**NAREB 2022 ANNUAL CONVENTION**

***“RESTORE, REBUILD, RETAIN”***

**JW Marriott Tampa Water Street Hotel**

**510 Water Street**

**Tampa, FL 33602**

**Pre-Convention | July 31, 2022 - August 2, 2022**

**Convention| August 3-6, 2022**

**CONVENTION AGENDA**

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| **PRE-CONVENTION DATES** | |
| **Sunday, July 31, 2022** | |
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| 8:00am - 12:00pm | **Affiliate Track:** National Society of Real Estate Appraisers (NSREA) in partnership with McKissock Learning **| Desktop, Hybrid, and Bifurcated appraisals: Bifurcated and Hybrid Appraisal: A Practical Approach** **(4 hours CE) |** **Cost $95**  This course shows appraisers how to develop and report desktop appraisals based on understanding the assignment conditions and complying with real property USPAP Standards. It is intended for continuing education credits for currently licensed or certified appraisers regardless of whether they would do desktop appraisal assignments or not.  **Facilitator:** Robbie Wilson, NSREA President, NAREB |
| 1:00pm - 5:00pm | **Affiliate Track:** National Society of Real Estate Appraisers (NSREA) in partnership with McKissock Learning **| Desktop Appraisal and ANSI Standards/Measuring 1-4 Units**  **(4 hours CE) | Cost $95**  For some appraisers, measuring and calculating 1-4 unit residential dwellings is not done to any specific standard resulting in measurement inconsistencies within the profession. This course will cover best practices for measuring residential properties and will focus on the ANSI Z765-2021 Standard, which is the only national standard adopted by Fannie Mae.  **Facilitator:** Robbie Wilson, NSREA President, NAREB |
| **Monday, August 1, 2022** | |
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| 7:30am - 5:00pm | Convention Registration |
| 8:00am - 2:00pm | **Affiliate Track: NID-HCA, a HUD Intermediary Training | Part 1**  This certificate training is open to both active NID-HCA branches and prospective branches. In this training you will learn the nuts and bolts of program development, delivery and how to Identify the ways the racial wealth divide affects communities you care about, communities you work with and effective strategies on how to respond to these issues while sustaining your branch.  **Moderator:** Latisha Carlisle, VP of Housing Programs, NID-HCA  **Facilitator:** Pamelia Harris, Executive Director, The HUB Community Development Corporation |
| 8:00am - 4:00pm | **Affiliate Track:** National Society of Real Estate Appraisers (NSREA) in partnership with McKissock Learning | **USPAP Update 7 Hour Course** **(7 hours CE) |** **Cost $225 for class, including the $100 in USPAP/TAF book fees.**  This course is developed and revised by The Appraisal Foundation. The course focuses on how to use the USPAP publication to help solve appraisal issues that affect daily appraisal practice.  **Facilitator:** Robbie Wilson, NSREA President, NAREB  **Partners:** Renee Altiers, President, Valuation & Property Services; Kenon Chen, EVP, Corporate Strategy, Clear Capital |
|  | ***Continued - Monday, August 1, 2022*** |
| 8:00am - 5:00pm | **Affiliate Track:** National Society of Real Estate Appraisers (NSREA) in partnership with McKissock Learning | **USPAP 15 hours Course Cost $500 for the 15-hour USPAP class, including the $100 in USPAP/TAF book fees. | Part 1**  The 15-hour National Uniform Standards of Professional Appraisal Practice (USPAP) Course description: This course is developed and revised by The Appraisal Foundation. This course focuses on the requirements for ethical behavior and competent performance by appraisers that are set forth in the USPAP. This is a required 15 hours qualifying education course with examination for those who want to become appraisers.  **Facilitator:** Robbie Wilson, NSREA President, NAREB  **Partners:** Renee Altiers, President, Valuation & Property Services; Kenon Chen, EVP, Corporate Strategy, Clear Capital |
