conference and Policy Briefings
- SHIBA Awards Reception recognizing Civic and Faith-based Legends
- Realtist Morning Briefings
- NAREB Exhibitor's Showcase

The 2019 edition of the State of Housing in Black America (SHIBA) report can be viewed and downloaded on the NAREB website:

<http://www.nareb.com/shiba-report/>



# 2MN5 INITIATIVE

(THE NAREB 8 - STRATEGIC SOLUTIONS ACTIVITIES)

# 2020

## 2020

### REALTIST POLITICAL COORDINATORS TRAINING

**LOCATION:** TBD

**ACTIVITIES:** Political Advocacy at the Local Levels addressing the decline in Black Homeownership

**OPPORTUNITIES:** Support Advocacy Efforts, Logo Branding, Brief Remarks

## APRIL 2020

### NAREB REALTIST WEEK ACTIVITIES

**LOCATION:** National Engagement – Local Markets

**ACTIVITIES:** SHIBA Report Highlights, Educational Sessions on various real estate topics

**OPPORTUNITIES:** Vendor Table, Speaking Opportunity, Workshop Presentation, Pre-Marketing Flyer E-blast, Social Media Networks Posts

## MAY 2020

### NATIONAL DENOMINATIONAL - [COGIC - PASTORS CONFERENCE]

**LOCATION:** Orlando, FL

**ACTIVITIES:** SHIBA Report Highlights, Education Sessions on Community Development vehicles

**OPPORTUNITIES:** More details to follow

## JUNE 2020

### HOMEOWNERSHIP MONTH

**LOCATION:** National Engagement - Local Markets

**ACTIVITIES:** SHIBA Report Highlights, Educational Sessions on various real estate topics

**OPPORTUNITIES:** Vendor Table, Speaking Opportunity, Workshop Presentation, Pre-Marketing Flyer E-blast, Social Media Networks Posts

## JULY 2020

### NATIONAL DENOMINATIONAL - [FULL GOSPEL]

**LOCATION:** Orlando, FL

**ACTIVITIES:** SHIBA Report Highlights, Educational Sessions on various real estate topics

**OPPORTUNITIES:** Vendor Table, Speaking Opportunity, Workshop Presentation, Pre-Marketing Flyer E-blast, Social Media Networks Posts

## JULY 2020

### NATIONAL DENOMINATIONAL - [AME]

**LOCATION:** Florida

**ACTIVITIES:** SHIBA Report Highlights, Educational Sessions on various real estate topics

**OPPORTUNITIES:** Vendor Table, Speaking Opportunity, Workshop Presentation, Pre-Marketing Flyer E-blast, Social Media Networks Posts

## SEPTEMBER 2020

### NAREB STATE OF HOUSING IN BLACK AMERICA (SHIBA) 2MN5 INITIATIVE – CBCF-ALC

**LOCATION:** Washington, DC

**ACTIVITIES:** 2020 SHIBA Report, SHIBA Awards Reception, National Conversation, Exhibitors' Educational Session

**OPPORTUNITIES:** Speaking Opportunity, Workshop Presentation, Pre-Marketing Flyer E-blast, Social Media Networks Posts



# STATE OF HOUSING IN BLACK AMERICA | 2MN5

## CHAMPION LEVEL

**\$100,000**

- Acknowledgment of Co-Sponsorship during Forum
- Co-Branding Opportunities on Media Outlets
- Co-Sponsor SHIBA 2020 Report Edition
- Co-Sponsor SHIBA Awards Reception
- Logo Branding on SHIBA Awards Reception Program
- Marketing Item in Realtist Briefing Packets
- Mention in Press Release
- Partner Remarks & Awards Presentation during SHIBA Awards Reception
- Partner Remarks during SHIBA Forum
- Presentation during NAREB Exhibitor's Showcase
- Speaking Opportunity during NAREB National Conversation, Policy Conference, Realtist Morning Briefings

