

NAREB 74th ANNUAL CONVENTION

July 24, 2021 – July 27, 2021

Cleveland, OH

Hilton Downtown Cleveland Hotel

CONVENTION AGENDA

PRE-CONVENTION EVENTS	
Thursday, July 22, 2021	
8:00am - 5:00pm	NSREA Training in Partnership with ASA 3 day course/Introduction to Business Valuation & Market Approach/Fee: \$1,195- Members/\$1,795 Non Members
Friday, July 23, 2021	
8:00am - 5:00pm	Conference Registration
8:00am - 5:00pm	NSREA Training cont.
8:00am - 5:00pm	REMBI Training <i>What Every REALTIST Needs To Know About Understanding & Setting Up Your Property Management Office</i> Property Management Expert reveals the “ <i>secret sauce</i> ”! This training will provide an in depth understanding of how to set up your office, streamline your process and increase your bottom line. Fee: \$49
9:00am - 12:00pm	YRD National Presents: Increase Your Sales with Lease Purchases by Home Partners of America <i>(FREE for conference attendees)</i> Session Description Increase commissions with Home Partners’ Lease Purchase Program. It is a proven solution that provides a greater selection of rental options to aspiring homeowners. Agents refer renters to qualify for the Program. Qualified renters select an eligible home for sale and agents earn a full sales commission representing Home Partners on the purchase of the home. Presenter: Tyeisha Velasquez, M.B.A., Regional Account Manager, Home Partners of America
12:30pm - 1:30pm	YRD Lunch on Your Own
2:00pm - 5:00pm	YRD Training/Doing Business with the Government/Getting Individuals Registered w/ SAMs <i>“Get Registered and Get Ready to do Business with the Government!” (FREE for conference attendees)</i> This workshop will provide an overview of Federal Contracts, Federal Websites, and Real Estate opportunities. During the workshop participants will create a business model and identify North American Industry Classification Systems Codes (NAICS). Upon completion of the business model and identification of NAICS codes, participants will begin the registration process in the systems for awards management (sam.gov). SAM.gov is the official website where small businesses must be registered to compete on Federal contracting opportunities. Presenters: Stacey Mollison, President/CEO of Libra Management Group Paula K. Watts, CEO Government Procurement Innovators (GPI)
4:00pm - 6:00pm	NID-REALTIST Based National Housing Counseling and Community Development Workshop This session is open to all REALTIST to help you heighten your community profile, learn how to become a HUD Certified Counselor, launch a cost efficient NID Certified Branch Office and learn about the various banks, lenders and local, state and federal government resources to help you increase Black homeownership and wealth building opportunities for and in the communities REALTIST traditionally serve. Presenter: Latisha Carlisle, VP of Housing NID-HCA National
5:00pm - 7:00pm	RPL/PAC Committee Meeting
5:00pm - 7:00pm	NAREB Convention Committee Meeting
5:00pm - 7:00pm	Women’s Council of NAREB Executive Committee Meeting

CONVENTION EVENTS	
Saturday, July 24, 2021	
8:00am - 5:00pm	NSREA Training cont.
8:00am - 5:00pm	Conference Registration
8:00am - 1:00pm	Chapter in the Box (LBP & RVP Only) W.I.R.E. Financial Literacy Toolkit Training Diversity & Inclusion HBCUs Initiative Strategy: PV, Southern, Clark, Black Seminary
8:30am - 11:30am	Women's Council of NAREB Internal Development Training (<i>Invitation Only</i>) Presenters: Chandra Ware, President & Cassie Stanley, Chair, Board of Governors
11:30am - 1:00pm	Women's Council of NAREB Membership Meeting
1:00pm - 4:00pm	NAREB Board of Directors Meeting
4:30pm - 8:00pm	REALTIST Family Reunion/Welcome Reception Let's come together to celebrate our 74th Annual Convention because " <i>We are Family</i> ". Join us at the Picnic in the Park with music, dancing, games, bbq, burgers, hotdogs, drinks and prizes. Special guests from the Divine 9 as they stomp the yard with a step show.
Sunday, July 25, 2021	
8:00am - 5:00pm	Conference Registration
8:00am - 9:30am	Prayer Breakfast Speaker: Bishop Eric K. Clark, Body of Christ Assembly Partner: Lenny McNeill, Executive Vice President, U.S. Bank
10:00am - 11:30am	General Session NAREB 74th Annual Convention Opening Ceremony & Celebration! Come experience this year's convention as we Restore Stability, Rebuild Communities and Retain NAREB Legacy. Mission: Collaborate and Grow Freddie Mac will provide an insightful review of the NAREB partnership through the years and the growth we see over the next few years sharing a high level overview of Freddie Mac's mission to increase the number of minority developers in communities of color. Partner: Cassandra Skidanov, Affordable Lending Manager Housing Insights and Solutions SF Client and Community Engagement, Freddie Mac
12:00pm - 1:30pm	Past Presidents' Luncheon Julius Cartwright, Honoree, NAREB 25th Past President Partner: Eddy Perez, Certified Mortgage Banker, Equity Prime Mortgage
1:45pm - 2:45pm	General Session: Women Investing in Real Estate Inspirational Session Partner: Cerita Battles, Managing Director, Head of Affordable Lending, Chase
3:00pm - 6:00pm	General Session: Minority Certification Rollout It's time to leverage the power of business certifications. This is an interactive course. Come and learn how to prepare the documentation required for submission of federal certifications which includes HUBZone/SDB/WOSB/EDWOSB; Corporate and State certifications; and MBE/WBE/DBE. Prerequisites: Bring your laptops, obtain your DNB number, have a business checking account, and your business must be registered with your state. Presenter: Stacey Mollison, President/CEO, Libra Management Group Partner: Charmaine Brown, Director of Diversity & Inclusion, Mortgage Bankers Association
3:00pm - 4:00pm	Breakout Power of Influencers Real estate agents as influencers play a significant role in shaping and guiding the real estate industry. Learn how to be a part of the influencer culture.
3:00pm - 8:30pm	Beyond Experience - REALTIST Top Producer Intensive Workshop Ticketed Event Discover how to massively streamline the lead generation process through the LinkedIn, Instagram, Facebook, Google, and more. Instead of trying 100's of different tactics to see what works now, learn proven, tested strategies that get results faster with zero headaches. If you are ready to close at least 25 additional transactions a year, then this intensive training workshop is for you.
4:00pm - 5:00pm	Breakout Expanding your Business with Virtual Assistants Explore how to hire a virtual assistant. Take back your time and focus on revenue building tasks for your business. Leverage your daily tasks, social media management, and expand your business. Presenter/Sponsor: James N. Rembert, The ZillowKiller, DigitalNatives, Inc. & ROAS Consultant
4:00pm - 5:30pm	The NAREB Foundation and the Past Presidents' Meeting (Private Meeting)

