



Learning from U.S. Hispanic Home Buying Conversation Drivers



Featuring:
Eric Diaz, The Nativa

Among other Hispanic conversation drivers that will be discussed during the presentation will be:

- What drives English speaking Hispanic conversations vs. Spanish speaking in regards to homebuying?
- Interest rates, down payments, earnest money, and closing costs. What financial topics are most relevant to Hispanics?
- What are top neighborhoods of interest for Hispanics in the Phoenix area?
- Do Hispanics rely on data from Zillow, Trulia, Redfin or others when doing their own research on home purchases?
- What other issues do Hispanics discuss, such as safety stats, school zones, house flipping, and more?

April 20, 2016

11:00 am - 1:00 pm

Register under Events:
WWW.HAREPARIZONA.ORG

\$15 for everyone

3003 Phoenix Corporate Tower
3003 N Central Ave
Phoenix, AZ 85012