



2024 Annual Impact Report



HREPA Haitian Real Estate
Professionals Association INC

Building a global network of trusted real estate professionals to
advance Haitian homeownership and create generational wealth

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About HREPA



Vision

To be the premier global network of real estate professionals advancing Haitian homeownership around the world



Mission

HREPA's mission is to empower real estate professionals serving the Haitian community through education, networking, and leadership development while advancing access to real estate knowledge and homeownership for Haitians worldwide through advocacy and community engagement.



Strengthening our network, grounding our mission, and
building the foundation for Haitian homeownership worldwide



Letter from the President

2024 was one of intentional building.

From the beginning, my focus was clear: to lay a strong and sustainable foundation for HREPA—one that would allow us not only to grow, but to lead with purpose and credibility in the real estate space and within the Haitian community.

We started by putting the right structures in place. We established our Board of Directors, developed our bylaws, and formalized our committee structure to ensure that our work was organized, accountable, and aligned with our long-term vision. Just as importantly, we defined how we operate—creating clear ways of working that prioritize collaboration, ownership, and execution across all levels of the organization.

But beyond structure, this year was about leadership in action.

We brought HREPA to life through consistent engagement and meaningful programming. We launched our website, hosted our first networking mixer, delivered a series of professional development trainings, and created spaces for our members to connect, learn, and grow. We engaged with the broader community through forums, summits, and local initiatives, while also beginning to position HREPA as a trusted voice through media and public engagement.

At every step, we were guided by our core values.

We centered community, recognizing that our strength lies in how we show up for one another and build together. We committed to excellence, ensuring that every event, training, and interaction reflected a high standard of quality and intention. We operated with honesty and transparency, building trust with our members, partners, and stakeholders. And we demonstrated dedication, consistently showing up to meet the needs of our growing network and the community we serve.

What I am most proud of is not just what we accomplished, but how we accomplished it. We built with purpose. We built with integrity. And we built with a clear vision of where we are going.

This is only the beginning.

The foundation we have laid positions HREPA to expand its impact—strengthening our network, advancing homeownership, and creating pathways to generational wealth for Haitians globally.

I am deeply grateful to our Board, leadership team, members, and partners who have been part of this journey. Together, we are building something meaningful, and I look forward to what lies ahead.



President & Co-Founder
Haitian Real Estate Professionals Association (HREPA)

