

# SHIBA and Leadership Event Summary



August 19<sup>th</sup> and 20<sup>th</sup>, 2014

Holiday Inn

6000 Middle Fiskville Road

Austin, TX



Austin Association of  
Real Estate Brokers

The NAR Diversity Grant Review Panel met on May 21, 2012 and voted unanimously to fully fund the Austin Association of Real Estate Brokers (AAREB) grant.

On August 19th and 20th AAREB held a FREE event to bring the State of Housing in Black America report to the Austin area. The SHIBA Report provides a detail view into the real numbers and facts that impact and impede Black families from realizing the dream of homeownership. On the 20th we had the privilege of having one of the country's leading trainers, LJ Jennings of Oakland California to teach on leadership in the morning. This was an intensive program to build a stronger and more effective Board of Directors and leadership team for your organizations. We invited Realtist, Realtors and community leaders who are on a board, or have a desire to take on a leadership role. The second half of the day was geared to Realtors and Realtists. Tom Ferry's Debbie Holloway spoke to the challenges of today's marketplace. Her focus was on: Mindsets, Business systems, Presentation and Conversion skills, Planning and Organization and Lead generation.

The feedback from our event has been outstanding. Some of the comments we received from the event:

*"The free event (SHIBA/Leadership) was one of the best, well organized and informational seminars I've been to. The speakers were all very knowledgeable and professional"*

*~ Francine Stanton, Broker/Owner, Realtor*

*"The two days I spent with you were phenomenal! I thoroughly enjoyed both days and walked away with many nuggets that I have already started implementing in my business".*

*~ Marilyn Deen, REALTOR®*

*"Your speakers were both wonderful and informed. Their passion and commitment came through and I think resonated with the crowd"*

*~ Glen Moss*

We had a great turnout – 83 people the first day and 39 people the second day. We added 4 new members, raised our brand in the community and learned a lot from the training sessions. We also sent emails asking for attendees' feedback on the event. We wanted to know what we did right and what we can improve for the next time. One of the suggestions was to have an ice breaker to introduce the attendees to each other (a 5 minute business card exchange).

As a result of the breakout groups AAREB's current focus:

- Education - community (emphasis on youth and aging parents), stakeholders, policymakers and members

- Communication - Promotional campaign on wealth generation, including homeownership
- Advocacy - work with other community organizations to be the voice of homeownership in Austin

The learning is: leverage what others in our community are already doing -"If You Want To Go Fast, Go Alone. If You Want To Go Far, Go Together"

The City Austin Challenge can be summarized in the following article from Ryan Robinson, city of Austin demographer -<http://www.austintexas.gov/page/top-ten-demographic-trends-austin-texas>

*"The city's African American share of total population will more than likely continue its shallow slide even as the absolute number of African Americans in the city continues to increase. The import of this decrease in share should not be underestimated as just a few decades ago African Americans made-up around 15% of the city's population and just a few decades from now African Americans could represent a mere 5% of the city's population and constitute the smallest minority group in the city."*

### **Going Forward**

So far, the Greater Austin Black Chamber has agreed to work with AAREB on quarterly wealth meetings to start in 2015. AAREB will be responsible for the content and the Chamber will host it at their location, send out the invitations and market the events.

We have also communicated with the Houston NAREB chapter on their school curriculum. Their Woman's Council had started a program a few year ago which will help Austin introduce wealth into our underserved schools.

The Austin Board of Realtor is moving in their new facility in 2015. They are interested in opening the building up to the community once a month. They are open to doing joint events with AAREB as we focus on homeownership and wealth building in our community.

I have spoken to Bank of America and Merrill Lynch who are excited about partnering with AAREB on their Wealth Management focus - designed to help our community grow, preserve, transfer and structure your wealth.

We are also following up with the attendees on a monthly basis. It keeps them informed and us accountable.

**A special Thank You** - Thank You to everyone involved in making the 2 days a watershed event for AAREB. We made a video for you....



shibaintro.mp4