| 12:00pm - 3:00pm | **Affiliate Track:** United Developers Council (UDC) Training  Thinking about community development? Interested in taking advantage of low-income housing tax credits? Want to learn more about the Rental Assistance Demonstration (RAD) - HUD program. This is the session for you.  **Facilitator:** Kenneth Morrison, UDC President, NAREB |
| 3:00pm - 7:00pm | **Affiliate Track:** NAREB Sales Division (NSD) Training  **Post Pandemic Real Estate Market Update**  Hear from the leading experts on what lies ahead for real estate professionals. The power packed panel of Rick Sharga - Executive Vice President Market Intelligence, ATTOM; Daren Blomquist - Vice President of Market Economics, Auction.com and Dr. Lawrence Yun, NAR Chief Economist will bring you up-to-the-minute market intelligence as you navigate the post pandemic market.  **Moderator:** Vincent Humphrey, Director, Strategic Partnerships, VRM Mortgage Services  **Facilitator:**  LJ Jennings, NSD President, NAREB |
| **Tuesday, August 2, 2022** | |
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| 7:00am - 2:00pm | **The Roland Somerville Annual Golf Tournament**  **Westchase Golf Club**  11602 Westchase Golf Drive, Tampa, FL 33626  Shotgun Four Man Scramble   * **Cost - $125.00** * Includes entry into all events, 18-holes of golf, riding cart, breakfast, lunch and a chance to win prizes. * Bus pickup 6:30am   **Hosted by:** Bay Area Association of REALTIST, Tampa, FL |
| 7:30am - 5:00pm | Convention Registration |
| 8:00am - 11:00am | **RVP Training**  Calling all RVPs! Attend this mandatory meeting and further skills on building new boards elevating NAREB brand and pillars.  **Facilitator:** LJ Jennings, NSD President, NAREB |
| 8:00am - 2:00pm | **Affiliate Track:** NID-HCA Training | Part 2 |
| 8:00am - 5:00pm | **Affiliate Track:** National Society of Real Estate Appraisers (NSREA) in partnership with McKissock Learning | **USPAP 15 hours Course/continuation** | Part 2  **Facilitator:** Robbie Wilson, NSREA President, NAREB |
| 12:00pm - 6:00pm | **Affiliate Track: Women’s Council of NAREB (WCN) Leadership Designation “Preview”**  Learn what it takes to lead effectively and how a WCN Leadership Designation can help you. Open to NAREB Members.  **Instructor:** Alan Thompson, Master Trainer, Tampa, FL  **Facilitator:** Cassie Stanley, WCN, Board Chair |
| 1:00pm - 2:00pm | **Affiliate Track:** Creating a YRD Chapter in Your Local Market  Looking to have a Young REALTIST Division (YRD) Chapter in your area? Well, come learn the process and the requirements to make it happen. You will gain knowledge on how to become an ambassador, committee, and chapter; bring the movement to the community to create a positive and lasting impact. #BeTheMovement  **Facilitator:** Tamesha Wells, YRD President, NAREB |
|  | ***Continued - Tuesday, August 2, 2022*** |
| 2:00pm - 3:30pm | **Affiliate Track:** **Young Entrepreneurship Program (YEP) Train the Trainer**  This program promotes and empowers Youth Entrepreneurship through career exposure in the real estate industry. Come get the training needed to unleash our youth's entrepreneurial spirit with a fun and dynamic learning environment that empowers all students to succeed in any path they choose by making real-world connections, develop the skills needed to shape their own futures, and fuel their desire to improve and serve their community.  **Facilitator:** Tamesha Wells, YRD President, NAREB |
| 2:00pm - 5:00pm | **Affiliate Track:** Real Estate Management Brokers Institute (REMBI) Training  **Setting up your office to be in HUD Compliance. What do I need to Know?**  This 3-hour course will help brokers setup their office, so they are prepared to manage Federally subsidized or TIF housing units. This class is designed to give you a crash course into the world of government rules and regulations that will impact your day-to-day operations. This class will be applied toward your requirements for your CRM certification or for your CRM and CREM continuing education.  **Fee:** $50 for Non-Members (membership) | Members: Free  **Facilitator:** Joyce Gibson, REMBI President, NAREB |
