

CONFERENCE AGENDA

FRIDAY, APRIL 21

7:30 AM – 5:00 PM

REGISTRATION

Location: Grand Ballroom Foyer

8:30 AM - 10:30 AM

INTERNATIONAL PROGRAM

The International Program will consist of presentations and a panel discussion of how real estate transactions are performed around the world, highlighting the legal and technical nuances of the selected markets. Following the panel, attendees will be able to sit down with presenters at our "Deal Exchange Roundtable" to get more detailed information and ask questions.

Location: Miami

Moderator: [Atsuko Yube](#), AREAA National

Speakers: [Gene Shi](#), China, [Ruwan Jayasuriya](#), Sri Lanka, [Soelaeman Soemawinata](#), Indonesia, [Winson Chan](#), Canada, [Javier Montero](#), Mexico, [Hayaki Sugiura](#), Japan, [Min Suh](#), Korea

8:30 AM - 09:45 AM

LENDERS AND THEIR PORTFOLIO – WHY IT SHOULD MATTER TO YOU?

This multi-topic session will break down different aspects of lending to luxury and international buyers. Topics include a discussion of Portfolio Lending, How Foreigners Can Build Credit, Navigating International Taxes, and Luxury Lending.

Location: Coconut Grove

Moderator: [Steve Lee](#), AREAA National

Speakers: [Bryan Ahn](#), Chase, [Chris LoPilato](#), National FCG, [Michelle Kim](#), HSBC

9:00 AM - 11:00 AM

EFFECTIVELY SERVING THE ASIAN AMERICAN MARKET

Asian Americans come from a wide variety of cultural backgrounds that shape their business views and practices. This session, led by AREAA Co-Founder John Wong, explores some of these nuances so that you can avoid mistakes that could cost you business, or conversely, help you finally close that deal.

Location: Bal Harbor

Speakers: [John Wong](#), AREAA National

10:00 AM - 11:15 AM

BEST PRACTICES OF REAL ESTATE A LISTERS

Great things you can do to increase your international & luxury sales, expand your mind and lead your team... shared by the top real estate "A-Listers of AREAA."

Location: Coconut Grove

Moderator: [Jessica Ye](#), AREAA National

10:30 AM - 11:30 AM

AREAA GLOBAL UPDATE

Get up close and personal with the people behind some of the many exciting initiatives of AREAA Global. AREAA Global is a for-profit business opportunity incubator that is 100% owned by AREAA. All profits made by AREAA Global are reinvested into AREAA to help achieve our mission of increasing AAPI homeownership and empowering those who serve the market. By helping your business do well, AREAA Global helps AREAA do good.

Location: Miami

Speakers: [Michelle van Ruyven](#), Serene Homes, [Javier Montero](#), Mayakoba Residences, [Mitch Ginsberg](#), Commloan

FRIDAY, APRIL 21 CONTINUED

11:30 AM - 12:45 PM
INTERNATIONAL LUNCH (INVITE ONLY)

Dine on an inspired cuisine whilst listening to experts discuss some of the finer nuances of working the international real estate market.

Location: Coral Gables

Sponsored by:



1:00 PM - 3:00 PM
GENERAL SESSION FIRESIDE CHAT

AREAA's 2017 President Angie Lee sits down with Stephen B. Siegel, Chairman-Global Division of CBRE, for an intimate discussion of his meteoric rise in his real estate career - which began when he was just 17 years old, to his ambitious global launch of CBRE, and lastly his predictions for the near future of international commercial investment and real estate.

Location: Grand Ballroom

Moderator: Angie Lee, AREAA National

Speakers: Stephen B. Siegel, CBRE

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GENERAL SESSION EXPLORING GLOBAL CAPITAL FLOWS

Foreign investment in real estate continues to be a critical part of the real estate market. What are the hottest global markets for foreign investment in real estate? What are the internal and external factors shaping the investment climate in these cities? Our panel of experts goes in-depth behind the numbers to shed light on what is happening in the world of global real estate investment.

