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Program Sponsor



THE NATIONAL ASSOCIATION OF HISPANIC REAL ESTATE PROFESSIONALS



The Voice for
Hispanic Real Estate

July 25th 2014

2014 Real Estate Business Rally



11211 Point East Drive
Rancho Cordova, CA



Our Mission

NAHREP is a purpose-driven organization that is propelled by a passionate combination of entrepreneurial spirit, cultural heritage and the advocacy of its members. Our mission is to increase the rate of sustainable Hispanic homeownership by empowering the real estate professionals that serve the community.

At NAHREP, we align all of our resources to deliver the following to our members:

Networking Opportunities

NAHREP conferences, seminars and local affiliate chapter meetings provide a unique forum for the excited exchange between members of ideas, experiences and shared challenges. These gatherings offer a rich cultural or business connection that our members consider invaluable.

Advocacy

NAHREP is the largest minority trade group in the real estate industry. We have a powerful and influential voice on legislative issues related to lending parameters, business practices and regulations that affect access to home ownership.

Leadership

NAHREP mentors leaders and promotes the placement of accomplished, highly skilled Hispanic professionals into key positions throughout the housing industry.

Professional and Business Development

The entrepreneurial spirit of our multicultural members is a core strength that NAHREP seeks to enrich its members through new education programs, business models, partnerships and alliances where diversity is a highly valued commodity.

PREMIER EXHIBITOR BOOTHS

Please stop by and share your appreciation!

Extra Special Thanks to



Committed to the success of our clients.



LUNCH & KEYNOTE SPEAKER SPONSOR



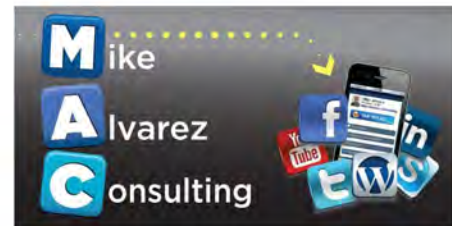
RAY BAABA

Walnut Creek, CA



EXHIBITOR BOOTHS

Visit all the booths for chance to win great prizes!



July 25, 2014

To all guests and Sponsors, we are very proud to introduce you to the NAHREP Sacramento Chapter and host of the Third Annual "Business Development Event!!!"

The mission of NAHREP is to increase the rate of sustainable home ownership in the Hispanic/Latino Communities by empowering the real estate practitioners who serve those communities.

This event directly supports that mission. How do we empower the real estate practitioners? We do this through education first; As real estate agents, brokers, and lenders, with knowledge of our markets, better business practices and procedures, which are all critical core competencies. Also by allowing networking opportunities, we build critical bonds that are essential in our business.