## ADVOCACY LEVEL

**\$50,000**

- Co-Branding and Marketing Opportunities on Social Media Media Outlets
- Co-Sponsor SHIBA 2020 Report Edition
- Co-Sponsor SHIBA Awards Reception
- Logo Branding on SHIBA Awards Reception Program
- Marketing Item in Realtist Briefing Packets
- Partner Remarks during SHIBA Awards Reception
- Presentation during NAREB Exhibitor's Showcase
- Remarks during Policy Conference, Realtist Morning Briefings

## COMMUNITY LEVEL

**\$25,000**

- Co-Branding and Marketing Opportunities on Social Media Media Outlets
- Logo Branding on SHIBA Awards Reception Program
- Marketing Item in Realtist Briefing Packets
- Presentation during NAREB Exhibitor's Showcase
- Realtist Morning Briefings

## 2 MN 5 INITIATIVE

# STRATEGIC SOLUTIONS SUMMARY (THE NAREB 8)

### HOUSE THEN THE CAR (HTTC)\*\*

Program will serve the 1.7 million U.S. African American non-home owning millennials making \$100k+ annually.

Homeownership education will be utilized to emphasize the importance and necessity of real estate acquisition in generational wealth and legacy building within the Black community.

### CREDIT RESTORATION AND MAINTENANCE

Program will educate the African American community on the difference between good and bad credit and how to utilize the credit system for leverage to building wealth.

An identified NAREB partner organization will assist Realtist members with establishing business credit as a tool for business expansion, improving cash flow and protecting personal credit.

**Text “NAREB” to 71441 for more information.**

Debt Reduction collaboration with DeForest Soaries’ dfree program.

### REALTIST OPPORTUNITIES FOR SEASONED INDIVIDUALS (ROSI)

Seasoned is defined as anyone over 40 years of age or parents of any age.

Program address wholistic needs inclusive of:

- Buying/Selling Real Estate
- Retirement
- Reverse Mortgages Insurance (AARP, Aflac, etc.)
- And more!
- Life Insurance
- Health Insurance
- Supplemental

### REALTIST REFERRAL NETWORK\*\*

NAREB. will create a nationwide, comprehensive database of real estate practitioners who have opted into this network designed to provide:

- o Fair, equitable platform for obtaining business
- o Vetted business opportunities from reputable referral partners
  - o Agreed upon referral fee of 20%

# 2MN5 INITIATIVE

## STRATEGIC SOLUTIONS SUMMARY

### (THE NAREB 8)

#### CIVIC ENGAGEMENT\*\*

Program establishes that NAREB, home ownership goals and objectives will be reached by identifying and cultivating hosts of “Allies” including but not limited to our established network of partners and the faith-based communities and various non-profit and minority professional organizations.

- The Civic Engagement website will provide a platform for ally organization members to post properties for sale within the Realtist Referral Network. For every property sold, an agreed upon contribution will be made to the ally organization by the Realtist practitioner involved in the transaction.

#### BID NATIONAL

A secure online marketplace of NAREB, Realtist properties for sale in all 50 states and Washington, D.C.

- This program will interface with the Realtist Referral Network platform.

#### REALTIST INVESTMENT GROUP

A board of directors, will be formed for this crowdfunding platform which will allow investors to collectively invest in and own real estate projects around the country.

- Group members will have the opportunity to choose initiatives and projects presented.

#### INTERNATIONAL COMMITTEE

- This program will engage legal immigrants, international leaders and ambassadors and real estate practitioners with interest and experiences with international clientele.
- The program goal will be for members of the committee to become the primary resources and referral partners for investors and residents who qualify for EB-5 classification.

**\*\*Request Sponsorship Package**



The National Association of Real Estate Brokers (NAREB) was formed in 1947 out of a need to secure the right to equal housing opportunities, regardless of race, creed, or color. Since its inception, NAREB has participated in and promoted meaningful challenges and supported legislative initiatives to ensure fair housing for all Americans. NAREB annually publishes The State of Housing in Black America report.

For more information, visit [www.nareb.com](http://www.nareb.com).

**2019 - 2020 Partnership Investment Opportunities**