Location: Grand Ballroom

Moderator: John Wong, AREAA National

Speakers: Craig Studnicky, ISG World, Jose Rasco, HSBC, Anthony Chan, JP Morgan Chase, Mario Garnero, Grupo Brasilinvest, Jesse Ottley, Cervera Real Estate

3:15 PM - 4:30 PM

BREAKOUT 1: THE LUXURY DEVELOPERS PANEL

We've brought in some of the biggest developers in country to showcase their current projects and discuss some of the exciting development trends that are reshaping luxury real estate.

Location: Miami

Moderator: Randy Char, AREAA National

Speakers: Joseph Kavana, Metropika Holdings, Ryan Shear, PMG, Nitan Motwani, Miami World Center, Reid Boren, Two Roads Development, Carlos Melo, Melo Group

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BREAKOUT 2: THE INTERNATIONAL FINANCE PANEL

Obtaining financing for an international client can be challenging. There are many different paths with myriad benefits and drawbacks. Find out everything you need to know to be sure you are getting your client the best deal possible.

Location: Coconut Grove

Moderator: Amy Lee, AREAA National

Speakers: Kurt Matthews, KF Matthew & Co, David Gates, HSBC, James Park, EverBank, Charles Ruffin, Emigrant Bank, Luke Palacio, Citibank

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BREAKOUT 3: GLOBALIZING YOUR BUSINESS WITH TECHNOLOGY

So you have a listing that you would like to promote overseas – how? Learn how to leverage cutting edge technology and get your listings in front of international buyers.

Location: Bal Harbor

Moderator: Tim Hur, AREAA National

Speakers: Janet Case, Proxio, Michael Orme, Mansion Global, Rob Mehta, Coldwell Banker, Josh Cunningham, Investorist

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6:00 PM - 7:30 PM
WELCOME RECEPTION

Location: Palm Gove/Bahia

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CONFERENCE AGENDA

FRIDAY, APRIL 21 CONTINUED

8:00 PM - 9:30 PM

DIRECTORY RECEPTION (INVITE ONLY)

Join AREAA in congratulating our top luxury, Commercial and International agents! Mix and mingle with AREAA's top producers in a luxurious atmosphere.

Location: EAST Hotel 788 Brickell Plaza, Miami, FL 33131

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Sotheby's
INTERNATIONAL REALTY

SATURDAY, APRIL 22

7:30 AM – 5:00 PM

REGISTRATION

Location: Grand Ballroom Foyer

9:00 AM - 10:15 AM

BREAKOUT 4: CHINA'S US GOLD RUSH

In the early part of the 21st century, China was virtually nonexistent on the global investment scale. Today, they invest more money in US real estate than the next four countries combined. What changed? This panel will explore in-depth this amazing development and what it means for you.

Location: Miami

Moderator: Jim Park, AREAA National

Speakers: James Wright, Century 21, Elizabeth Harrington, Hurun Report, Bruce Pickering, Asia Society, Gene Shi, HomeLink

BREAKOUT 5: MINING FOR GOLD: BUILDING A POWERFUL BUSINESS NETWORK

Learn how to identify top agents overseas, find the perfect lender anywhere in the world, and maintain a steady flow of high end or international clientele. Our panel of experts will walk you through the process of how to build a powerful and productive network.

Location: Coral Gables

Moderator: Ace Wantanasuparp, AREAA National
Speakers: Brett Dickinson, Pacific Sotheby's International Realty, Peter Turtzo, Berkshire Hathaway, Laurent Demeure, Coldwell Banker, Jeff Fisher, Chase, Melissa Miller, RE/MAX

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GLOBAL LUXURY

BREAKOUT 6: A GLOBAL GATEWAY LIKE NO OTHER: MIAMI

Miami has become one of the hottest US destinations for global investment in real estate. Take an in-depth look at how the city has transformed itself into a true global investment powerhouse.

Location: Bal Harbor

Moderator: Teresa Kinney, MDAR

Speakers: Alicia Cervera Lamadrid, Cervera, Nicholas Martinez, Miami Downtown Development Authority, Eric Olafson, Port of Miami, Lydia Sacasa, Wells Fargo

10:30 AM - 11:45 AM

BREAKOUT 7: AREA GOES TO WASHINGTON

AREAA's core mission is to promote and increase sustainable and affordable homeownership within the AAPI community. Each May, AREAA members head to Washington DC for the annual Policy Summit. In this session, learn about AREAA's policy positions for this year, and how they affect the community and your business.