| 3:00pm - 6:00pm | **Affiliate Track:** Homebuyers Counseling (HC) Training  Get your clients down payment assistance certifications in a timely manner while protecting your client/agent relationship.  **Facilitator:** Rolanda Wilson, HC President, NAREB |
| 3:00pm - 6:00pm | **Pillar Track: Diversity, Equity and Inclusion Certification**  **How to Submit Your First Bid as a Small Business to the Federal Government**  This workshop will provide attendees with an understanding of how to compete for federal contracts as a start-up and how to identify bids for $25k and under. These bids are specifically set-aside for small businesses. Participants will learn how to identify federal request for quotations (RFQ) for small businesses to increase their success ratio using sam.gov. This session will also help small businesses identify the pertinent information to include when preparing an RFQ response, account for profit, and final submission.  **Facilitators:** Danny Felton, 3rd VP, NAREB; Dr. Melissa Chester, Diversity, Equity & Inclusion, Committee Chair, NAREB  **Presenters:** Paula Watt, Founder & CEO, Government Procurement Innovators, LLC; Tanzee Hall-Jones, Retired Business Opportunity Specialist, US Small Business Administration |
| 3:30pm - 4:00pm | **Affiliate Track:** Tomorrow’s Leaders Introduction - Leadership Training for All  Provide a platform for real estate professionals to aid and improve their leadership skills, engage in activities that foster ethical, innovative, responsible, civic-minded leaders, who contribute positively, build an inclusive community, demonstrate social responsibility, and inspire a commitment to excellence within NAREB. #FutureNAREBLeaders  **Facilitator:** Tamesha Wells, YRD President, NAREB |
| 6:00pm - 8:00pm | **NAREB Board of Directors’ Meeting**  **Presiding:** Derrick Luckett, Board of Directors Chair, NAREB |
| **CONVENTION DATES** | |
| **Wednesday, August 3, 2022** | |
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| 7:00am - 5:00pm | Convention Registration |
| 8:00am - 10:00am | **Prayer Breakfast**  **Guest Speaker:** Bishop Paul S. Morton, Founding Bishop,  Full Gospel Baptist Church Fellowship International;  Overseer, Changing A Generation Ministries (Atlanta, GA) and Greater St. Stephen Ministries (New Orleans, LA) |
|  | ***Continued - Wednesday, August 3, 2022*** |
| 10:15am - 12:15pm | **General Session | NAREB 75th Anniversary Celebration - The Journey**  **Partner Remarks:** Bill Emerson, Vice Chairman, Rock Holdings, Inc., Rocket Companies  **Partner:** Lisette Torres, Director, State Government and External Affairs, Rocket Companies  **General Session | NAREB 75th Anniversary Celebration Continues**  Table Talk (I Believe): A Q&A with NAREB Past & Honorary Presidents  **Guest Speaker:** Roland Martin, American Journalist |
| 12:15pm - 12:30pm | **Exhibitors’ Expo Begins ~ Ribbon Cutting!**  Join us for the kick-off opening of the Exhibitors EXPO! Meet and Greet the Exhibitors, Partners, Sponsors and Affiliates of NAREB |
| 12:30pm - 1:15pm | **Networking Lunch**  **Luncheon Sponsor:** Ryan Davis, Director, Engagement, Diversity and Inclusion, National Association of Realtors |
| 12:30pm - 5:00pm | **Exhibitors’ Expo** |
| 1:30pm - 2:15pm | **General Session | NAREB Opening Ceremony**  Don’t miss the opportunity to witness NAREB President Pope in conversation with JP Morgan Chase, CEO, Mark O’Donovan.  **Partner:** Cerita Battles, Managing Director, Head of Community & Affordable Lending, Chase |
| 2:30pm - 3:30pm | **Breakout | Investment Track** - Real Estate Group Investing  Limited resources? Increase your wealth with group investing.  **Presenter:** Courtney Jones, Investment Committee Chair, NAREB |
| 2:30pm - 3:30pm | **Breakout | Leverage Track -** Building a Brand  Master the steps to building a memorable brand. Creating logos, taglines, missions, and visions are just a few of the steps needed to build a consistent branding kit.  **Presenter:** Jasmine Chanelle, Branding Expert, Mom2Mogul |
