



NAREB 2020 Mid-Winter Conference Agenda
“Educate... Empower... Mobilize”

The Mirage Las Vegas Hotel
Las Vegas, NV

February 8th – February 13th, 2020

FRIDAY, February 7 th	
1:00pm – 5:00pm	Mid-Winter Conference Registration
SATURDAY, February 8 th	
8:00am – 5:00pm	Mid-Winter Conference Registration
9:30am – 12:30pm	<p>NAREB8 Initiatives Training* – (includes House then the Car Initiative - Course 1 of 3)</p> <p>DESCRIPTION: Learn in-depth about the eight (8) initiatives that will arm the #REALTISTNATION in the war against the decline of Black Homeownership in America and further the progress of the 2mn5 program.</p> <p>*This class is part of the 3-course certification to become a House then the Car Ambassador (includes use of the HTTC logo/marketing material)</p> <p>ROOM: Grand Ballroom A</p>
12:30pm-1:30pm	Lunch on your own
1:45pm – 3:15pm	<p>Communication Styles – Representing Generations of Buyers (Generation Z, Millennials, Gen X & Baby Boomers) – (House then the Car Initiative – Course 2 of 3)</p> <p>DESCRIPTION: Millennials remain the largest generation of buyers, but how do they want to be communicated with? Even with the iBuyer craze, 92% of millennials want to be represented by an agent. Learn the similarities and differences between generations and their communication styles. Be a part of the HTTC movement and 2mn5</p> <p>SPEAKER: Landi Spearman – Multigenerational Change Expert & Executive Growth Coach</p> <p>*This class is part of the 3-course certification to become a House then the Car Ambassador (includes use of the HTTC logo/marketing material)</p> <p>ROOM: Grand Ballroom A</p>
3:30pm - 4:30pm	<p>Opportunity Zones</p> <p>DESCRIPTION: With affordable housing declining every day, learn how to invest in opportunity zones. It’s time to buy back the block.</p> <p>ROOM: Grand Ballroom A</p>
5:30pm – 8:30pm	<p>Elevate and Excel Leadership Training – RVPs, Local and State Presidents, Board Members and Future Leaders – MANDATORY (Open to all)</p> <p>DESCRIPTION: This leadership workshop will help transform culture and develop the next generation of leaders by providing the strategy and structure to shift. Increasing membership,</p>

	<p>effective event planning, media relationships, social media presence, fundraising plans, building a solid board, fostering new leadership, and executing the NAREB8 initiatives will also be a part of the discussion.</p> <p>SPEAKER: Landi Spearman – Multigenerational Change Expert & Executive Growth Coach</p> <p>PARTNER: Darrell Wills – ADT Safe Home Team</p> <p>ROOM: Grand Ballroom A</p>
8:30pm – 9:30pm	Elevate and Excel Networking Mixer – Open to all RVPs, Local and State presidents, Board Members and Future Leaders who attended the training
SUNDAY, February 9th	
8:00am – 5:00pm	Mid-Winter Conference Registration
9:30am-11:30am	<p>Opening Ceremony</p> <p>SPEAKER: Bakari Sellers - CNN Political Analyst & Former Representative from South Carolina</p> <p>ROOM: Grand Ballroom A</p>
11:00am – 4:30pm	<p>Exhibitors Setup</p> <p>ROOM: Grand Ballroom F</p>
11:45am-1:45pm	<p>dFree Initiative – (LUNCH Provided)</p> <p>DESCRIPTION: The only faith-based, wealth building system specially designed with the Black community in mind. The dFREE Financial Freedom Movement offers a 12-step training program designed to help individuals become debtfree, avoid financial pitfalls, and create savings and investment plans to ensure better financial futures, including funding their retirement dreams.</p> <p>SPEAKER: Janiah L. Lake, Director of Training, Engagement & Support dFREE Global, Inc</p> <p>ROOM: Grand Ballroom A</p>
2:00pm - 6:00pm	<p>NAREB Affiliate/Committee Meetings</p> <p>ROOM: Andros A & B / Grand Ballroom D</p>
2:00pm – 3:00pm	<p>Battle of the CRMs – Live Demos of the Top Client Relationship Management Software for Agents and Brokers</p> <p>DESCRIPTION: The best CRM is the one you use. Live Demos from the top CRM companies. Streamline and automate your follow up. Stay organized. Increase your deals.</p> <p>SPEAKERS: LionDesk, Realvolve, Wise Agent and Rocket Agent</p> <p>ROOM: Grand Ballroom A</p>
3:15pm – 4:15pm	<p>Facebook Series #1 – Facebook Business - (House then the Car Initiative – Course 3 of 3)</p> <p>DESCRIPTION: There are 2.7 billion active Facebook users. Create and update business pages, increase likes, track engagements, become a local celebrity. Build community pages and showcase your neighborhood knowledge.</p> <p>SPEAKER: Travis Thom – Facebook Marketing Strategist / Founder of Elevated REM & Co-founder of three tech companies</p> <p>*This class is part of the 3-course certification to become a House then the Car Ambassador (includes use of the HTTC logo/marketing material)</p>