2024 Board of Directors



Tracy Vertus
President & Co-Founder



Laurie Joseph
Vice President & Co-Founder



Kayla Revelus
Secretary & Co-Founder



Davidson Levasseur
Treasurer



Nathalie Demesmin
Board Member at Large



Joanne Thybulle
Board Member at Large



Shirley Dorsainvil
Board Member at Large

2024 Committee Leadership Team



Tracy Vertus
Vice-Chair, Public
Relations & Marketing
Committee



Kerlin Silverberg
Chair, Public Relations &
Marketing Committee



Eveline Francois
Chair, Public Relations &
Marketing Committee



Laurie Joseph
Vice-Chair, Membership
Committee



David Victor Louis
Chair, Membership
Committee



Kayla Revelus
Vice-Chair, Education &
Professional Development



Carl Christian
Chair, Education &
Professional Development



Nathalie Demesmin
Chair, Education &
Professional Development



Joanne Thybulle
Chair, Community
Outreach



**Ydreillina Jean
Francois**
Chair, Community
Outreach

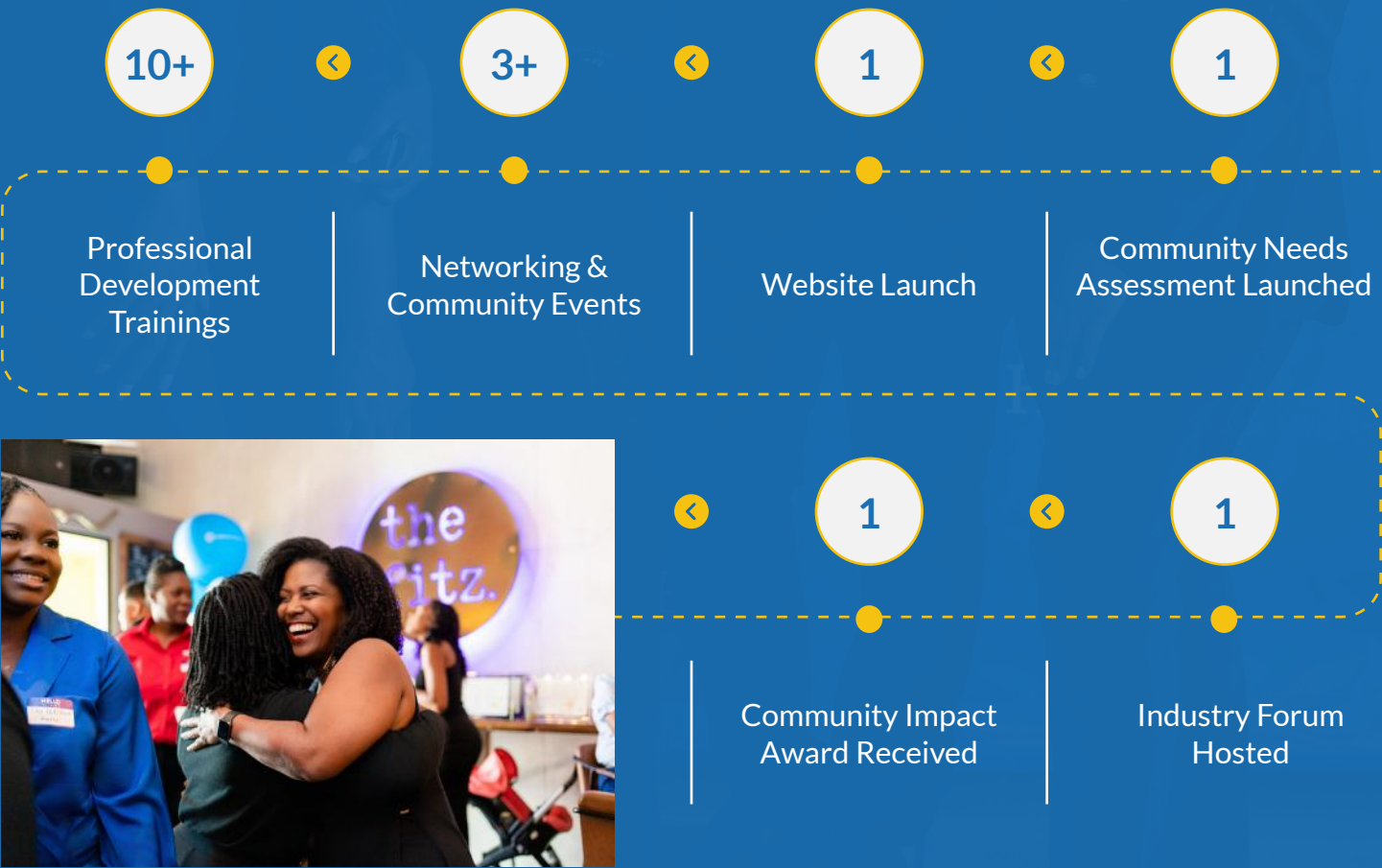
President Report

This year, we focused on building the foundation that will enable HREPA to grow with purpose, structure, and long-term impact.

We strengthened our governance, formalized how we operate, and began positioning HREPA as a credible and influential voice within both the real estate industry and the Haitian community.



Year at a Glance





Our Strategic Priorities

HREPA's work is guided by five strategic priorities that define our focus and drive our impact.



Strengthen and Grow Our Professional Network



Expand Access to Homeownership in Haitian Communities



Build Capacity of Real Estate Professionals Through Education



Advocate for Policy and System Change



Build Organizational Sustainability

The following section highlights how these priorities were brought to life in 2024 through our programs, partnerships, and community engagement.