| 2:30pm - 5:30pm | **Breakout | Niche Track - Luxury Real Estate, Part 1**  Discover how to break into AND dominate listing higher end homes in your market.  **Presenter:** Michael LaFido, Marketing Luxury Group  ***CE credits will be offered to Florida, Texas*** |
| 2:30pm - 3:30pm | **Breakout | Social Track - Lead Generation with Facebook Groups**  Whether you want to create your own Facebook group or join an existing one, this session will teach you how to build, engage and convert leads.  **Presenter:** Ariel Harmon, Loan Consultants/Facebook, First Homebuyers Club |
| 3:45pm - 4:45pm | **Breakout | Niche Track - Commercial Real Estate - Part 1 | Commercial Financing**  Learn how to start a commercial financing business with no license required!  **Presenter:** Alisha Cooper, Real Estate and Mortgage Broker, GOAT Financial Services |
| 3:45pm - 4:45pm | **Breakout | Pillar Track - Generational Wealth | Wills, Trusts, & Estate Planning**  Becoming “A Trust Advisor Partner.” This session is an informational workshop that will introduce REALTIST on how to become a Trust Advisor Partner (TAP) with Scrajovan Trust Planning Company. As a TAP, you will possess the education and knowledge needed to explain to potential and current clients/customers the estate planning process with the understanding that the trust is the foundation of the estate plan.  **Facilitators:** Danny Felton, 3rd VP and Generational Wealth, NAREB; Bill Pitre, Generational Wealth Pillar, Committee Chair, NAREB  **Presenter:** Scott Hall, Estate Planner & Legal Advisor, Scrajoven Trust Planning, Inc. |
| 4:00pm - 5:30pm | **NAREB Partners Meeting (Invitation Only)**  **Facilitator:** C Renee Wilson, Executive Director, NAREB |
| 7:00pm - 10:00pm | **President’s Welcome Reception**  Enjoy the sounds of NAREB’s Surprise Guest spinning top 80s Jams “Old School Style”. Bring your dancing shoes for DJ 100 Grand, Fleet DJ’s from Orlando, FL  **Win the best dressed 80’s attire for both female and male.**  **Partner/Remarks**: Cerita Battles, Managing Director, Head of Community & Affordable Lending, Chase |
| **Thursday, August 4, 2022** | |
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| 8:00am - 5:00pm | Convention Registration |
| 9:00am - 10:45am | **General Session | Real Estate Trends - Thriving in a Shifting Market**  From unemployment, interest rates, foreclosures, and mortgages to the top cutting-edge marketing trends and technology, recession proof your business by understanding the data.  **Presenters:** Tristan Ahumada, CEO, LabCoat Agents; Jeff Pfitzer LabCoat Agents Podcaster/Facebook Group Drunk on Social  **Partner Remarks:** Michael Wise, Retail Lending Executive, Bank of America  **Partner:** Telebah Woods, SVP, Neighborhood Lending Strategic Relationships, Bank of America |
| 9:00am - 5:00pm | **Exhibitors’ Expo** |
| 11:00am -12:15pm | **General Session | Legislative Update**  **Shaping U.S. Housing Policy, Three Dynamic Black Women**  America’s housing industry is 15% to 17% of the total national economy, with residential  housing alone valued at $33.8 trillion. For the first time in history, at the helm of the agencies  designing and implementing housing policies are two Black women discussing their priorities  and what they can do to increase Black homeownership.  **Presenters:** Sandra Thompson, Director, Federal Housing Finance Agency; Alana McCargo, President, Ginnie Mae; Grovetta Gardineer, Sr. Deputy Controller, Bank Supervision Policy, Office of the Comptroller of Currency  **Partner Remarks:** Leslie Rouda Smith,President, **N**ational Association of Realtors; Lisette Torres, Director, State Government and External Affairs, Rocket Companies  **Powered by:** Government Relations Pillar and State of Housing in Black America (SHIBA)  **Facilitator:** Ashley Thomas, III, 2nd VP and Government Relations, NAREB |
| 12:15pm - 1:30pm | Lunch on your own |
