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R E A L E S T A T E

March 7, 2023

9 AM - 2 PM

The Improv Houston

7620 Katy Freeway Frontage Rd

Unit 455

Houston, TX 77024

#OpenBook

#SecretsToSuccess

THE SECRET TO SUCCESS!



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REAL ESTATE



Agenda

9:00-10:00 am

Registration/Networking

10:00-10:10 am

Welcome

10:10-10:20 am

Sponsors

10:20-10:40 am

Charles Hernandez: Scalable Real Estate Investing

10:40-11:00 am

Morad Fiki: Unlock the Greatness Inside of You

11:00-11:25 am

Miguel Sanchez: Seizing Investment Opportunities & Networking

11:25-11:50 am

Woman in Real Estate: Gayla Gayden, Yvonne Cazares, & Olga Garza

11:50-12:30 pm

Lunch/Comedian (Alan Adams)

12:30-12:55 pm

Natasha Valesek: Creating the Luxury Customer Experience

12:55-1:30 pm

Sekou: Lead Conversion

1:30-1:55 pm

Julia Wang: Branding & Social Media

1:55-2:00 pm

Closing Remarks

WELCOME MESSAGE

Welcome to the ultimate platform for real estate professionals! I am thrilled to have you join us for this exciting event where you will have the opportunity to connect with industry leaders, gain invaluable knowledge, and take your career to new heights.

We have brought together some of the most successful agents and leaders in the industry to share their proven methods and strategies for success.



I am confident that the insights and inspiration you will gain from our speakers will help you achieve your goals and thrive in your real estate career.

But Open Book is more than just a learning experience – it's a community of like-minded professionals who are passionate about what they do. I encourage you to take advantage of the networking opportunities and connect with other attendees who share your goals and values.

Thank you for joining us at Open Book, and I look forward to seeing you succeed and reach new heights of success in your real estate career.

Best regards,

Christopher Almaraz | Host of Open Book

<https://houstonfinest.realty/>

CHARLES HERNANDEZ

HomeSelling Solutions (HBHS), a real estate investment company in San Antonio, TX, to help homeowners find solutions for problem properties. Charles has a wealth of experience in structuring creative finance deals and worked closely with hard money lenders to assist investors. However, like many, Charles took a big hit during the 2008 financial crisis, but he refused to give up.

In 2012, Charles founded HBHS as a solopreneur and decided to become an investor himself. He found himself with more deals than he could handle and convinced his daughter's boyfriend, Mike Llanas, to become a licensed real estate agent to handle the traditional home selling side of the business. In his first three years as a real estate agent, Mike earned numerous awards for closing 60-70 traditional deals per year while being active duty in the army.

Today, Mike and Charles run San Antonio's largest Real Estate Investment Association (REIA) and teach their students how to stop foreclosures, buy homes without banks, and sell homes and be the bank. They believe in maintaining a strong company culture and encourage their team and vendors to work with them, not for them. HBHS has grown to bring in seven figures a year with a strong emphasis on creative finance deal structuring.



844-934-8785
charles@hbhs.com

<https://hbhs.com/>

MORAD FIKI

Morad Fiki is the #1 Real Estate Expert on Social Media in Texas. He has been awarded Top 1.4% Real Estate Agents In the United States through Real Trends and has over 100 Million in Career Sales.

Morad helps people who feel stuck in their careers and their lives and have no sales, no business, no customers, and no idea where to go from here to get out of their own way and realize the greatness within themselves. He believes that once you do this you can unlock your potential and take profound steps to live your best lives and have a business that reflects that.

Morad is on a mission to inspire 10 million real estate professionals and associated services providers to grow their businesses to six figures and beyond so that they can make a greater impact on their own lives, families, and communities.



Broker Associate
Former US Naval Officer
Keller Williams Metropolitan
832-610-4290
Morad@moradfiki.com

<https://www.moradfiki.com/>

MIGUEL SANCHEZ

As President and Chief Executive Officer of GoldQuest Capital, Miguel Sanchez is responsible for the company's overall strategic vision, operation, and performance-driven results that will increase shareholder value.