Location: Bal Harbor

Moderator: Don Choi, AREAA National

Speakers: Scott Saunders, Asset Preservation Inc., Irene Bueno, NVG Consulting, Scott Berman, AREAA, Vijay Yadlapati, NAR

BREAKOUT 8: VIRTUAL REALITY, DRONES, AND THE NEW AGE OF MARKETING

Virtual reality is making it where clients can step into a home anywhere in the world from the comfort of their own couch. Drones are allowing agents to create stunning photography and videography for their marketing campaigns. This panel will explore (and perhaps demonstrate!) the myriad ways that real estate marketing is evolving in the 21st century.

Location: Coral Gables

Moderator: Sherwin Escanuela, AREAA National

Speakers: Paola Bisoneaux, Coldwell Banker, Anthony Askowitz, RE/MAX

BREAKOUT 9: UNDERSTANDING HIGH NET-WORTH INDIVIDUALS

Did you know that CostCo© was rated the top place to shop in a survey of HNWI's? Explore the consumer and buying trends of the uber-wealthy to gain a better understanding of who they are and what they want from an agent.

Location: Miami

Moderator: Zar Zarganeh, AREAA National

Speakers: David Friedman, Wealth X, Jarrod Guy Randolph, JGR Consulting, David Fite, Fite Group Luxury Homes, Ann Sugai, Chase, Felise Eber, Coldwell Banker

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GLOBAL LUXURY

SATURDAY, APRIL 22 CONTINUED

12:00 PM - 1:30 PM

KEYNOTE LUNCHEON (TICKETED EVENT)

Network with attendees from around the globe. Enjoy and lunch with a special keynote speaker.

Location: Grand Ballroom

Keynote Speakers: [Kal Penn](#) is a rising Hollywood star. But what sets him apart is his off-screen eloquence, his passion for the intersection of pop culture, politics and race—and the fact that he stopped his career midstream to work for the White House. Recently, he’s made global headlines for raising over half a million dollars in under two days for Syrian refugees.

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2:00 PM - 04:00 PM

MIAMI BOAT TOUR

Join us for an exciting and informative boat tour of the mixed-use Miami River.

All attendees will receive a great take-away: a detailed handout highlighting the more than 1,100 new residential units featuring additional sections of the public Riverwalk. The tour includes retail & marine industrial business sites in addition to learning more about ongoing Miami River improvements.

Location: Meet at Four Seasons Valet Lobby

WYNWOOD MIAMI ART TOUR

Across the world, art plays a vital role in the creation of community and cultural identity. It has the power transform blighted neighborhoods into vibrant centers of social and economic activity and change the landscape of a city. We invite you to experience one such of these neighborhoods: the Wynwood District of Miami.

Location: Meet at Four Seasons Valet Lobby

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COMMERCIAL SESSION

#1 - Luxury Hotel and Retail Development
Many developers are focusing on luxury projects around the country. What is driving this? How much more luxury can the markets absorb?

#2 - Luxury Retail Trends Shopping malls and new retail developments are adding many international luxury retailers. What retail strategies are working and what are not?

Location: Bal Harbor

Moderator: [Eugene Wang](#), AREAA National

Speakers: [Faith Hope Consolo](#), Douglas Elliman Real Estate, [Sam Suzuki](#), Suzuki Capital LLC, [Michael Hanschen](#), Matthews Southwest

2:00 PM - 3:15 PM

SESSION 10: THE NORTH AMERICAN INVESTMENT NETWORK

Throughout human history, trade routes have facilitated cross-border commerce and economic growth. Today, perhaps the most active and lucrative trade network is between North America and Asia, particularly in real estate. Learn more the capital flow between Asia, Canada, Mexico, and the United States is reshaping global real estate

Location: Coral Gables

Moderator: [John Reza Parsiani](#), AREAA Greater Miami

Speakers: [Chris Kervandjian](#), Century 21, [Francisco Angelo](#), Coldwell Banker, [Dano Sayles](#), RE/MAX, [Don Pingaro](#), Ocean Insiders LLC

SESSION 11: MILLENNIALS AND LUXURY REAL ESTATE

As the largest consumer group in the nation begins coming into their own financially, there is much evidence that millennials are abstaining from the luxury market. Why is this? What barriers are preventing millennials from purchasing luxury properties? What are the solutions?