| 1:30pm - 2:30pm | **Breakout: REALTIST Partner Connect**  Each partner will share information about their organization and products that consumers can potential utilize to attain their dream of homeownership.  **PRIMELENDING:**  **Solutions for Buyers Overcoming the Aging Housing Stock and Rising Cost**  Prepare for a solution-oriented presentation designed to address the aging housing stock and low inventory challenges faced by the Borrowers of the Future. Engage subject matter experts in a robust discussion on the benefits of Non-QM loans and Renovation lending. Hear how best to leverage available products, resources, and loan scenarios to help more buyers purchase homes in need of repairs.  **Presenter:** Juan Lashley, Senior Loan Originator, PrimeLending  **FREDDIE MAC:**  **Reaching Diverse Communities, a Conversation**  Join Tamela Thurman with Freddie Mac’s Equity team alongside Ewunike Brady and Scott Willis as they discuss homeownership opportunities for Black families. This session will focus on important resources and tactics that can be deployed to overcome the challenges facing homeowners in communities of color and reduce the homeownership gap.  **Presenters:** Ewunike Brady, VP, African American Segment Lead, Wells Fargo; Scott Willis, DVP, Business Development Manager, US Bank  **Moderator:** Tamela Thurman MBA, Director, Single-Family Equitable Housing, Freddie Mac  **Partners**: Latonia Donaldson, VP, National Director, Multicultural Community Lending,  PrimeLending; Carmen Mercado, Senior Affordable Lending Business Development Manager, Freddie Mac  **Facilitator:** C. Renee Wilson, Executive Director, NAREB |
|  | ***Continued - Thursday, August 4, 2022*** |
| 1:30pm - 2:30pm | **Breakout | Investment Track - Cryptocurrency, Blockchains and NFTs (non-fungible token)**  Learn how cryptocurrency, blockchains, NFTs are revolutionizing the real estate market.  **Presenter:** Armando Juan Pantoja, FinTech Entrepreneur |
| 1:30pm - 2:30pm | **Breakout | Leverage Track - Videos that Sell**  Viewers retain 95% of info from video. Learn how to shoot and edit video. Create a studio for less than $300. Discover the best’s apps to use.  **Presenter:** Jeff Pfitzer LabCoat Agents Podcaster/Facebook Group Drunk on Social; Tristan Ahumada, CEO, LabCoat Agents |
| 1:30pm - 5:30pm | **Breakout | Pillar Track - Faith Based and Community Engagement Training**  The Faith-based and Community Engagement Training will prepare REALTIST for impactful community engagement with our many NAREB MOU Partners encompassing HBCU’s, Denominations, The Divine 9 and more from an academic and practical perspective. This training will provide certifications for all registrants who attend.  ***CE Credits will be offered to Georgia, Michigan, Texas***  **Instructor:** Dr. Najuma Smith Pollard, USC Center for Religion & Civic Culture, Assistant Director of Public & Community Engagement  **Presenters:** Dr. Julianne Malveaux, Dean, College of Ethnic Studies, California State University at Los Angeles, Economist and Author; Phyllis Dickerson, CEO, African American Mayors Association; Mayor Frank Scott Jr., President, African American Mayors Association, Little Rock, AK  **Moderators**: Courtney Johnson Rose, 1st VP, NAREB; Bishop Craig A. Worsham, Director of Faith-based & Community Engagement, NAREB; LaDonna Parker, Faith-based & Community Engagement Committee Chair; NAREB; Deborah Canady, Faith-based & Community Engagement Committee Co-Chair, NAREB  **Partners**: Cerita Battles, Managing Director, Head of Community & Affordable Lending, Chase; Dionne Cuello, SVP, National Diverse Market Segments, Citi; Shannon Whang, Partnerships Manager, Realtor.com; Lisa Haynes, CPA, MBA, Chief Financial Officer & Diversity & Inclusion Officer, Mortgage Bankers Association |
| 2:45pm - 3:45pm | **Breakout | Investment Track** - **7 Fundamentals you Need for Investing Successfully**  Whether you are just starting to put an investing plan in place, or are looking to update the one you have, leverage the essential principles to help take ownership of your investment portfolio. From setting goals and expectations, to rebalancing and ignoring market noise, you’ll leave this investing seminar with a better understanding of how to map out your plan and stay your course.  **Partner:** Alvin Odom, MCD, Sr. Manager, Diverse Markets, Charles Schwab |