	<p>PARTNER: Michael L. Jackson, VP, Sr. Diverse Markets Manager, Business Development, Union Bank</p> <p>ROOM: Grand Ballroom A</p>
4:15pm – 5:00pm	<p>Facebook Series #2 – Funnels, Ads and Audiences</p> <p>DESCRIPTION: Facebook ads are an essential marketing tool. Target the right audience and build ads that attracts buyers and sellers.</p> <p>SPEAKER: Travis Thom – Facebook Marketing Strategist / Founder of Elevated REM & Co-founder of three tech companies</p> <p>ROOM: Grand Ballroom A</p>
5:00pm – 5:30pm	<p>Facebook Series #3 – Messenger Bots, Watch Parties, and FB Live</p> <p>DESCRIPTION: Generate and pre-qualify leads with chatbots. Host homebuyers' workshops using FB Live. Share market updates via watch parties.</p> <p>SPEAKER: Travis Thom – Facebook Marketing Strategist / Founder of Elevated REM & Co-founder of three tech companies</p> <p>ROOM: Grand Ballroom A</p>
5:45pm – 6:30pm	<p>Property Management – Ask the experts</p> <p>DESCRIPTION: Panel discussion on best practices, overcoming obstacles and must have technology.</p> <p>ROOM: Grand Ballroom B</p>
5:45pm – 6:30pm	<p>Brokers/Teams - Taking the leap – Teams to Brokerages – The good, bad and ugly</p> <p>DESCRIPTION: Informative panel on the ins and out of taking your successful team to a brokerage model and/or expanding to a team.</p> <p>ROOM: Grand Ballroom D</p>
5:45pm – 6:30pm	<p>Lenders - Non-Conforming Loan Products</p> <p>DESCRIPTION: How to qualify the non-traditional borrower. Explore the tools available to make this happen. (Bank statement programs, jumbo and stated products)</p> <p>ROOM: Grand Ballroom C</p>
8:00pm – 8:15pm	<p>Exhibitors Expo Begins - Ribbon Cutting</p>
8:00pm – 11:00pm	<p>President's "Wine Down" Welcome Reception – NAREB's Got Talent Show</p> <p>DESCRIPTION: Calling all performers! Join us at the President's "Wine Down" Reception and the first NAREB's Got Talent Show. Open to individuals and chapters. Fun, music, raffles, grand prizes and surprise judges. It's time to show what your chapter and members can do! Grand price is \$1000!</p> <p>PERFORMER: Vivian Green - American R&B singer-songwriter and pianist</p> <p>ROOM: Grand Ballroom A</p>
MONDAY, February 10th	
8:00am – 5:00pm	<p>Mid-Winter Conference Registration</p>