Sunday, July 25, 2021	Cont.	
5:00pm - 6:30pm	Faith Based and Civic Engagement Training REALTIST Emerge - Transforming Communities through strategic relationships and partnerships. Learn how to “plug in” to be a part of the movement. Presenters: Bishop Craig Worsham, NAREB Faith-Based & Civic Engagement Director, Courtney Johnson Rose, NAREB 1 st Vice President Partner: Melissa Overton, CRA Mortgage Program Manager, Fifth Third Bank & Dionne Cuello, SVP National Diverse Market Segment, Fifth Third Bank	
Monday July 26, 2021		
8:00am - 5:00pm	Conference Registration	
8:00am - 9:30am	General Session Mindset and Soul Grow Your Business + Feed Your Spirit. It is time to supercharge both your business and your faith.	
9:30am - 10:30am	General Session Financial Wellness Think outside the box and gain financial freedom. Stop living commission to commission. Join the financial movement.	
10:30am - 11:30am	General Session Luxury for the Culture Thrive in luxury real estate with the top marketing strategies, branding and tools.	
12:00pm - 1:30pm	Women’s Council Luncheon Ticketed Event	
1:45pm - 2:45pm	General Session Legislative Forum Moderator: Ashley Thomas, III, 2nd VP NAREB Partners: Charlie Dawson, VP, Engagement and Advocacy Outreach National Association of Realtors; Dwight Alexander, SVP, Public Affairs & Industry Outreach, Federal Home Loan Bank of SF	
3:00pm - 5:00pm	Breakout Branding and Content Creation - Digital Marketing Your company logo is not your brand. Your brand is an expression of your values, mission, and core. Learn how to brand your business and create content that sells.	
3:00pm - 5:00pm	Breakout Building Business Credit Discover the steps to building business credit and putting your business on the map. Partner: Joanne M. Gaskin, AMP, VP Scores and Analytics, FICO	
3:00pm - 5:00pm	Breakout "State of Black Money - Tax Liens and Investments" Learn how to spread your assets around, avoid common money mistakes and build wealth by purchasing off market properties for pennies on the dollar.	
5:15:pm - 5:45pm	New Member and First Time Attendees Orientation	
6:00pm - 8:00pm	Emerging Leaders Reception Join NAREB and their Affiliates to celebrate our Emerging Leaders at the Cleveland Browns Stadium. Stay for the after party and enjoy the DJ and dance. Partners: ERA, Exit Realty, Berkshire Hathaway & RE/MAX	

Tuesday, July 27, 2021		
8:00am - 11:00am	NAREB General Session & Elections/Parade of States / Members Only <i>Let’s unite as you represent your State with your t-shirts, flags, etc...</i>	
11:30am - 1:30pm	74th Installation & Awards Luncheon Partner: AJ Barkley, Neighborhood Lending Executive, Bank of America	
2:00pm - 3:00pm	General Session 2022 Market Trends Fireside Chat Partner: Viola Solomon, SVP, Director Community Lending Mortgage, BBVA	
3:00pm - 4:00pm	General Session Lending Aftermath Hear from top lending companies on the aftermath of forbearances, mortgage products, underwriting and credit requirements post COVID-19. Partners: Chrissi Johnson, VP, Public Policy & External Affairs, Rock Central and Quicken Loans Family of Companies	
3:00pm - 5:00pm	NAREB National Partners Advisory Board (NNPAB) Meeting (<i>Invitation Only</i>)	
4:00pm - 5:00pm	General Session Crush Your 2022 Develop an action plan that allows you to smash your competition, increase production and make 2022 your best money-making year ever.	
7:00pm - 10:00pm	NAREB President’s Cocktails & Reception Party Honoring our 1 st Ladies and Distinguished Lady Past Presidents	

Wednesday, July 28, 2021	Post-Convention Activities	
7:30am - 8:30am	Conference Debriefing	
9:00am - 12:00pm	NAREB Board of Directors Meeting	
	<i>The agenda is subject to change</i>	