| 2:45pm - 3:45pm | **Breakout | Social Track - Become a Digital Celebrity | YouTube**  YouTube is ranked #2 in social platforms. Learn how to become a YouTube celebrity and monetize your following.  **Presenter:** Shaheedah Hill, Real Estate YouTuber |
| 2:45pm - 3:45pm | **Breakout | Leverage Track | Lead Generation with LinkedIn**  LinkedIn is one of the largest social networking apps. Grow your network of business contacts and learn how to lead generate.  **Presenter:** Casey O’Toole, MyLinkedInSolution; Tristan Ahumada, CEO, LabCoat Agents |
| 3:50pm - 4:50pm | **Manifest the Life You Desire - By the Plan You Design**  In this keynote, Gino will show you how to manifest the life of your dreams. Learn to create a  life plan that focuses on enriching areas that include your personal vision, business vision, health and wellness vision, company and employee vision, financial freedom, and much more! Gino will also provide you with positive affirmations in each area.  **Presenter:** Gino Blefari, CEO, HomeServices of America and Chairman, Berkshire Hathaway HomeServices  **Call To Action**  A CEO that takes action! Tim will share what action is being taken to move the needle to increase Black Homeownership! You are a key factor to this action plan! Join us to hear how to be a part of  this Action Driven Team! |
|  | **Presenter:** Tim Wilson, CEO, Prosperity Home Mortgage  **Facilitator:** C. Renee Wilson, Executive Director, NAREB  **Partners:** Teresa Palacios Smith, Chief Diversity, Equity & Inclusion Officer, HomeServices of America; April Alexander, VP, National Community Development and Outreach, Prosperity Mortgage |
| 6:30pm - 7:30pm | **Cocktails & Conversations**  Meet & Greet NAREB’s Leadership! |
| 7:30pm - 10:30pm | **NAREB 75th Anniversary Celebration Gala**  **A Black-Tie Affair: Dinner, Awards and Entertainment**  **Democracy In Housing Award Honorees:** Rev. Al Sharpton, President, National Action Network; Alanna McCargo, President, Ginnie Mae  **Entertainment:** The Whispers  **Partner:** Lenny McNeill, EVP, National Strategic Markets, Consumer Lending, US Bank |
| **Friday, August 5, 2022** | |
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| 8:00am - 5:00pm | Convention Registration |
| 9:00am - 10:30am | **General Session | Pillar Track - Women Investing in Real Estate (W.I.R.E.)**  **Let’s Go To The Next Level - We Are More Than Real Estate Brokers…**  NAREB will host an interactive panel discussion featuring top female real estate investors that will share their path to building wealth in real estate. They will provide a detailed overview of their business structure and valuable tips they learned while building their real estate portfolios.  **Panelist:** Stephany DeBerry, Sells the DMV, Realty ONE Group; Claudienne Hibbert, PA, Hibbert Group; Matasha Quinn, CEO, The LaQuinn Group & Founder, Society 23  **Keynote Speaker**: Jessica Myer, Real Estate Entrepreneur and Developer  **Partner Remarks**: Dionne Cuello, SVP, National Diverse Market Segments, Citi  **Moderator:** Courtney Johnson Rose, 1st VP and Faith-based and Community Engagement, NAREB |
| 9:00am - 5:00pm | **Exhibitors’ Expo** |
| 10:45am - 11:45am | **Breakout | Leverage Track - Virtual Assistants**  Learn proven strategies for hiring the best virtual assistants, increasing efficiency, and reducing operating expenses.  **Presenter:** Janki Patel, CEO, Janki Patel Real Estate Training Academy |
| 10:45am - 11:45am | **Breakout | Government Relations Pillar Track | Fighting the Good Fight!**  Special Purpose Credit Purpose Programs and credit transparency are solutions designed to eradicate persistent barriers to Black Homeownership.  **Presenters:** Ewunike Brady, VP, Home Lending African American Strategy Lender, Wells Fargo; Michael Innis-Thompson, SVP, Head of Community Lending & Development, TD Bank; Martice Mills, Head of Corporate Strategy, Change Home Mortgage  **Partner Remarks:** Silvio Tavares, President & CEO, VantageScore  **Powered by:** Government Relations Pillar & State of Housing In Black America |