Miguel Sanchez serves as President and CEO of Gold Quest Group, LLC, a top-tier direct lender, financial brokerage, and syndication firm of Residential, Commercial, and Heavy Industrial financing. Mr. Sanchez has over 22 years of extensive lending experience and has cultivated relationships within the business sectors on all levels: local, national, and international. As one of the most respected lenders in Texas, he is recognized for partnerships that have produced the most notable developments in real estate. His entrepreneurial spirit and passion for real estate, finance, and development are attributed to his deeply rooted influence from an early age. Mr. Sanchez's vision remains steadfast in his commitment to growth and leveraging opportunities.



1001 West Loop South, Suite 803
Houston, TX 77027
info@goldquestgroup.com
(713) 621-6466

<https://goldquestcapital.com/>

SHELLIE HAAS

**Panel Moderator |
Partner/President at
International Title Services**

Meet Shellie Haas, an established leader with over two decades of title insurance experience that include past leadership positions in mortgage lending and government real estate. Shellie is the President of International Title Services, based in her hometown of Houston Texas, and the CEO of FXN Title Holdings, which is a finance and resource firm for title agency startups and restructures.



She found a niche in the industry for title insurance startups and agency consulting to National firms desiring to launch in the Texas market. She has launched successful startups for national mortgage companies, homebuilders, real estate tech firms and small boutique agencies throughout the State of Texas, as well as nationally. Shellie has a passion for revolutionizing the title industry and has made it her mission to enhance the customer experience through exciting advancements in technology. She believes success is in building strong relationships and understanding the needs of others. She is an advocate for educating industry newcomers and sees the need for more title insurance professionals to break into this unique industry

**help@internationaltx.com
281-465-8600
19450 State Hwy 246 Suite 170
Houston, Texas 77070**

<https://www.internationaltx.com/>

GAYLA GAYDEN

Gayla Gayden has achieved her dream of creating a team of like-minded professionals who share her passion and professionalism in the real estate industry. As the leader of The Gayden Team, she has worked extensively with home builders, architects, and clients to provide unparalleled service in Houston's high-end buying and selling market. Gayla is a top producer in the industry and is widely recognized as one of the best realtors in selling, buying, and renting properties. She believes in developing strong relationships with her clients, many of whom become dear friends for life. If you want to experience exceptional service and professionalism in the real estate industry, Gayla Gayden and her team are the perfect choice.



24044 Cinco Village Center Blvd
Suite 150,
Katy, TX 77494
281-704-3673
infotgt@thegaydenteam.net
gaylagayden1@gmail.com

<https://thegaydenteam.net/>

YVONNE CAZARES

Meet Yvonne Cazares, a seasoned real estate broker with over 6 years of experience in the industry. Before entering the world of real estate, Yvonne worked as a procurement manager for over 12 years in the oil and gas sector. . However, her passion for real estate investment led her to make a career change. After investing in real estate herself, Yvonne quickly realized that she had a knack for the business. She decided to take her skills and knowledge to the next level by starting her own brokerage and team.



With hard work and dedication, she was able to build a thriving business, helping clients buy and sell properties in the area.

Yvonne's experience as a procurement manager has been invaluable in her real estate career, as it has taught her how to negotiate deals and manage complex transactions. Her success as a top performer in the real estate industry is a testament to her tenacity and resilience. After going through a divorce and being a single mother of 2 young kids, she was able to bounce back and build a successful business from the ground up. She is passionate about helping others achieve their real estate goals and is committed to providing her clients with the highest level of service. As the leader of The Monarch Team, Yvonne and her team specialize in serving all real estate needs, working with hedge funds, banks, investors, and buyers and sellers.

Yvonne personally specializes in foreclosure and distressed properties and finds it more rewarding to help clients out of tough situations than just making a profit!

(713)903- 7279

yvonne@themonarchteam.net

7930 Broadway Ste 102

Pearland, TX 77581

<https://www.themonarchteam.net/>

OLGA GARZA

As a native Houstonian, Olga Martinez-Garza (affectionately called The OMG Realtor because of her initials) brings years of training and experience when it comes to assisting with your real estate needs. She earns her client's trust by working tirelessly on their behalf, having prompt communication, being transparent, and offering candid advice.

Being Bilingual (English/Spanish) has enabled her to help dozens of families find their dream home and/or investment property in the city and local towns she serves. Whether working with first time home buyers to luxury buyers and listings, her vast experience will help achieve the best outcome in every transaction. Her love of service and "doing more" has directly transcended into her real estate practice and has turned strangers into - repeat clients and life long friends.

