

“RESTORE, REBUILD, RETAIN”
NAREB 2023 Annual Convention
Hilton Americas Hotel
1600 Lamar Street | Houston, TX 77010
713-739-8000
August 1 - 5, 2023

PRELIMINARY AGENDA

PRE-CONVENTION EVENTS	
Tuesday, August 1, 2023	
7:00am - 2:00pm	Roland Somerville Annual Golf Tournament Hosted by HBREA Ticketed Event Herman Park Golf Course, 2155 S MacGregor Way, Houston, TX 77030
8:00am - 5:00pm	Convention Registration Desk 4 th Floor
8:00am - 2:00pm	Regional Vice Presidents/Local Board Presidents Leadership Training Calling all Regional Vice Presidents and Local Board Presidents - Join a collaborative and information filled training session on running, building, and growing your regional and local boards. Hear best practices and from other local board on what they are doing to advance our mission of building "Black Wealth Through Homeownership" Presenter: LJ Jennings, President, NAREB Sales Division
9:30am - 2:30pm	Own it Tour/Hosted by HBREA Ticketed Event This tour is designed to show you how to OWN it. The group will tour developments and building projects in the Houston area developed by and owned by our Realtist members. We will discuss ownership and financing structures. Each stop will include light bytes, cocktails, refreshments, and prizes.
2:00pm - 3:30pm	Affiliate Track Real Estate Management Brokers Institute (REMBI)
2:00pm - 3:30pm	Affiliate Track Young REALTIST Division (YRD)
2:00pm - 4:00pm	Affiliate Track Women’s Council of NAREB - WC Leadership Designation Training
3:30pm - 5:30pm	Affiliate Track United Developers Council (UDC)
3:30pm - 5:30pm	Affiliate Track NAREB Investment Division (NID) Training
4:00pm - 6:00pm	NAREB Board of Directors’ Meeting
Wednesday, August 2, 2023	
7:00am - 5:00pm	Convention Registration Desk 4 th Floor
8:00am - 10:00am	NAREB Annual Prayer Breakfast
10:00am - 10:30pm	Networking Break
10:30am - 12:00pm	NAREB Annual Convention Opening Ceremony & Celebration!
12:00pm - 5:00pm	Exhibitors’ Expo Begins - Ribbon Cutting
12:00pm - 2:00pm	Lunch on your own
2:00pm - 3:00pm	Breakout Mailbox Money Series #1 - Cracking the Code on Successful Vending Machine Businesses Discover the essential steps to starting a successful vending machine business. The session will cover identifying profitable locations, selecting the right products, managing inventory, marketing, and advertising strategies, and maximizing profits.

2:00pm - 3:00pm	Breakout Leverage Track - Black and Branded Effectively use images and language that resonate with Black buyers and sellers, highlight your experience and knowledge of the Black real estate market, including your understanding of the unique challenges and opportunities that come with buying or selling while Black. Leverage social media platforms to share valuable content, such as tips for buying or selling, market trends, and community events. Use relevant hashtags to build your brand's visibility and credibility.
2:00pm - 3:00pm	Breakout Scale Up Track - Maximizing Your Productivity Learn effective strategies for maximizing productivity by setting specific goals, creating a schedule, using technology to automate tasks, prioritizing tasks, manage time more effectively, streamline workflows, and tips for maintaining a healthy work-life harmony.
2:00pm - 4:00pm	Breakout Pillar Track - Making Money or Creating Wealth? Let's do both! Making money and creating wealth are essential in achieving financial success, but they involve different approaches and strategies. Making money is important for meeting day-to-day needs and expenses while creating multi-generational wealth is focused on building a foundation for financial freedom and security. This session will provide longer-term strategies to build financial stability and security for you and future generations. Making money is the means to an end while creating multi-generational wealth is a long-term goal that involves a broader set of financial activities and habits. Moderator: William "Bill" Pitre, Multi-Generational Wealth Committee Chair Presenter: James Marshall, Marshall Wealth Management, LLC
3:15pm - 4:15pm	Breakout Broker/Team Track #1 - Building a Powerful Real Estate Team Define team roles and responsibilities, establish performance metrics, develop a culture of collaboration, attract, and retain top talent. Create a budget model and business plan.
3:15pm - 4:15pm	Breakout Commercial Track #1 - From Concept to Reality: Starting and Scaling a Successful Commercial Lending Business Learn how to start a commercial financing business with no license required!
3:15pm - 4:15pm	Breakout Leverage Track - Mastering Canva for Real Estate Marketing: Create Stunning Visuals to Boost Your Business From eye-catching flyers and brochures to social media graphics and email campaigns, Canva can help you create a cohesive brand identity that resonates with your target audience. Whether you're a seasoned real estate agent or just starting out, this session will provide you with the skills and knowledge you need to take your marketing efforts to the next level.
3:15pm - 4:45pm	Affiliate Track National Society of Real Estate Appraisers (NSREA) Appraisal Practice, A Pillar in Generational Wealth Building: Narrow the Black Gap This panel will discuss numerous ways in which becoming an appraiser in Black communities should be considered a generational wealth-building profession. This panel will discuss overcoming barriers and pursuing excellence in valuation services. This panel will discuss appraisal bias, the extent of discrimination in real assets devaluation in Black communities, the impact of technology and modernization in appraisal practice, and the solutions to make the profession better!
4:30pm - 6:00pm	First Time Attendees and New Members Orientation Presenters: Rubye Wright, Membership Director; Sherita McCray, Membership Chair; Tamesha Wells, President, Young REALIST Division (YRD)
7:00pm - 10:00pm	Welcome Reception Diamonds & Denim
Thursday, August 3, 2023	
CONVENTION EVENTS	
8:00am - 5:00pm	Convention Registration Desk 4 th Floor
8:00am - 8:30am	Mindset, mimosa, and pastries
8:30am - 9:30am	General Session Wellness Track #1- Mindful Real Estate: Prioritizing Mental Health in the Real Estate Industry
9:30am - 9:45am	Networking Break