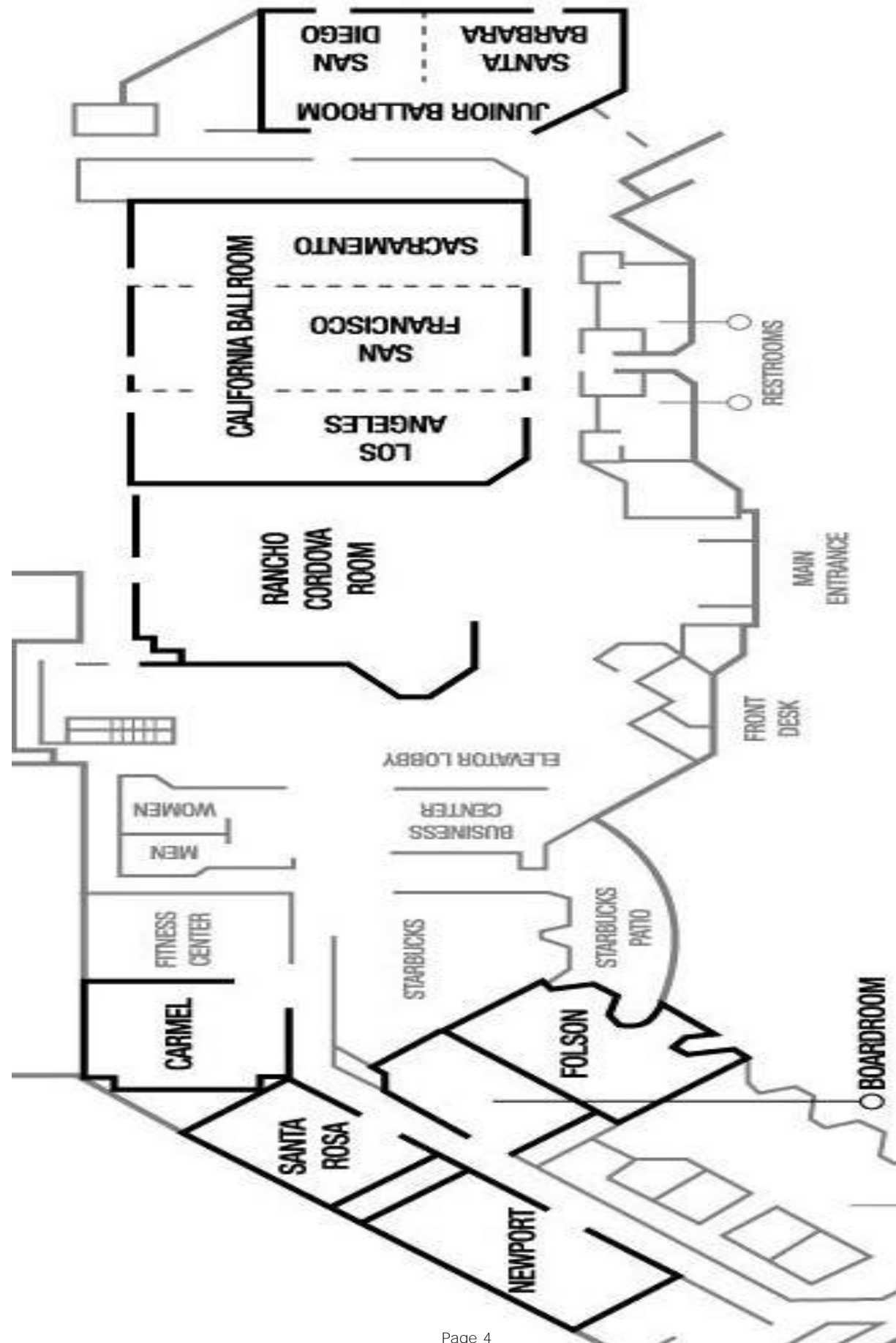
I would really like to thank our Sponsors and our Guest Speakers. Their donations of time and money are very much appreciated by our chapter.

Also a very special thank you to our board of directors and committee members. Without this unbelievably dedicated team of volunteers, this event would not have been possible!!!

Sincerely,

Waldo Herrera
2014- President
NAHREP Greater Sacramento

LOCATION MAP



HOME OWNERSHIP REPORT

The prospect of immigration reform remains a major variable. In a 2013 study, NAHREP estimated that immigration reform could add up to 3 million new homebuyers into our system over the next 10 years.

KEY STATISTICS

Some of the key demographic statistics highlighted in this report include:

POPULATION GROWTH AND EDUCATION:

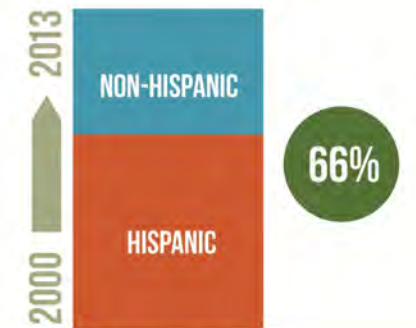
- Hispanics represent a sizeable and growing share of population and homeownership growth. **Today, one in every four children in the U.S. is Hispanic.**
- Hispanics continue to achieve educational gains at all grade levels. In 2012, 69 percent of Hispanic high school graduates enrolled in college, for the first time surpassing non-Hispanic Whites at 67 percent. The Hispanic high school dropout rate has also plummeted by 50 percent in the past decade, falling to 15 percent in 2012.