Strategic Priority #1

Strengthen and Grow Our Professional Network

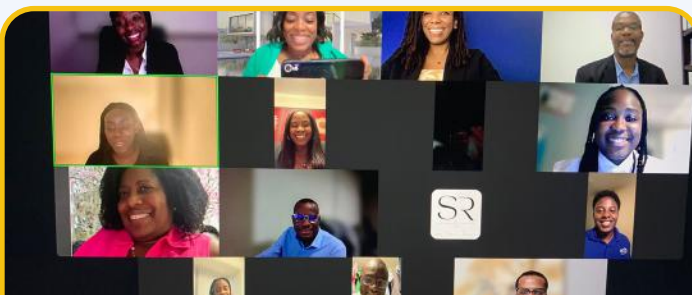
What We Did in 2024



Hosted Networking Mixer (April 4)



Hosted Member Bowling Night (Dec 21)



Hosted New Member Orientation (Sept 18)



Celebrated All-Member Closing (Aug 30)



Launched Haitian real estate community needs assessment on 7/5/24

Impact

- Built a connected and engaged professional community
- Strengthened collaboration and referrals among members
- Established early leadership and governance culture



Laurie Joseph



David Victor Louis

Strategic Priority #2

Expand Access to Homeownership for Haitian Communities

What We Did in 2024



Participated in Little Haiti Revitalization Trust Meeting (Sept 12)



Attended Nou La Pi Rèd Summit (Sept 21)



Joanne Thybulle



Ydreilinna Jean Francois

Impact

- ▶ Identified key barriers to homeownership
- ▶ Strengthened relationships with community stakeholders
- ▶ Positioned HREPA within housing and development conversations

Strategic Priority #3

Build Capacity of Real Estate Professionals Through Education

Classes and Trainings We Delivered in 2024

- Serving the Haitian Market: Cultural Competency and Client Engagement Strategies for Real Estate Professionals (May 16)
- Real Estate Marketing & Personal Branding Intensive Series (July 8–11)
- Strategic Marketing & Brand Positioning for Real Estate Agents (August 2)
- Negotiation Mastery: Strategies to Strengthen Deal-Making and Client Advocacy (September 23)
- Mastering Contract Preparation: Building Accuracy, Compliance, and Confidence in Real Estate Transactions (October 9)
- 2025 Business Planning for Real Estate Professionals: Goal Setting, Strategy, and Growth Execution (December 12)

Impact

- Strengthened professional skills across the network
- Increased cultural competency in serving Haitian clients
- Established HREPA as a platform for industry education



Nathalie Demesmin



Carl Christian



Kayla Revelus

**HREPA** Haitian Real Estate Professionals Association INC

UNDERSTANDING THE POWER OF NEGOTIATIONS

● ● ●

Monday
September 23
7:00 P.M-8:00 P.M



Carl Christian
Broker
The Nice Agent



Nathalie Flore Demesmin
Lawyer
The Advocate Consulting Law Group

ON ZOOM

WWW.HREPA.ORG

**HREPA** Haitian Real Estate Professionals Association INC

MARKETING & BRANDING FOR REAL ESTATE AGENTS

● ● ●

Friday
August 2nd
7:30 PM- 9:00 PM



Shirley Dor
Founder
Haitians Who Blog
Dorsainvil Creative

Register Now

www.reallygreatsite.com

Strategic Priority #4

Advocate for Policy and System Change

What We Did in 2024



Media Appearance on Island TV (April 1)



Participated in South Florida Haitian Elected Officials Coalition to highlight homeownership barriers in the community



Shaping the HREPA advocacy strategy

Impact

- ▶ Increased visibility of Haitian professionals
- ▶ Began shaping narratives around housing and access

Strategic Priority #5

Build Organizational Sustainability

What we did in 2024



Launched HREPA Website (Feb 28)



Hosted Afro-Caribbean Forum (Oct 26)



Received Community Impact Award (Dec 7)



Hosted our second annual leadership team retreat on 10/27/24

- Established Board of Directors
- Developed and implemented organizational bylaws
- Activated committee structure aligned to strategic priorities
- Defined ways of working across leadership and committees



Tracy Vertus

Impact

- Strengthened brand presence and credibility
- Increased visibility and partnerships
- Established foundation for long-term growth

Signature Program

Afro-Caribbean Real Estate Forum

1st Edition

In 2024, HREPA hosted the 1st Edition of the Afro-Caribbean Real Estate Forum, a cross-regional convening that brought together real estate developers, investors, industry leaders, and professionals from Haiti, Miami, Liberia, and the Dominican Republic. The Forum created a unique platform for leaders across the African and Caribbean diaspora to exchange market insights, explore investment and development opportunities, and build relationships across emerging and established real estate markets.