8:30am – 10:30am	<p>Financial Overhaul (Hands on Workshop) - Back to the Basics with Lynn Richardson</p> <p>DESCRIPTION: – Reduce your tax liabilities by hiring your children. Debt reduction and establishing business credit. Create successful personal and business budgets. Compare the financial benefits of LLCs and corporations. Protect your assets. Master the 10-10-30-50. Work on your financial health and set your 2020 business up for success.</p> <p>SPEAKER: Lynn Richardson - Author, Celebrity Financial Coach, Personal Finance Expert, Entertainment Executive, and Electrifying Speaker</p> <p>ROOM: Grand Ballroom A</p>
10:45am - 11:45am	<p>Branding – Your Company Logo Is Not Your Brand</p> <p>DESCRIPTION: What does your brand say about you? Authentic branding leaves a deep and lasting impression. Explore how to build a successful brand for your real estate business, team or brokerage.</p> <p><i>“Your brand is what other people say about you when you leave the room.” – Jeff Bezos, CEO and Founder of Amazon</i></p> <p>SPEAKER: Jonathan Breslow – Field Marketing Expert, PrimeLending</p> <p>PARTNER: PrimeLending</p> <p>ROOM: Grand Ballroom B</p>
12:00pm – 1:30pm	<p>Fair Housing Legislative Luncheon</p> <p>ROOM: Grand Ballroom A</p>
2:30pm - 3:45pm	<p>Financing in Black America – (panel discussion)</p> <p>DESCRIPTION: Far-ranging discussion about viable financial approaches to improving Black home ownership rates. Discussion will cover resources available to prospective homebuyers to prepare and assist them reach their goal of becoming homeowners.</p> <p>PANELISTS: Scott Willis, VP National Strategic Markets and Affordable Lending, US Bank Melinda Nypen, Executive Director, Retail Affordable Lending, Chase Darius Toston, VP, Diverse Segments Markets Consultant, Wells Fargo Erik McKenzie, Area Lending Manager, Bank of America Arness Blake, Community Development Lending Sales Manager, BBVA</p> <p>ROOM: Grand Ballroom A</p>
4:15pm – 5:15pm	<p>What’s your niche? Divorce Real Estate</p> <p>DESCRIPTION: Learn how to foster relationships with divorce attorneys, generate leads, court mandated sales, and communication challenges. Take your career to the next level as a court appointed agent.</p> <p>SPEAKER: Laurel Starks – Real Estate Agent/CEO/Founder - Illumini Institute, 1000+ divorce sales closed</p> <p>ROOM: Grand Ballroom A</p>
5:30pm – 7:30pm	<p>NAREB Executive Committee Meeting</p> <p>ROOM: Nassau</p>
5:30pm – 6:30pm	<p>Property Management – Lead Generation</p>

	<p>DESCRIPTION: Create effective marketing strategies to generate more leads for your company.</p> <p>SPEAKER: Jason Hull – CEO/Founder – DoorGrow</p> <p>ROOM: Grand Ballroom B</p>
5:30pm – 6:30pm	<p>Brokers/Teams – Expansion</p> <p>DESCRIPTION: Convey your value proposition. Track your recruitment efforts. Develop strategies to recruit and retain. Using technology to support expansion. Discover what agents are looking for in a brokerage/team.</p> <p>ROOM: Grand Ballroom D</p>
5:30pm – 6:30pm	<p>Lenders – Uncovering the Mystery of Desktop Underwriting</p> <p>DESCRIPTION: The industry is changing. Hear from underwriter managers and Freddie Mac about guideline changes. Why 2018 borrowers won't be approved in 2020. How to close successful loans in 2020.</p> <p>SPEAKER: Tamela Thurman, SF, Affordable Lending Senior Manager, Freddie Mac</p> <p>ROOM: Grand Ballroom C</p>
7:30pm - 9:30pm	NATPAC 1947 Reception (TICKETED EVENT)
TUESDAY, February 11th	
8:00am – 5:00pm	Mid-Winter Conference Registration
8:30am – 9:30am	<p>Social Media Roadmap (LinkedIn, Instagram, Canva, and more)</p> <p>DESCRIPTION: Generate leads with branded photos from Canva and hashtags on Instagram. Host engaging Q&A sessions on the home buying and selling process using IGTV. Learn how to optimize your LinkedIn profile, drive leads to your inbox, and network with high net worth customers.</p> <p>SPEAKER: Marki Lemons-Ryhal – Social Media Expert, Facebook LIVE Host and Inman Keynote Speaker</p> <p>ROOM: Grand Ballroom A</p>
9:30am-10:30am	<p>Video marketing – How to Generate Leads In 60 Seconds</p> <p>DESCRIPTION: Interviews, testimonials, local business reviews, live stream, listing highlights, informational, neighborhood specialists, community, “how to”, and housing market updates. There are advantages to using video marketing in real estate. Connect with leads. Bring your personality to the digital world. Video accounts for 85% of internet traffic in the US.</p> <p>SPEAKER: Marki Lemons-Ryhal – Social Media Expert, Facebook LIVE Host and Inman Keynote Speaker</p> <p>PARTNER: Ryan Gorman, NRT, Inc. President and Chief Executive Officer</p> <p>ROOM: Grand Ballroom A</p>
10:45am-12:00pm	<p>Master Your Marketing Plan – Marketing Automation, Lead Generation, Conversion, Virtual Assistants and more</p> <p>DESCRIPTION: Leverage is the new hustle. You can no longer harness your business with just human interactions. Learn how to convert more leads, close more deals with automation and virtual assistants.</p>