25% Today, one in every four children in the U.S. is Hispanic

EMPLOYMENT AND INCOME:

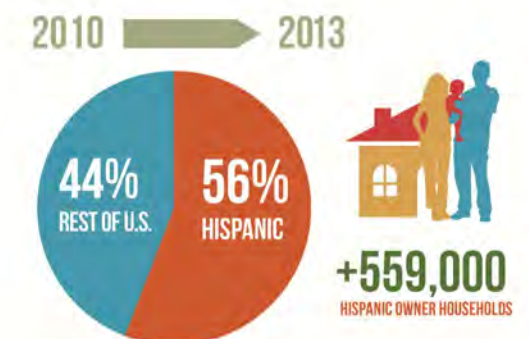
- Hispanics continue to drive the growth of the nation's workforce. **Since 2000, Hispanic job gains have accounted for 66 percent of the total U.S. job growth.** By 2050, one in three working Americans will be Hispanic.
- The median household income of Hispanics is \$40,400. Twenty-two percent of all Hispanic households earn more than \$75,000 annually.
- The purchasing power of Hispanics is projected to grow to \$1.5 trillion by 2015, a \$500 billion increase from 2010.



U.S. JOB GROWTH 2000 – 2013
Since 2000, Hispanic job gains have accounted for well over half of total U.S. job growth.

HOMEOWNERSHIP:

- Since 2010, Hispanics have accounted for a net increase of 559,000 owner households, representing 56 percent of the total net growth of owner households in the U.S. Equally significant, Hispanics have accounted for 47 percent of the total net growth of homeowners since 2000.³
- Hispanics are passionate about homeownership. According to an annual Fannie Mae survey, in 2013, Hispanics were more likely than the general population to prefer owning because it makes more financial sense and is a good place to raise a family. They are also more likely than the general population to expect to buy a home in the next three years.



HOUSEHOLD NET INCREASE SINCE 2010
Since 2010, Hispanics have accounted for a net increase of 559,000 owner households, representing 56 percent of the total net growth of owner households in the U.S.

MEET OUR 2014 BOARD of DIRECTORS



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SCHEDULE OUTLINE

Event	Time	Location
Welcome & Introductions	9:00 - 9:15 am	Grand Ballroom
Opening Session Speaker: KEVIN BRACY	9:15 - 9:45 am	Grand Ballroom
State Of Hispanic Homeownership Report Gary Acosta Rochelle Murphy	9:45 - 10:30 am	Grand Ballroom CoFounder/CEO – Chairman CFPB Auction.com
Exhibitor Hall Opens * <i>* Win prizes by visiting all exhibitors w/exhibitor passport</i>	10:30 am - 3:30 pm	Rancho Cordova
Break Out Session 1	11:15 am - 12:00 pm	
Option 1	Successful Business Plan Tune-up	Junior Ballroom
Option 2	Auction.com	Newport
Option 3	Video Strategies to Boost your Business	Santa Rosa
Option 4	Natomas Moratorium & Builder Update	Carmel
Keynote Lunch AL ELROD (Award winning author) presented by RAY BAABA with Quicken Loans	12:00 - 1:15 pm	Grand Ballroom
Break Out Session 2	1:30 - 2:15 pm	
Option 1	Top Producer Panel	Junior Ballroom
Option 2	The Power of Branding, Its all about YOU	Newport
Option 3	Legal Update	Carmel
Break Out Session 3	2:30 - 3:15 pm	
Option 1	Facebook VS Google+	Carmel
Option 2	To Flip or Not to Flip	Junior Ballroom
Option 3	Real Estate with Self directed IRA'S	Santa Rosa
CLOSING MIXER & RECEPTION** <i>** Join us for networking, raffles and music by Rico Rivera</i>	3:30 - 5:00pm	Grand Ballroom
DRAWINGS & PRIZES	ipad, Gift card \$250, Kindle Fire and many More!	Must be present to win!