In 2020 she joined the National Association of Hispanic Real Estate Professionals (NAHREP) and was installed as the 2023 President for the Houston Chapter where she strives to fulfill their mission of sustainable Hispanic Homeownership. In 2021, she along with her business partner joined forces and together started their own real estate team named PowerHouse Property Group where Olga serves as the team lead. PowerHouse Property Group quickly escalated the production ladder within the brokerage and received the Circle of Excellence - Diamond Award for their production in 2022.



olga@theomgrealtor.com

281-780-8610

23102 Seven Meadows Parkway

Katy , TX 77494

<https://olgamartinezarza.jpar.com/>

NATASHA VALASEK

Natasha brings over 15 years of experience in the real estate industry to her current roles as the Managing Broker of Keller Williams Clear Lake and Keller Williams Houston Preferred, as well as the owner of Keller Williams Clear Lake. Her background in luxury apartment communities inspired her to start her own firm, eNVy Real Estate, in 2014 after obtaining her Broker's license. Natasha's success and dedication to her work was recognized in 2014 when she was named The Women's Council of Realtors Entrepreneur of the Year.



Throughout her career, Natasha has developed a reputation for working with high-profile clients, including athletes from the Houston Dynamo's and Houston Astros, and has consistently secured luxury home listings. In 2018, she joined Keller Williams Clear Lake as the Managing Broker, bringing all of her agents with her, and has since helped the market center grow from 250 agents to 400 agents. Natasha also started a luxury division at the Clear Lake market center, which has helped make it the area's leader in luxury listings.

In addition to her roles with Keller Williams, Natasha is also a MAPS coach. She is married to Nick, and they have a 14-year-old son named Nolan. They share a love for traveling to watch Nolan play baseball across the country, and they have three corgis. Natasha is also bilingual in Spanish and enjoys dancing to all genres of music, as well as trying new foods and relaxing by the water.

18050 Saturn Ln, STE 100

Houston, TX 77058

sold@natashatxbroker.com (832)

860-3064

<https://natashatxbroker.com/>

SEKOU PYLE

Sekou Pyle is a full-time trainer, one-on-one coach, and management consultant at Liberty Realty. He directs group coaching calls and The Liberty Realty intensive training program. With a goal to help both new and experienced agents find their niche, Sekou's training program provides the ideal scenario to pass on as much knowledge as possible to all trainees. His courses include Mindset Training, Goal Setting, Prospecting for new and repeat business, and Objection Handling Master Class.



Sekou's training program has helped many sales professionals succeed in a rapidly changing market. He looks to change the sales dynamic for each of the salespeople he works with and has helped create and inspire some of the top agents in the field. Sekou provides targeted skills development sessions and redefines personal and professional goals for optimal outcomes using the time-tested techniques of some of the greatest sales gurus and the science of communication in the application of NLP.

With a track record of success directly related to the growth and success of his clients, Sekou is changing the dynamic of his business and keeping a smaller circle. To find a new dynamic to your business and grow in ways yet unattainable, set up an appointment with Sekou today.

sekou.pyle@gmail.com
(201) 743-9376

<https://www.facebook.com/groups/c2cap/>

JULIA WANG

Julia Wang is a leading figure in the Texas real estate industry, holding the highest real estate license as a Broker and Owner of NextGen Real Estate. Her corporate and educational background in marketing has given her an edge in understanding the new wave of real estate marketing through online platforms, which has earned her nationwide recognition and a massive following on social media.



Her expertise has earned her several awards, including being named the #1 Realtor on Social Media and one of the 'Top 5 Real Estate Agents to Follow' by Yahoo Finance. Julia is also a sought-after speaker for reputable podcasts and panels in the fast-changing real estate industry.

Julia established NextGen Real Estate in November 2020, and it has quickly grown to become the fastest-growing brokerage in Houston, with a team of 130 experienced agents. Julia's approach is to always use the latest advanced technologies to service her clients and team, whether it is for first-time homebuyers or large developers. What Julia loves most about real estate is forming lifelong relationships with her clients, which makes it more than just a job.

If you're looking to buy, sell or lease in Texas, Julia Wang and her NextGen team are the experts to trust.

9135 Katy Fwy #211
Houston, TX 77024
832-736-1673
info@nextgen.realestate

<https://www.nextgen.realestate/>

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openbookhouston@gmail.com



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