

Wealth Building “Evolution LIVE” Business Summit

“Let’s Build Wealth Together!”



Double Tree Hotel by Hilton - (Detroit-Dearborn)

5801 Southfield Rd, Detroit, MI 48228

Phone: (313) 336-3340

July 14 - 15, 2016

The Region VIII Business Building Blueprint

Thursday, July 14, 2016

12:-00am – 2:00pm	<u>ONSITE Registration</u> Coming in early on Thursday, we surely hope so! Region VIII of NAREB is hosting some dynamic pre-conference empowerment events so you can build your business, network and connect with other early bird attendees. You will also beat the registration rush by checking in early.
1:45pm – 2:45pm	Region VIII Business Meeting & 2016-17 RVP Elections: NAREB Members ONLY National updates and the 2M-N-5 Initiative will be shared. We highly encourage all chapter members across the Region to attend to “Let Your Voice be heard” – the 2016-17 Regional Vice President will be elected. Every vote counts! <i>Presiding, LaSchell Steward, Regional VP, Region VIII of NAREB</i> <i>National Updates, Lydia Pope, 3rd Vice President of NAREB</i> <i>Nominations Director, Roland Somerville, National NAREB Chief of Staff</i>
3:00pm – 6:00pm	Dispelling the HECM’s Myths: <i>The Good, The Bad and The Ugly...</i> As the National Association of Real Estate Brokers (NAREB) aim to <i>Rebuild Wealth through Homeownership</i> , it’s time we have a “real” conversation about Reverse Mortgages. Don Graves is one of the Nation’s Leading and most recognized educators and experts on Reverse Mortgages. Don is devoted to honest and transparent dialogue and training, and prides himself on being a trusted resource for accurate and current Reverse Mortgage data. You want to be part of this far-reaching conversation as Don reveals the secret <i>Wealth Building Tool</i> that every REALTIST® and REALTOR® must know. You will also discover how to <i>Double your Commission</i> and <i>Double your Clients Purchase Power</i> . 3.0 C.E. Credit Hours: MI., OH. (IN, IL pending....) <i>Instructor: Don Graves, President and Founder of the HECM Institute for Housing Wealth Studies and an Adjunct Professor of Retirement Income at the American College of Financial Services</i>
7:00pm – 9:30pm	Greater Detroit REALTIST Association “Evolution” Summit... Welcome & Networking Extravaganza Join the members of NAREB as we welcome fellow REALTIST from across the Mid-West to the “D”. Invited Guests include Black Affinity groups and Associations, community leaders, non-and for-profit organizations, realty boards, and constituents. Come to Make Powerful business connections, Stay to Make some Friends. Live Entertainment. Hosted by: <i>Greater Detroit REALTIST Association (GDRA) of the National Association of Real Estate Brokers (NAREB)</i>

Friday, July 15, 2016

9:00am – 11:00am	<u>ONSITE Registration:</u> Take your business to the Next Level! Make new connections and build your business network amid the different corners of the industry.
9:00am –	The Region VIII Kick-off Presentation

9:20am	“Let’s Build Wealth Together!”
9:30am – 10:00am	Coffee & Conversation – The Early Riser Exclusive... Join M2 Asset Management Services & Company for an in-depth conversation bound for business opportunities for NAREB members and prospects seeking to further develop and grow their business. You don’t want to be late to this session. The “Early Bird” catches the worm! This session is open to All Disciplines. Presentation by: Don Maxwell, M2 Asset Management Services Panel Members: Doring Lloyd, Exceleras; & Christopher McLucas, Liquid VZN Group
10:30am – 10:50am	Your First MortgageSM “Homeownership Matters!” Wells Fargo wants to help more people buy a home of their own, even without a large down payment or traditional credit. This revealing session provides attendees with a viable program that can help clients achieve the American Dream of Homeownership! A session not to be missed. Presentation by: Stacy Brazier, Area Sales Manager, Wells Fargo Home Loans
11:30am – 12:30pm	“The State of Black Entrepreneurship” Breaking down barriers to maximize business opportunities will be fundamental as business professionals’ work together to Rebuild Black Wealth. Understanding where the current state of black entrepreneurship stands and what needs to happen as you expand and diversify your business will be chief for your success. It will also be important to recognize the critical factors that contribute to leveling the playing field of competition. The entrepreneurial education you’ll gain in this session will assist attendees to achieve business success opportunities and resources by understanding how to gain access to capital and government contracts. Keynote Address: Ron Busby, President/CEO of the U.S. Black Chambers, Inc. (USBC) Partner: Wells Fargo Home Loan
1:00pm – 2:45pm	The State of the Region The Keys: Wealth Creation, Community Building and Stabilization Industry experts will discuss the implications of the current low inventory of affordable homes, coupled with the disinvestment in communities of color and their effects on Black Americans seeking the dream of owning a home and building wealth. Affiliates and Participants will strategize and address how government, financial services and the nonprofit sectors can support Region VIII’s initiative to increase Homeownership. Attendees will participation in this thought-provoking and interactive session. Moderator: Anthony D. Hutchinson, Freddie Mac, Director - Government & Industry Relations Advocates in Action Panelists: Myra Lillard , President, National Society of Real Estate Appraisers (NSREA) of NAREB Ron Busby, Sr. , President/CEO, US Black Chamber HUD Representative , United States Department of Housing and Urban Development Dina Harris , Founder and Chief Executive Officer of National Faith Homebuyers Non-profit
3:30pm – 5:00pm	Video Marketing “At its Very Best” for Business Professionals Did you realize that businesses that use video are growing their revenues 49% faster than companies that don’t? The reason for this is simple. Video content on social platform can generate up to 1200% more likes and shares than text and images combined. People love videos and if you want people to see and engage with your content, you need to have a Video Marketing strategy in place that will help you showcase the products and services you provide. Whether you are looking to crush your competition, upsurge your visibility, sell a product or service, video marketing is emerging as the power-tool of choice that will give you the advantage to get you more noticed and make you way more money! Presentation by: Trevor Otts, Peak Performers Institute (PPI)
	This Agenda is subject to Changes