MEET OUR PANELISTS



Gary Acosta

NAHREP CoFounder & CEO

Experience: 25 year veteran in the housing industry

Interesting fact: in 2003, REALTOR Magazine named Gary Acosta one of the top 25 most influential people in real estate.



Daryl Pao Lindo

Farmers Insurance/Daryl Pau Lindo Insurance Agency Inc.

Experience: in Real Estate & Insurance Services/BA in Business

Interesting fact: Daryl and wife Ana are originally from Nicaragua



James Becker

CEO and Founder of Fusion Real Estate Network, Inc.

Experience: Nationally ranked Top 1% in Production with his systematic approach to success.

Interesting fact: James began his career in 1989, during a declining market.



Kevin Bracy

"Your Greatness Coach"

Experience: 3 College Degrees, Speaker, Author, Entrepreneur.

Interesting facts: Former professional baseball player and author of 2 children's books.



John Costa

Director Government Affairs North State BIA

Experience: in current position for 2.5 years

Interesting fact: Has been a senior legislative advocate with the building association since 2002



Marguerite Crespillo

President and Owner. Sellstate Realty First; RE Trainer/Consultant

Experience: Licensed since 1993

Interesting fact: Ranked #7 in CA and #66 nationwide in 2012. WCR Entrepreneur of the year 2012.



Matt Aitchison

Aitchison & Adams Real Estate CEO of Vault Investments LLC

Experience: Investment Firm, over 100 properties flipped

Interesting fact: over 275 sides sold in less than 3 years.



Mike Alvarez

Mike Alvarez Consulting

Experience: Company founded in 1990; current NAHREP BOD

Interesting fact: Voted volunteer businessman of the year in 2001 by the Sacramento Hispanic Chamber



Cory Kelly

PolyComp since 2013

Experience: 18 years in Business and Financial services

Interesting fact: Was Head Golf Coach for Will Robins Golf at Empire Ranch for 5 years



Robert Enos, Attorney-at-Law

Real Estate & Litigation

Experience: began law practice career in 1996; residential and commercial real estate law.

Interesting fact: Chairs the Placer County Tax Appeals Board

MEET OUR PANELISTS



Ryan Lundquist

Certified Appraiser

Experience: Specializes in estate, prelisting, tax grievances and other private appraisals.

Interesting fact: Runs a nonprofit to advocate for homeless students



Steve Napolitan

Founder at Nappic Inc.

Experience: Brand Master - communications, marketing, media

Interesting fact: Steve produced and edited 2 full length feature films: Punchcard Player and 1,2,3



Laura Miller

Top Producer - Keller Williams

Experience: began Real Estate career in 2005

Interesting fact: Laura enjoys giving back to local charities including KW's "Hearts that Care."



Kevin Cooper

"The Cooper Team" Keller Williams

Experience: Consistent Top Producer; Broker; Began real estate career in 2002.

Interesting fact: Holds a Master Degree in Organizational Mgmt



Kelli Griggs

Top Producer Morris Williams Real Estate

Experience: 20+ years in Lending & Real Estate

Interesting fact: Mastered the art of Boutique Brand service



Russell Williams

Principal Auction.com Short Sale Division

Experience: over 15 years in Capital Markets & Real Estate

Interesting fact: Russ is an avid Tri-Athlete



Rico Rivera

Old Republic Home Protection

Experience: Past President of Sac NAHREP; One of the founders of YPN (Young Professionals Network)

Interesting fact: Rico also runs a successful DJ business.



Rochelle Murphy

Founding member of Auction.com Short Sale Division

Experience: Licensed since 1999

Interesting fact: Born in Mexico; daughter to two Real Estate Brokers



Brian Seva

Broker, Seva Realty

Experience: 2003 to present

Interesting facts: Brian was a high school basketball coach for 7 years. Believes diversity is the key to real estate wealth.



Zack Bacon

Broker Associate

Experience: 12 Years/Real Estate

Interesting facts: Zach enjoys golf, dinners, hiking, and Scotch samplings, as well as giving back to the community.