Connecting the African & Caribbean Diaspora Through Real Estate



HREPA Leadership & International Real Estate Developers

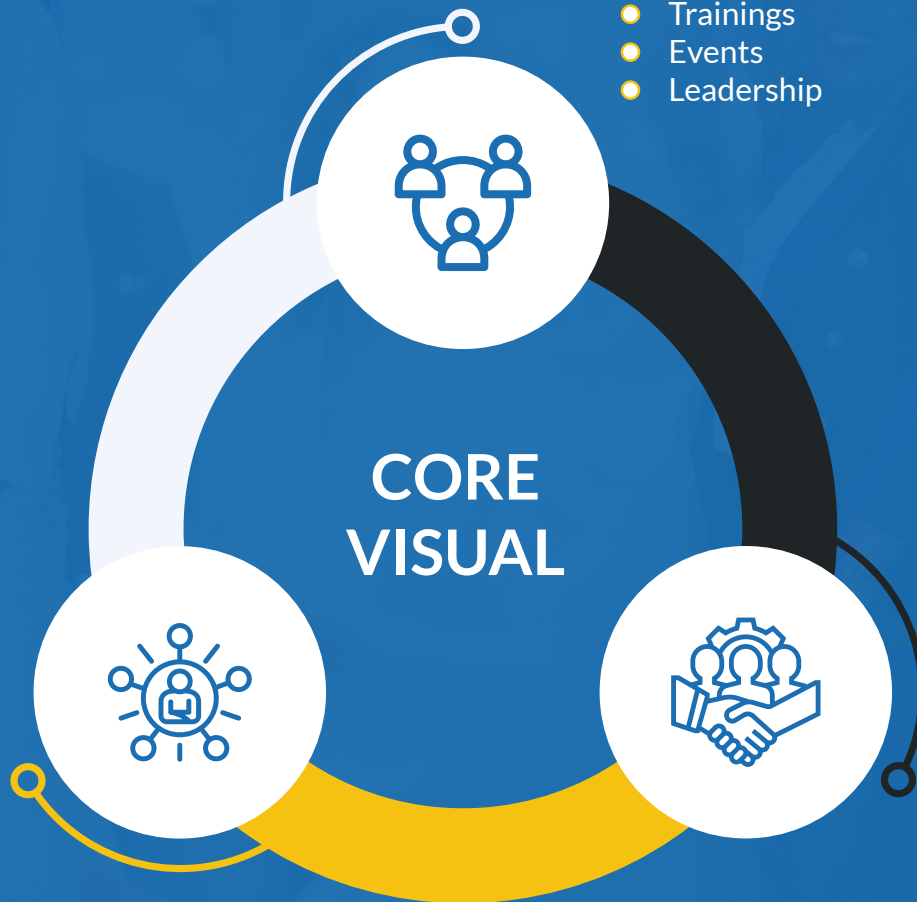


Industry Knowledge Exchange

Our Membership Ecosystem

HREPA Members (Core Network)

- Paid members
- Most engaged
- Participate in:
 - Trainings
 - Events
 - Leadership