	<p>SPEAKER: Tristan Ahumada – CEO/Founder of Lab Coat Agents</p> <p>ROOM: Grand Ballroom A</p>
12:00pm – 1:00pm	Lunch on your own
1:00pm – 5:00pm	<p>Faith Based Certification Training – Course 1 of 2 - Engaging Black Churches</p> <p>DESCRIPTION: This course is designed to equip members with tools needed to engage the Black church properly as we strive to create 2 million new homeowners. Course will cover:</p> <ol style="list-style-type: none"> 1. Culture & Context of the Black church. 2. Understanding denominational structures. 3. Understanding the political structure of the church. 4. Coalescing resources and efforts to have a greater impact. 5. How to properly approach a Pastor/ Bishop. <p>SPEAKERS: Lora L. Washington, NAREB Civic Engagement Chair Courtney Johnson-Rose, NAREB 2nd Vice President Bishop Craig Worsham, NAREB Faith-based Ambassador Charaka Cook, NAREB Director Katrenia Kier, NAREB Secretary</p> <p>PANELIST: Reverend Jesse L. Jackson, Sr., President & Founder, Rainbow PUSH Coalition Reverend S. Todd Yearly, Vice President, Rainbow PUSH Coalition</p> <p>MODERATOR: Deborah Canady</p> <p>ROOM: Grand Ballroom A</p>
1:00pm - 5:00pm	<p>Grant-Writing and Capacity Building Training by HUD</p> <p>DESCRIPTION: Strategic plan, budget structure, elements of a successful proposal, read grants as if you were the funder, steps to packaging the proposal, and more. You do not want to miss this opportunity to be taught by HUD.</p> <p>SPEAKER: Dr. B.J. Douglass – Senior Project Officer - Housing and Urban Development</p> <p>ROOM: Grand Ballroom B</p>
4:00pm - 7:00pm	<p>NAREB Board of Directors’ Meeting</p> <p>ROOM: Grand Ballroom C & D</p>
WEDNESDAY, February 12th	
7:45am-10:00am	<p>Prayer Breakfast - (TICKETED EVENT)</p> <p>SPEAKER: Reverend Jessie Jackson Sr, President & Civil Rights Activist, Reverend Dr. Freddie Haynes</p> <p>VOCALIST: Gaye Arbuckle</p> <p>ROOM: Grand Ballroom A</p>
10:30am – 2:30pm	<p>Faith Based Certification Training – Course 2 of 2- Civic Engagement</p> <p>DESCRIPTION: The Civic Engagement course will equip members with key tools to transform</p>

	<p>underserved communities. Members will also be trained on how they can become full partners in social change through community development and civic engagement work with HBCU's, Civic & Community Organizations, and Political structures.</p> <p>NOTE: Must complete Course 1 prior to taking Course 2.</p> <p>SPEAKERS: Lora L. Washington, NAREB Civic Engagement Chair Courtney Johnson-Rose, 2nd Vice President, NAREB Board of Directors Bishop Craig Worsham, NAREB Faith-based Ambassador Sherita McCray, National Regional Vice President</p> <p>PANELIST: Dr. Frederick Douglass Haynes III, Senior Pastor, Friendship West Baptist Church Courtney Johnson-Rose, 2nd Vice President, NAREB Board of Directors LJ Jennings, Affiliate President, NAREB Board of Directors Yves Mombeleur, Vice President & Community Outreach Officer, Banner Bank</p> <p>MODERATOR: Katrenia Keir</p> <p>ROOM: Grand Ballroom A</p>
10:30am – 12:30pm	<p>FICO Boot Camp</p> <p>DESCRIPTION: In this session, you'll learn about the fundamentals of FICO Scores and how a consumer's credit behavior impacts the scores. You'll hear what is included and what's not included in a score, how are the FICO Scores developed, and why are there different score versions? We'll dispel some of the myths about FICO Scores and try to solve some of the mysteries about where to get your actual FICO Score. We look forward to seeing you there.</p> <p>SPEAKER: Ms. Julie Wooding, FICO Director</p> <p>ROOM: Grand Ballroom C</p>
3:00pm – 6:00pm	<p>NID Training - Course for Counselors and Interested Counselors</p> <p>DESCRIPTION: The Winning Combination for Increased Branch Funding</p> <ol style="list-style-type: none"> 1. Learn how your Workplan + Funding Opportunities + Partnerships = Winning Proposals 2. Topics Covered: 3. Who funds nonprofit housing counseling agencies and what are their motivations? 4. What do funders of NID Housing really want to know about the organization they are interested in funding? 5. How do you identify potential funders and make the first approach? 6. Local Funding Opportunities & Resources. 7. Tips for Proposal & Sponsorship Writing. 8. Understand how to write and submit a standard event or project proposal. 9. Know how and when to follow up with funders after submitting a proposal. 10. NID Sub-Grant Process and Procedures to Fast track your local branch application approval. 11. Sponsorship and Proposal Writing Goals for 2020. <p>SPEAKER: Latisha Carlisle, VP of Housing NID- Housing, a National HUD Intermediary</p> <p>ROOM: Grand Ballroom A</p>
10:30am – 6:00pm	<p>Day #1 - United Developer's Council (UDC) Certification #100 – Course 1 of 2 - THE DEVELOPMENT PROCESS (TICKETED EVENT)</p>