Location: Miami

Moderator: [Sherry Chris](#), Better Homes & Garden

Speakers: [Skylar Olsen](#), Zillow, [Edgar David](#), Chase, [Danny Hertzberg](#), Coldwell Banker



CONFERENCE AGENDA

SATURDAY, APRIL 22 CONTINUED

3:30 PM - 4:45 PM

SESSION 12: MAKING YOUR MARKET MATTER

When marketing to international investors, sometimes agents outside of the “gateway” cities can sometimes feel at a disadvantage. How can secondary markets promote themselves overseas as viable investment alternatives to the bigger, more well-known cities?

Location: Coral Gables

Moderator: Tom Truong, AREAA National

Speakers: Kenny Truong, Climb Realty (Oakland), Vicky Silvano, Century 21 SGR (Chicago), Janet Minard, Toronto Home Realty(Toronto), Dean Jones, Sotheby’s International Realty (Seattle), Irina Kim Sang, Coldwell Banker (Miami)

SESSION 13: THE SOPHISTICATED MARKETER

Marketing a luxury home can be an expensive task, but with a little outside the box thinking you can create effective and professional campaign that will make your listing stand out from the crowd. Learn from some of our top producing luxury agents how they market their listings to get results fast.

Location: Miami

Moderator: Herman Chan, AREAA National

Speakers: Nadine Fite, Fite Group Luxury Homes, Jeff Toth, Crimeiju, Jared Shapiro, Ocean Drive Magazine, Jill Eber, Coldwell Banker, Mike Reagan, RE/MAX

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GLOBAL
LUXURY

7:00 PM - 9:00 PM

MIAMI NIGHT OUT (TICKETED EVENT)

Location: Mandarin Oriental Miami 500 Brickell Key Dr, Miami, FL 33131

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CHASE

SUNDAY, APRIL 23

7:30 AM – 12:00 PM

REGISTRATION

Location: Grand Ballroom Foyer

8:00 AM - 5:00 PM

CIPS COURSE: THE AMERICAS AND INTERNATIONAL REAL ESTATE (TICKETED EVENT)

This course offers you practical information on working with Caribbean, North, Central, and South American investors. Historical and cultural influences, regional relationship, and investment opportunities are covered along with a special focus on Mexico.

Location: Coconut Grove

10:00 PM - 12:00 PM

CLOSING BRUNCH: THE FUTURE OF LUXURY REAL ESTATE (TICKETED EVENT)

What does the luxury market of tomorrow look like? Who is the luxury buyer of the future? What do they want? Where are they looking? Featuring some of the top minds in luxury real estate, this panel goes in-depth to examine some of the most critical trends that are redefining the market as we know it.

Location: Grand Ballroom

Moderator: Charlie Young, Coldwell Banker

Speakers: Craig Hogan, Coldwell Banker, Anne Miller, RE/MAX, Kevin Thompson, Sotheby’s International Realty, Randy Char, AREAA National

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*Program subject to change
Visit areaa.org/summit for the most updated program

SUNDAY, APRIL 23 CONTINUED

1:00 PM - 5:00 PM

MANSION TOUR (TICKETED EVENT)

Enjoy an afternoon tour of three of Miami's most exclusive waterfront mansion listings with some of the city's top luxury brokers on Sunday, April 23 after the Global Luxury Summit brunch.

Location: Meet at Four Seasons Valet Lobby

PRE-DEVELOPMENT TOUR (TICKETED EVENT)

Miami is unmistakably known as a top destination for some of the world's wealthiest families. Each year, more and more ultra high-net-worth individuals are drawn to its shores as a place they want to live, work and play.

Location: Meet at Four Seasons Valet Lobby

6:00 PM - 7:30 PM

LEADER'S RECEPTION (INVITATION ONLY)

Location: Marion 1111 SW 1st Ave Miami, FL 33130

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