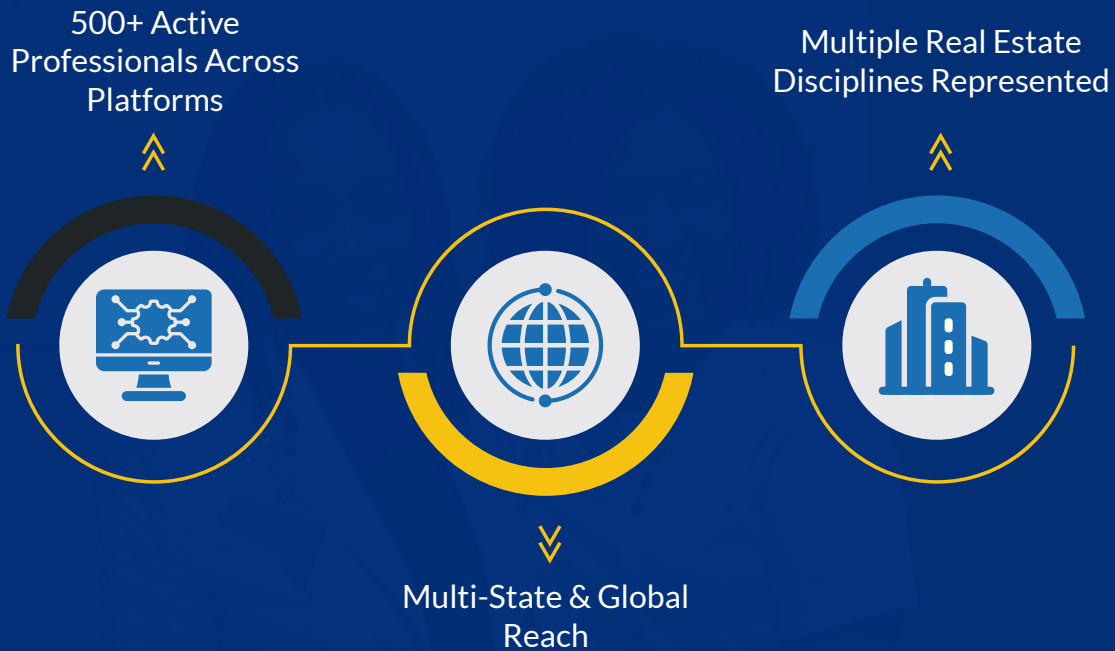
Active Community Network

- Florida Haitian Realtors WhatsApp Group
- Highly engaged professionals
- Peer-to-peer collaboration
- Daily communication and referrals

Global Professional Network

- Facebook Group
- Real estate professionals across:
 - U.S.
 - Caribbean
 - Global diaspora

SUPPORTING METRICS



PROFESSIONAL REPRESENTATION



SHORT EXPLANATION

HREPA's membership is structured as a dynamic ecosystem, bringing together professionals at different levels of engagement from core members to a broader global network.

This model allows us to:

- Build trust within a core group
- Foster collaboration across active communities
- Expand reach globally

This layered network enables HREPA to both deepen engagement and expand its global reach creating a powerful platform for collaboration, opportunity, and impact.

Listening to Our Community

Insights from the Haitian Real Estate Community Needs Assessment

100+
Professionals
Surveyed

WHAT WE ARE LEARNING

Top Needs

- Business growth and client access
- Stronger professional network
- Training and education
- Marketing and visibility

Key Challenges

- Limited access to opportunities
- Gaps in knowledge and resources
- Navigating complex transactions

Community Barriers (Clients)

- Financial literacy gaps
- Language barriers
- Limited awareness of programs

HOW WE ARE USING THIS



Aligning training programs to member needs



Strengthening networking and collaboration



Designing community education initiatives



Refining strategic priorities

OUR APPROACH

Learn



Adapt



Deliver

We listen to our community

We analyze emerging needs

We adapt our strategy

We deliver targeted solutions

Publications & Press



Island TV Interview

April 1, 2024

In April 2024, the Haitian Real Estate Professionals Association (HREPA) was featured on Island TV, a leading Caribbean media platform, to officially introduce the organization and share its mission with the broader Haitian community.

During the interview, HREPA leadership highlighted the importance of strengthening the network of Haitian real estate professionals, advancing homeownership, and creating pathways for economic empowerment within the community.

This moment marked an important milestone in HREPA's early visibility and outreach efforts. For our President, it was especially meaningful a full circle experience, having grown up watching Island TV and now representing a growing movement on that same platform.

We extend our sincere appreciation to Island TV for the opportunity, and to the HREPA leaders and supporters who made this moment possible.



A full circle moment representing our community on a platform we grew up watching.





Community Impact Stories

The Power of Collective Impact

On August 30, 2024, we witnessed more than a home purchase—we witnessed the future we are building through HREPA.

A full team of Haitian professionals—Broker, Realtor, Loan Officer, Attorney, Title Company, Insurance Agent, and Inspector—came together in true alignment to serve a Haitian first-time homebuyer. Every step of the journey was rooted in trust, cultural understanding, and excellence ensuring that the client was not only supported, but empowered.