| 10:45am - 11:45am | **Breakout |** **Leverage Track - Building a Profitable Team**  Learn steps to expanding your team, streamline your sales process; track your financials, when to hire a buyer’s agents and showing agents, and pitfalls to avoid.  **Presenter:** Cheri Benjamin, CEO, Village Premier Collection |
| 10:45am - 11:45am | **Breakout | Leverage Track - The Compound Effect of Repetitive Engagement**  Join Eric Sachs as he discusses sphere marketing and how to engage with past and prospective clients without breaking the bank.  **Presenter:** Eric Sachs, President/CEO, [www.breakthroughbroker.com](http://www.breakthroughbroker.com) |
| 12:00pm - 2:00pm | **Women’s Council of NAREB Scholarship Luncheon | Separate Ticket Event ($65.00)**  **The 75th Anniversary Celebration Pauses**  **Join us as we celebrate and recognize Realtist Achievers!**  **ACME Award Honoree:** The Honorable Val Demings, U.S. Congresswoman; Florida’s 10th Congressional District  LaTisha Grant, President, Women’s Council of NAREB |
|  | ***Continued - Friday, August 5, 2022*** |
| 2:30pm - 3:30pm | **Breakout | Leverage Track - Monetizing your Brand |How to Diversify your Intellectual Property**  Put your intellectual knowledge into a digital form, create a passive stream of income, build your business on a solid foundation, and create a membership for followers who reach out for mentorship.  **Presenter:** Bianca Robinson, President, Cayden Cay Consulting |
| 2:30pm - 3:30pm | **Breakout | Investment Track -** **Airbnb/Short Term Rentals**  Join this roundtable discussion on investing in short term rental properties.  **Presenter:** Kierra Castlebrook, Superhost, Airbnb Coach  **Presenter/Partner:** Janaye Ingram, Director, 21st Century Communities Initiatives, Airbnb |
| 2:30pm - 3:30pm | **Breakout | Niche Track - Commercial Real Estate Part 2**  Discover how to launch your commercial real estate career as a Black broker and what it takes to run a profitable business. Learn how she built a client base of law firms, non-profits, government contractors and corporations.  **Presenter:** Audra Cunningham , EVP, Chief Administrative Officer, T. Dallas & Company, Commercial Real Estate Brokers |
| 3:45pm - 5:00pm | **General Session | REALTIST Affiliates’ Roundtable**  Discover how to leverage your business through NAREB’s ten affiliates. Learn how to get involved, increase your income, and set yourself apart from the competition.  **Moderator:** Ashley Thomas, III, 2nd VP, NAREB |
| 7:00pm - 10:00pm | **Dinner Cruise | Separate Ticket Event | ~ Sold out ~**  Bus Pick-up at Hotel: 5:45pm - 6:15pm  **Hosted by:** Florida State Association of REALTIST |
| 8:00pm - 1:00am | **Friday Night Live**  A party with a purpose with Lo-key Entertainment. Come out and celebrate the NAREB JOURNEY- 75 years strong:1947- 2022  Tampa Firefighters Museum , 720 East Zack Street, Tampa, FL 33603  **Powered by:** Greater Tampa Realtors |
| **Saturday, August 6, 2022** | |
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| 8:00am - 12:00pm | Convention Registration |
| 8:00am - 11:00am | **NAREB General Membership Meeting, Elections & Parade of States | Members Only**  Let’s unite as you represent your State with your t-shirts, flags, etc…  **Presiding:** Lydia Pope, President, NAREB |
| 12:00pm - 2:00pm | **NAREB Installation & Awards Luncheon | The 75th Celebration Pauses**  Join us as we celebrate the newly elected officers and honor the annual award recipients. |
| 2:30pm - 3:30pm | **Breakout | Pillar Track - Generational Wealth | Legacy Building - “The Preview.”**  The Unveiling of the Premier Skit “Build It, Keep It, and Pass It On! See NAREB REALTIST Actors Stellar Performances, reenactment of the Black Experiences and how NAREB and its Partners educate, provide support, and service to Black Consumers wealth building journeys.  **Facilitators:** Danny Felton, 3rd VP and Generational Wealth, NAREB and Bill Pitre, Generational Wealth, Committee Chair, NAREB  **Partners:** Carmen Mercado, Sr. Affordable Lending Business Development Manager, Freddie Mac; Janaye Ingram, Director, 21st Century Communities Initiatives, Airbnb; Tyeisha Velasquez, M.B.A., National Account Manager, Marketing, HomePartners of America; Shannon Whang, Partnerships Manager, Realtor.com |