DESCRIPTION: This introduction course is certified by United Developers Council of the National Association of Real Estate Brokers as fourteen (14) hours of classwork and training in the Real Estate Development Process and Urban Corp Development key factors. Students will learn to identify Urban Corp development needs and opportunities in their community.

Introduction to Development - Market Analysis, Land Control, Governmental Regulations Development Team – Pre-Financing and Construction Phase, Selecting the Team Members, Site Planning and Product Design.

Financing Process - Financial Feasibility Analysis and Financing, Estimated Development Costs Summary Statement, Proposed Sale Prices/or Rent Schedule, Pro-Forma Operating Statements, Preparation of Mortgage Package

Construction - Construction Phase

Marketing - Marketing the Project

Property Management - Management and Operation

This course will give students the fundamental principles and tools necessary to begin their transition into the development niche. They will understand the importance in proper planning, research and collaboration with community partners and stakeholders.

RealistNation members who complete this course will be empowered to participate as Community Development Specialist.

ROOM: Grand Ballroom B

10:30am - 6:00pm

REO Certification Course 1 of 2 - (TICKETED EVENT)

DESCRIPTION: Are you ready for the comeback of REO's? Be part of the first wave of REO brokers ready for the next wave. It has been more than 10 years since the last REO wave, and some say we are due for a market correction. Whether that correction will take place this year, next year or the year after, brokers need to be positioned to take advantage of the many opportunities available when the REO market returns. This day and a half session will prepare you for the next wave. Participants will learn:

1. Important aspects of operating an effective and thriving REO operation
2. Strategies that set you apart from your competition
3. What it takes to become an REO broker
4. Out market your competition
5. Building a book of business
6. Networking and Marketing in the REO space

ROOM: Grand Ballroom D

THURSDAY, February 13th

8:00am – 5:00pm

REO Certification Course 2 of 2 – (TICKETED EVENT)

DESCRIPTION: Are you ready for the comeback of REO's? Be part of the first wave of REO brokers ready for the next wave. It has been more than 10 years since the last REO wave, and some say we are due for a market correction. Whether that correction will take place this year, next year or the year after, brokers need to be positioned to take advantage of the many opportunities available when the REO market returns. This day and a half session will prepare you for the next wave. Participants will learn:

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5. Building a book of business
6. Networking and Marketing in the REO space

ROOM: Grand Ballroom D

8:00am – 6:00pm

Day #2 - United Developer's Council (UDC) Certification #100 - Course 2 of 2 - URBAN CORE REDEVELOPMENT (TICKETED EVENT)

DESCRIPTION: This introduction course is certified by United Developers Council of the National Association of Real Estate Brokers as fourteen (14) hours of classwork and training in the Real Estate Development Process and Urban Corp Development key factors. Students will learn to identify Urban Corp development needs and opportunities in their community.

In-Fill Development – Vacant Lots, Size Constraints

Boarded & Abandoned Assets - Land Trust, Banks, Local Government, Investors

New Construction – Condos, Townhomes 1-4 Units

This course will give students the fundamental principles and tools necessary to begin their transition into the development niche. They will understand the importance in proper planning, research and collaboration with community partners and stakeholders.

RealtistNation members who complete this course will be empowered to participate as Community Development Specialist.

ROOM: Grand Ballroom B

Agenda subject to change without notice

Track #1 – Property Management

Track #2 – Brokers

Track #3 – Lenders