This is exactly why HREPA exists.

We are building more than a network—we are building an ecosystem. One where Haitian professionals are connected, equipped, and positioned to serve our community with integrity and expertise. One where language is no longer a barrier, trust is restored, and access to homeownership becomes a reality for more Haitian families.

For too long, there has been a narrative that Haitians cannot work together. On this day, that narrative was not just challenged—it was dismantled. What we saw was collaboration. What we saw was excellence. What we saw was ownership.

And this is just the beginning.

We also recognize the contributions of Inspector Louis Kens Senatus, whose role was instrumental in ensuring a successful outcome.

This is the power of HREPA—building community, creating access, and transforming what is possible for Haitian homeownership.

Partnerships & Sponsors

We extend our sincere gratitude to our partners and sponsors whose support has been instrumental in advancing HREPA's mission. Your investment in our work enables us to strengthen our network, deliver impactful programs, and expand access to homeownership within Haitian communities. We are proud to build alongside you.



Haitian Real Estate Professional Association

Statement of Revenue and Expenses

YTD Dec 2024

REVENUE	Jan-24	Feb-24	Mar-24	Q1 Total	Apr-24	May-24	Jun-24
Membership Dues	700.00			700.00	350.00	700.00	
Sponsorship and Grants			800.00	800.00	2,019.53		
Program Services				-			
Other Contributions				-			
Total Revenue	700.00	-	800.00	1,500.00	2,369.53	700.00	-
EXPENSES							
Advertising & Promotion			415.00	415.00	2,261.81		
Office Expenses			55.36	55.36	24.99		
Office Supplies		138.99		138.99	38.22		
Rental Expenses				-			
Meals & Entertainment				-			
IT, Software & Other Applications		219.99	15.99	235.98	15.99	15.99	15.99
Registration, Taxes & Licenses				-	61.25		
Gifts				-			
Postage, Shipping & Handling Bank	17.55	11.25	14.40	43.20	17.15	20.72	24.86
Bank Service Charge	3.00	3.00		6.00	8.00		
Total Expenses	20.55	373.23	500.75	894.53	2,427.41	36.71	40.85
NET INCREASE (DECREASE) IN FUND	679.45	(373.23)	299.25	605.47	(57.88)	663.29	(40.85)

Q2 Total	Jul-24	Aug-24	Sep-24	Q3 Total	Oct-24	Nov- 24	Dec-24	Q3 Total	YTD-Sept 2024
1,050.00				-	500.00	-	-	500.00	2,250.00
2,019.53		1,000.00	1,025.00	2,025.00	4,025.00	715.00	625.00	5,365.00	10,209.53
-				-				-	-
-				-				-	-
3,069.53	-	1,000.00	1,025.00	2,025.00	4,525.00 715.00	715.00	625.00	5,865.00	12,459.53
2,261.81		702.50	401.25	1,103.75	3,293.75	-	197.86	3,491.61	7,272.17
24.99				-	-	-	-	-	80.35
38.22				-	72.38	-	-	72.38	249.59
-				-	581.00	-	-	581.00	581.00
-				-	551.76	-	-	551.76	551.76
47.97	15.99	448.07	308.22	772.28	134.04	15.99	15.99	166.02	1,222.25
61.25				-	-	-	-	-	61.25
-				-	99.01 -	-	-	99.01	99.01
62.73	17.84		11.10	28.94	11.50	11.55	12.35	35.40	170.27
8.00				-	1.95	8.00	-	9.95	23.95
2,504.97	33.83	1,150.57	720.57	1,904.97	4,745.39 35.54	35.54	226.20	5,007.13	10,311.60
564.56	(33.83)	(150.57)	304.43	120.03	(220.39) 679.46	679.46	398.80	857.87	2,147.93

This is more than an organization.

It is a movement.

Together, we are laying the foundation for what is possible

We extend our sincere gratitude to our members, partners, and community who have been part of this journey. Your commitment and collaboration continue to drive this work forward.

To our members—thank you for building with us.

Join us as we continue to expand our impact and advance Haitian homeownership globally.



www.hrepa.org



info@hrepa.org



[@haitianrealestateprofessionals](https://www.instagram.com/haitianrealestateprofessionals)