

EVENT AGENDA

FRIDAY, SEPTEMBER 27, 2019

12:30PM – 12:35PM

Kick Off Message

NAHREP & L'ATTITUDE Co-Founder Gary Acosta kicks off our exciting event with a powerful message of how to transform your business with NAHREP.

Gary Acosta, Co-Founder & CEO, NAHREP

12:35PM – 1:15PM

How Professional Athletes Are Evolving America's New Mainstream Culture

A panel of professional superstars discuss how professional athletes are using social media to create brands, inspire culture, and debate social issues.

Moderator: Earl Watson, Former Head Coach, Phoenix Suns

Panelists: Terrell Owens, American Football Wide Receiver (*Invited*)

Matt Barnes, American Basketball Player (*Invited*)

1:15PM – 1:35PM

Fireside Chat

The industry continues to change at increasing speeds, but what does that mean to you and your business? Brien McMahon, SVP and Chief Franchise Officer, Radian Group, Inc. and Gary Acosta team up for a thought-provoking and value-filled fireside chat where they share critical insights that will set you up for success in today's marketplace.

Gary Acosta, Co-Founder & CEO, NAHREP

Brien McMahon, Senior Vice President and Chief Franchise Officer, Radian Group Inc.

1:35PM – 2:05PM

Opening Keynote

In this highly impactful keynote, René Rodriguez will break down the neuroscience of influence. He will personally guide you through step-by-step methodologies to create influence from the front of the room, in meetings and one-on-one. You will learn and put into practice René's proprietary 3-step process to become a more powerful presenter, communicator, and influencer. Highly interactive and immediately applicable.

René Rodriguez, CEO, Volentum

2:05PM – 2:35PM

Top Producer Panel

This year's top producer panel is stacked with talent ready to share their secrets to success. We have some of the highest producers in the nation onstage, sharing strategies that you can take and implement immediately into your business.

Moderator: René Rodriguez, CEO, Volentum

Panelists: Alfredo Madrid, Branch Manager, Supreme Lending

Andres Munar, Co-Founder/Loan Officer, Keystone Alliance Mortgage

Alex Diazibarra, Home Mortgage Consultanta, Wells Fargo Home Mortgage

Claudia Mostashasi, Residential Mortgage Loan Originator, HomeSource Mortgage (*Invited*)

Lizy Hoeffler, Senior Loan Officer, Guild Mortgage

2:35PM – 2:50PM

Sponsor Remarks: Freddie Mac

Dedicated to connecting with real estate professionals to make the housing ecosystem thrive.

Danny Gardner, Senior Vice President, Single-Family Affordable Lending

and Access to Credit, Freddie Mac

2:50PM – 3:20PM

Keynote—The Three Most Powerful Words for Greater Success

Change your business—and your life—with just three words as our speakers show you how to be more effective, more impactful and more successful on a daily basis. Changing times create new opportunities and for those who have focus and drive, there's never been a better platform for success.

Casey Cunningham, CEO & Founder, XINNIX

3:20PM – 3:45PM

Power Panel—How to WIN with Agents

In this high-powered panel with have some of the most successful and recognizable faces in real estate on stage sharing what they love and hate about working with loan officers. We have invited them to bring their passionate and unfiltered perspectives to this session along with what they want to see from loan officers in 2020 to earn their business.

Moderators: René Rodriguez, CEO, Volentum

Panelists: Erika Borunda, Real Estate Agent, Compass

Joe Castillo, Managing Broker, RE/MAX Mi Casa

Mark Dimas, Broker, Mark Dimas Properties

Christian Fuentes, Real Estate Agent, RE/MAX Top Producers

3:45PM – 4:25PM

Elevate PITCHFEST

You can have all the best ideas and strongest value propositions but if you can't communicate them in a way that builds trust for people to act, then IT DOESN'T MATTER! Presentation and the ability to influence is a skill that can be learned, and if mastered, will catapult you ahead of your competition. In this highly engaging "mini workshop," you will roll up your sleeves to learn how to answer the most important question of "Why now is the time to buy..." Audience-chosen participants will have the option of giving their pitch to our judges from the big stage to earn an exciting prize!

René Rodriguez, CEO, Volentum

4:25PM – 4:55PM

Underdog: The Story of a Real-Life Rocky Balboa

Speakers: Andy Ruiz Jr., Heavyweight Champion, Professional Boxer

Andy Ruiz Sr.

4:55PM – 5:10PM

Closing Remarks

René Rodriguez, CEO, Volentum