| 2:30pm - 3:30pm | **Breakout | Social Track** **- Become a Digital Celebrity | TikTok/Instagram**  TikTok and Instagram are ranked in the top 5 social media platforms. Stories, reels and posts are just some of the skills you will learn in this session.  **Presenter**: Sean Christopher Cochran, @thecowboyrealtor, 320k TikTok Followers |
|  | ***Continued - Saturday, August 6, 2022*** |
| 2:30pm - 3:30pm | **Breakout |**  **Niche Track - Commercial Real Estate Part 3**  Join Cedric as he breaks down how to create, coordinate and implement strategies for locating suitable sites based on the clients’ needs and objectives. Learn how to analyze and negotiate all terms and conditions related to proposals, LOIs, and RFPs.  **Presenter:** Cedric Matheny, Principal, Vice President, T. Dallas & Company, Commercial Real Estate Brokers |
| 3:45pm - 4:45pm | **Breakout | Get Plugged and Equip Yourself To Succeed In Rapid and Ever-changing** Environment with NAREB Partners that:   * Pay Loan Level Price Adjustments Fees; \*Don’t Calculate Student Loan Debt in DTI * Buys Purchaser’s Property and Sells Home Back to Buyer; \*Bank Statements Loans * Lease Purchase Options, \*Grants for New Entrepreneur; \*Non-Traditional Loan Products * Unique Down Payment Product; No Obligation Lease up to 3-5 years-Use Equity for   Purchase.  **Partners:** Ivonne Furneaux, VP, Diversity, Equity & Inclusion, Anywhere Real Estate, Inc.; Alex Islas, VP, Community Outreach Officer, East West Bank; Sandra Almanzan, Director, Community Lending, Fannie Mae; Darryl Freeman, Diversity, Equity & Inclusion Chair, First American Title; Ashley Harrison, VP, CRA Officer, Hancock Whitney Bank; Tyeisha Velasquez, M.B.A., National Partners, Home Partners of America; Pamela Wyatt, Director of Transition/Chief Diversity Officer, HomeTown Lending; Geoffrey Cooper, VP, Product Development, MGIC; John Mwemba, Account Executive, New American Funding; Benaisha Poole Watson, CEO, Prime One; Shannon Whang, Partnerships Manager, Realtor.com  **Moderators:** Danny Felton, 3rd VP and Generation Wealth, NAREB; C. Renee Wilson, Executive Director, NAREB; Rob Pasker, Millennial Committee Chair, NAREB  ***Mix & Mingle | Wine Down*** |
| 3:45pm - 4:45pm | **Breakout | Hack your Tax Liability**  Discover the legal strategies to decrease your tax liability. Learn the top money saving write-offs. This session will include the steps to creating an LLC or Corporation.  **Presenter:** Atiya S. Brown, CPA, CA & Owner, The Savvy Accountant |
| 3:45pm - 4:45pm | **Breakout | Niche Track** **- Luxury Real Estate, Part 2**  Learn how to create your luxury brand, combat barriers into this coveted niche, and represent luxury for the culture.  **Presenter:** Jane Bond, Author &CEO, The Bond Agency, Inc. |
| 6:00pm - 8:00pm | **Top Producers & Emerging Leaders’ Reception**  Join us for the Emerging Leaders Reception honoring NAREB’s Future Leaders and Top Producers featuring entertainment by world renowned DJ and Performer, DJ Whoo Kid of G-Unit Records and host of “The Whoolywood Shuffle” on Sirius/XM Radio Shade 45  **Partner:** Dionne Cuello, SVP, National Diverse Market Segments, Citi  **Entertainment Partner:** DJRick Ruckkus |
| 8:00pm - 11:00pm | **Membership After Dark**  NAREB Celebrates 75 Years with a Karaoke Party and enjoy the sounds of DJ Rick Ruckkus!  **Facilitators:** Sherita McCray, Membership Chair and Rubye Wright, Membership Director  **Partner:** Tanya Reu-Narvaez, Chief People Officer, Realogy Holdings Corp.; Jen Marchetti, CMO, Realogy Expansion Brands |
| **Sunday, August 7, 2022** | |
|  |  |
| 8:00am - 1:00pm | **NAREB Board of Directors Meeting** |
|  | ***The agenda is subject to change - Safe travels*** |