9:45am - 10:45am	Breakout Mailbox Money Series #2 - Write, Publish, and Profit: The Ultimate Guide to Creating and Selling E-Books This session will take you through the entire process, from generating ideas to formatting and publishing your e-book, to marketing and selling it effectively. Learn how to choose a profitable niche, conduct research, outline your book, write compelling content, and use design and formatting to make your book look professional and engaging. Also get tips on pricing your e-book, using social media and other platforms to promote it, and creating a successful launch strategy.
9:45am - 10:45am	Breakout Scale Up Track - Secrets to Success: Insights from Top Real Estate Producers Hear from a panel of top-performing real estate agents who have achieved extraordinary success in their careers. They'll share their insights and strategies for achieving exceptional results, from building a strong brand and marketing strategy to developing a winning mindset and negotiating deals effectively
9:45am - 10:45am	Breakout Wellness Track #2 - Let's Talk "MAN TALK": A Comprehensive Discussion on Men's Health & Sustaining the Legacy Open discussion about the issues and concerns that affect men's health such as heart disease and prostate cancer and tips on how to prevent and manage these conditions. This Session will also take a DEEP DIVE into the Foundational Principles of leaving a strong Legacy. Moderator: Courtney Jones, 3 rd VP, NAREB Presenters: Derrick Lockett, Chair, NAREB; LeNard Pope Sr., NAREB's First Gentleman
9:45am - 10:45am	Breakout Mastering Your Credit Score: Tips and Strategies for Raising Your Credit Score
10:00am - 5:00pm	Exhibitors' Expo
10:45am - 11:00am	Networking Break
11:00am - 1:00pm	Women's Council Annual Scholarship Luncheon Ticketed Event
1:00pm - 1:15pm	Networking Break
1:15pm - 2:45pm	General Session Ask the Lender! Candid Conversations with Top NAREB Partners: Tackling NAREB SHIBA Top Priorities
3:00pm - 4:00pm	Breakout Broker/Team Track #2 - Building a Culture of Loyalty Develop effective recruiting techniques, including leveraging social media, networking, and referral programs to attract talented agents. Create a comprehensive onboarding process that sets agents up for success and creates a sense of community within your brokerage. Learn best practices for retaining top agents, such as providing ongoing training and support, offering competitive compensation packages, and fostering a collaborative and supportive environment.
3:00pm - 4:00pm	Breakout Leverage Track - Creating Compelling Real Estate Newsletters: Tips & Tricks Create effective and engaging real estate newsletters that will capture the attention of buyers and sellers. Everything from selecting the right content and images to creating a layout that's easy to read and visually appealing will be covered. Whether you're looking to increase engagement with existing clients, generate new leads, or establish yourself as a thought leader in the industry, a well-crafted newsletter can help you achieve your goals.
3:00pm - 4:00pm	Breakout Commercial Track #2 - Navigating the World of Commercial Real Estate Join us for a dynamic discussion with some of the leading voices in the commercial real estate industry and gain a better understanding of the challenges and opportunities that lie ahead.
4:30pm - 5:45pm	General Session Ticketed Event
6:30pm - 7:30pm	Emerging Leaders and Top Producer Awards Show
7:30pm - 9:30pm	Top Producer Networking Reception
Friday, August 4, 2023	
8:00am - 5:00pm	Convention Registration Desk 4 th Floor
8:00am - 9:45am	General Session Business Fundamentals

