

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.
9:00am - 1:00pm	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> 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	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 for Federal contracting opportunities. Presenters: Stacey Mollison, President/CEO, Libra Management Group and 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 REALTISTS to help you heighten your community profile. Learn how to: (i) become a HUD Certified Counselor, (ii) launch a cost-efficient NID Certified Branch Office; and (iii) learn about the various banks, lenders and local, state and federal government resources available 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 Presiding: Ashley Thomas, III, 2nd Vice President, NAREB
5:00pm - 7:00pm	NAREB Convention Committee Meeting Presiding: Rose M. Dixon, Convention Chair, NAREB
5:00pm - 7:00pm	Women’s Council of NAREB Executive Committee Meeting Presiding: Chandra Ware, President, Women’s Council of NAREB

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
8:30am - 11:30am	Women's Council of NAREB Internal Development Training (<i>Invitation Only</i>) Presenters: Cassie Stanley, Chair, Board of Governors
11:30am - 1:00pm	Women's Council of NAREB Membership Meeting Presiding: Chandra Ware, President, Women's Council of NAREB
1:00pm - 4:00pm	NAREB Board of Directors Meeting Presiding: Michele Calloway, Chair of the Board, NAREB
4:30pm - 8:00pm	REALTIST Family Reunion/Welcome Reception Theme: "We are Family" Join us at NAREB 74 th Annual Convention - the Picnic in the Park celebration with music, dancing, games, bbq, burgers, hotdogs, drinks and prizes. Special guests from the Alpha Phi Alpha as they stomp the yard with a step show. Partner Remarks: Will Hendrix-Griffin, SVP, Mortgage Distribution/Affordable Sales & Client Experience, PNC
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 Remarks: 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 Remarks: Cassandra Skidanov, Affordable Lending Manager Single Family Client and Community Engagement, Freddie Mac
12:00pm - 1:30pm	Past Presidents' Luncheon Julius Cartwright, Honoree, NAREB 27th Past President Partner: Eddy Perez, Certified Mortgage Banker, Equity Prime Mortgage
1:45pm - 2:45pm	General Session: Women Investing in Real Estate (W.I.R.E.) Inspirational Session NAREB has identified Black women as a high-potential target market group of consumers to reach and penetrate to focus their attention and spending power on investing in real estate, and pursuing home ownership. This inspiring session will allow the participants to hear from successful Black women who have shattered the glass ceiling and display the power and influence that Black women have in today's economy. This important conversation will commence NAREB's efforts to help position Black women for success in home ownership and business. Presenters: Alexandria Johnson Boone, President & CEO, GAP Communications Group and Chairwoman & Founder, Women of Color Foundation and Adrienne Trimble, VP & Chief Diversity Officer, Sysco Presenter/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 and Paula Watts, CEO, Government Procurement Innovators, LLC Partner Remarks: Charmaine Brown, Director of Diversity & Inclusion, Mortgage Bankers Association

Sunday, July 25, 2021	Cont.	
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. Partner: April Alexander, National Community Development and Outreach Manager, Prosperity Home Mortgage, LLC	
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. Presenter/Sponsor: James N. Rembert, The ZillowKiller, DigitalNatives, Inc. & ROAS Consultant	
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: Pavel Stepanpov, CEO, Virtudesk	
4:00pm - 5:30pm	The NAREB Foundation and the Past Presidents' Meeting (Private Meeting)	
5:00pm - 6:30pm	Faith-Based and Community Engagement Training REALTIST Emerge - Transforming Communities through strategic relationships and partnerships. Learn about business opportunities via our National Lead Distribution and Management. Join us, "plug-in" to be a part of the movement. Presenters: Bishop Craig Worsham, NAREB Faith-Based & Community Engagement Director, Courtney Johnson Rose, 1 st Vice President, NAREB Partners Remarks: Dionne Cuello, SVP National Diverse Market Segment, Citibank, Melissa Overton, CRA Mortgage Program Manager, 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. Presenter: Marc Coley, CEO, The Marc Coley Business Academy	
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. Presenter: Dr. Cozette M. White, Financial Physician, Accounting and Tax Strategist	
10:30am - 11:30am	General Session Luxury for the Culture Thrive in luxury real estate with the top marketing strategies, branding and tools. Presenter: Erik Miles, JD, Luxury Broker Associate, Cast Member - VH1, Love and Listings Partner Remarks: Ulysses Smith, Head of Diversity, Inclusion and Belonging, BLEND	
12:00pm - 1:30pm	Women's Council Scholarship & Installation Luncheon Ticketed Event	
1:45pm - 2:45pm	General Session Legislative Forum Advocacy in Action: NAREB's Policy Positions Moderator: Ashley Thomas, III, 2nd Vice President, NAREB This session will outline the current policy positions of NAREB along with support of current Legislation intended to increase Black Homeownership. Partners Remarks: Charlie Oppler, President, National Association of Realtors and Dwight Alexander, SVP, Public Affairs, Federal Home Loan Bank of San Francisco	
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. Presenter: Kenadie Cobbin-Richardson, Brand Architect & Strategy Consultant, Kengen LLC	
3:00pm - 5:00pm	Breakout Building Business Credit Discover the steps to building business credit and putting your business on the map. Presenter: RoseAllure Louis, Certified Credit Strategist, CEO of Business Credit 360 Partner Remarks: Joanne M. Gaskin, AMP, VP Scores and Analytics, FICO	

Monday July 26, 2021	Cont.	
3:00pm - 5:00pm	Breakout State of the Black Dollar - 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. Presenter: Neka Cheri, Tax Sales Educator	
5:15pm - 5:45pm	New Member and First-Time Attendees Orientation Presiding:	
6:00pm - 8:00pm	Emerging Leaders Reception Join NAREB and their Affiliates to celebrate our Emerging Leaders at the FirstEnergy Stadium, home of the Cleveland Browns. After party to follow from 8:00pm to 11:00pm, sponsored by the Young REALTIST Division (YRD). Partners: Mike Reagan, SVP, Industry Relations and Global Growth & Development, RE/MAX; Tami Bonnell, CEO, Exit Realty Corp. International and Teresa Palacios Smith, Chief Diversity, Equity & Inclusion, HomeServices of America	

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 Remarks: AJ Barkley, Neighborhood Lending Executive, Bank of America	
2:00pm - 3:00pm	General Session 2022 Mortgage Market Trends Fireside Chat Join us to hear our partners' 2021 strategies, programs and plans as we prepare for 2022. Presenters/Partners: Viola Solomon, SVP, Director of Community Lending, BBVA; Latonia Donaldson, VP, National Director of Multicultural Community Lending, PrimeLending and Phil Bracken, Managing Director, VantageScore Solutions	
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. Presenter/Partner: Chrissi Johnson, VP, Public Policy & External Affairs, Rock Central and Quicken Loans Family of Companies	
3:00pm - 5:00pm	NAREB Partners' 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. Presenter: Bianca Shellie-Robinson, Global Project Manager & Business Growth Strategist	
7:00pm - 10:00pm	NAREB President's Cocktails & Reception Party Honoring NAREB's Past Presidents' Wives and NAREB Women Past Presidents at the Rocket Mortgage Fieldhouse, Home of the Cleveland Cavaliers	
Wednesday, July 28, 2021	Post-Convention Activities	
7:30am - 8:30am	Conference Debriefing Presiding: Rose M. Dixon, Convention Chair, NAREB	
9:00am - 12:00pm	NAREB Board of Directors Meeting Presiding: Michele Calloway, Chair of the Board, NAREB	
	<i>The agenda is subject to change</i>	