

**NAREB 2022 Mid-Winter Conference**  
**Marriott Rivercenter**  
**101 Bowie Street**  
**San Antonio, TX 78205**

**March 1, 2022 - March 4, 2022**  
**PRELIMINARY AGENDA**

<b>Tuesday, March 1, 2022</b>	
8:00am - 2:00pm	Golf Tournament
9:00am - 2:00pm	HBCU Student Summit   Huston- Tillotson   Austin, TX   <b>Invitation Only</b>
1:00pm - 5:00pm	Conference Registration
2:00pm - 6:00pm	REO Session
2:00pm - 6:00pm	Commercial Real Estate
3:00pm - 6:00pm	Women’s Council of NAREB Executive Meeting
7:00pm-10:00pm	<b>Welcome/First Gentleman’s Reception</b>
<b>Wednesday, March 2, 2022</b>	
8:00am - 10:00am	<b>Legislative Breakfast</b> <b>General Session   NAREB 74th Mid-Winter Conference Opening Ceremony &amp; Celebration!</b>
10:30am - 12:00pm	<b>Breakout   Leverage Track - Canva Masterclass - Branding and Marketing</b> Design and schedule social media posts, create presentations, landing pages and trackable QR codes.
10:30am - 12:00pm	<b>Breakout   Brokerage Track - You’re a broker, now what? Creating a success plan</b> Taking the leap from a team to a brokerage requires a plan. Create your value proposition, prepare your brokerage for recruitment, and plan your success.
10:30am - 12:00pm	<b>Breakout   Through the lens of the lender</b> Join this panel discussion on 2022 mortgage updates and trends
10:30am - 12:00pm	Women’s Council   General Membership Meeting
12:00pm - 1:30pm	Lunch on your own
1:30pm - 3:30pm	<b>Breakout   Pillar Track - Diversity, Equity, and Inclusion</b>
1:30pm - 3:30pm	<b>Breakout   Investment Track - Business Credit</b> Create your business entity and establish business credit worthiness. This class will prepare you to purchase real estate through your business.
1:30pm - 3:30pm	<b>Breakout   Leverage Track - Becoming an influencer – TikTok and Instagram</b> Hear from top influencers on how they identified their niche, created relevant content, and converted followers to closed transactions. Learn how to master your influencer marketing.
1:30pm - 3:30pm	<b>Breakout - Pillar Track - Faith Based Certification</b>
3:45pm - 5:00pm	<b>General Session   2022 Top Tech and lead generation trends</b> Find out what new technology and lead generation trends are impacting the real estate market in 2022.
6:00pm - 8:00pm	NAREB Board of Directors’ Meeting
7:00pm - 9:00pm	REALTIST Night on the Town   Own Your Own

<b>Thursday, March 3, 2022</b>	
8:00am - 5:00pm	Conference Registration
9:00am – 10:15am	<b>General Session   Change your mindset, change the culture.</b>
10:30am - 12:00pm	<b>Breakout   Pillar Track - WIRE - Let's go to another level</b>
10:30am - 12:00pm	<b>Breakout   Investment Track – CDFI</b> Learn how to purchase properties in economically distressed communities across the country with the Community Development Financial Institutions Fund (CDFI)
10:30am - 12:00pm	<b>Breakout   Brokerage Track - Expanding and Recruiting the next generation of real estate professionals</b> Identify the ideal agent to recruit, which tools to offer, appealing to younger agents and more...
10:30am - 12:00pm	<b>Breakout   Leverage Track - Video Marketing and Apps</b> Drive reliable lead generation with video marketing. Learn about the best free and low-cost ways to produce professional quality videos.
12:00pm - 1:30pm	Lunch on your own
1:30 pm - 3:30pm	<b>General Membership Meeting</b>
3:45 pm - 5:00pm	<b>General Session   Luxury Real Estate for the Culture</b> So, you want to become a luxury agent? Learn from one of the top Black luxury real estate brokers in the country.
7:30pm - 8:30pm	<b>YRD Installation</b>
8:30pm - 10:30pm	<b>Wild Wild West REALTIST Casino Night/Mixer</b>
<b>Friday, March 4, 2022</b>	
8:00am - 5:00pm	Conference Registration
8:00am - 10:00am	<b>Women's Council Prayer Breakfast</b>
11:00am - 3:00pm	<b>San Antonio Investment Bus Tour</b>   Limited seating/40   Ticketed   Box Lunch
11:00am - 12:30pm	<b>Breakout   Pillar Track - Legislative #1 - NAREB Policy Positions</b>
11:00am - 12:30pm	<b>Breakout   Investment Track – Vacation Rentals</b> Increase your income with short term rental services. Become an Airbnb host. Turn your side hustle into a profitable business. Learn how to calculate your return on investment and identify the best markets for success.
11:00am - 12:30pm	<b>Breakout   Appraisal Gaps.... protecting our community wealth</b> Join us as we discuss racial and ethnic bias in appraisals. Learn how to combat a biased appraisal and advocate for your client. Examine the lasting effect of these gaps on the black community.
12:30pm - 1:30pm	Lunch on your own
1:30pm - 3:30pm	<b>Breakout   Pillar Track - Legislative #2 - Activate your advocacy</b>
1:30pm - 3:30pm	<b>Breakout   Investment Track – Community Development</b> Buy back the block after learning these steps to becoming a developer.
1:30pm - 3:30pm	<b>Breakout   Brokerage Track - Developing top producers</b> To become a top brokerage, you must master the art of developing top producing agents.
1:30pm - 3:00pm	<b>Breakout   Leverage Track - Win every listing with pre-listing packages and listing presentations</b> Stand out above the competition with pre-listing package. Learn how to create one and what to include. Secret strategies to winning every listing, scripts and much more...
3:30pm - 5:00pm	<b>General Session   Closing Session - Executing the plan</b>
7:00pm - 10:00pm	<b>NAREB Got Talent Show   Dinner and Awards</b>
<i>The agenda is subject to change - Safe Travels</i>	