9:45am - 10:00am	Networking Break
10:00am - 5:00pm	Exhibitors' Expo
10:00am - 11:00am	Breakout Partner Plug
10:00am - 11:00am	Breakout Mailbox Money #3 - Building a Successful Training Academy Leverage your intellectual property. Explore different delivery methods, such as online masterclasses, in-person training, and hybrid models, and provide guidance on selecting the most effective approach for your academy. Learn about the key elements of a successful training program, including effective instructional design, engaging content creation, and assessment and evaluation strategies.
10:00am - 11:00am	Breakout Wellness Track #3 - Empowering Women Real Estate Agents: Self-Defense Techniques and Strategies Learn the importance of awareness and prevention, and how to assess and manage risk in different scenarios. Develop a personal self-defense plan. Identify and avoid potentially dangerous situations, as well as how to effectively communicate and assert yourself when necessary. Learn self-defense techniques including basic strikes, blocks, and kicks, and how to use everyday objects as improvised weapons.
10:00am - 11:00am	Breakout Leverage Track - Luxury Branding: How to Position Yourself as a High-End Real Estate Agent Discover the key elements of luxury branding, including visual identity, messaging, and tone of voice. You'll learn how to develop a unique brand identity that reflects your personal values, style, and expertise, and how to communicate that identity across all marketing channels and touchpoints. Strategies for building a luxury brand, including creating a professional website, developing a strong social media presence, and producing high-quality content that showcases your knowledge and experience.
11:00am - 11:15am	Networking Break
11:15am - 1:15pm	Past President's Luncheon
1:15pm - 1:30pm	Networking Break
1:30pm - 2:30pm	Breakout Leverage Track - Mastering the Art of the Listing Presentation: Strategies and Techniques for Success Learn how to customize your presentation to meet the specific needs and preferences of each client, and how to use storytelling and other techniques to engage and persuade your audience. Strategies for generating leads including how to leverage your network, participate in community events, and use technology and automation to streamline your lead generation and follow-up processes.
1:30pm - 2:30pm	Breakout Scale Up Track - Unlocking the Power of Real Estate Virtual Assistants: How to Hire, Train, and Manage a High-Performing Virtual Team" Tips and best practices for finding and selecting the right VAs, as well as strategies for onboarding and training them to ensure they are aligned with your goals and vision. Manage and communicate with your VAs to ensure they are working efficiently and effectively, freeing up your time to focus on high-value activities.
1:30pm - 2:30pm	Breakout Partner Plug
1:30pm - 2:30pm	Breakout Partner Plug
2:30pm - 2:45pm	Networking Break
2:45pm - 4:00pm	General Session Pillar Track - Government Relations
4:00pm - 4:15pm	Networking Break
4:15pm - 5:15pm	General Session Transforming Real Estate through Artificial Intelligence: Opportunities and Challenges Learn how AI can help automate and streamline routine tasks, improve decision-making, and enhance customer engagement and satisfaction. Develop a strategy for implementing AI in your real estate business, including identifying the right tools and technologies, and building a team with the necessary skills and expertise. Explore the challenges and considerations of implementing AI in real estate, such as data privacy and security, ethical concerns, and potential biases.

Saturday August 5, 2023	
8:00am - 12:00pm	Convention Registration Desk 4 th Floor
8:30am - 9:45am	General Session Pillar Track - Women Investing in Real Estate (W.I.R.E.): Women on the Cutting Edge of Investing - What's Next? - Buying Real Estate in the Metaverse Description: Metaverse real estate (or should that be virtual estate?) is already big business. Superstars, corporations, and global businesses have already snapped up plots of virtual land, which they intend to develop for a variety of purposes. Will you be next? Come and learn how.
9:45am - 10:00am	Networking Break
10:00am - 11:15am	General Session Pillar Track - Realtist Connect to Close This general session will feature updates from our National Faith-based & Community Partnerships Committee, the release of the Realtist Community Engagement Toolkit and information about Realtist Lead Generating opportunities . Presenter: Bishop Craig A. Worsham, Director of Faith-based & Community Engagement
11:15am - 12:45pm	General Session Pillar Track - It's time to Diversify Series. "Get In the Game" Don't just sell the dream; participate in it. Learn how to supplement your income by becoming a Mortgage loan originator(MLO), investor, and owner. Blacks represent less than 2% of Mortgage Loan Originators. Learn how to create multiple income streams through programs and products for non-traditional borrowers. Realtist what programs you can qualify for if you don't meet the traditional guidelines? Consider fractional ownership, partnerships, and other means of group economics to prepare for the next market and create residual income. Then have passive income to set up your retirement plan. Moderator: Dr. Melissa Chester, Diversity, Equity & Inclusion Chair, NAREB
12:45pm - 2:00pm	Lunch on Your Own
2:00pm - 5:00pm	NAREB General Membership Meeting & Elections (PARADE of STATES) MEMBERS ONLY Join us as we thank President Pope for her dedication and service to the organization. Let's honor her with gifts from local & state boards. During the parade, you can represent your State with flags, t-shirts, and chants! Presiding: Lydia Pope, President, NAREB
6:30pm - 7:30pm	Cocktails & Conversation
7:30pm - 10:00pm	NAREB Installation & Awards Gala
Sunday August 6, 2023	
8:00am - 10:00am	NAREB Board of Directors' Meeting
10:00am - 2:00pm	Incoming Presidential Celebration - Gospel Brunch & Day Party
<i>The agenda is subject to change - Safe Travels!</i>	