

Gerardo Ascencio Named NAHREP President

Business 2012-03-26 16:10:01

San Diego, CA - NAHREP has announced the installation of Gerardo "Jerry" Ascencio, a Southern California-based real estate broker, as the 2012-2013 president of the nation's largest and fastest growing trade association for Hispanic real estate professionals. Ascencio, who has served as NAHREP's president elect, joined the national leadership team in 2009 as a member of the national board. He succeeds outgoing President Carmen Mercado of Long Island, NY. Juan Martinez, one of the leading Latino real estate brokers in Nevada, succeeds Ascencio as president-elect. The pair was sworn in during NAHREP's annual legislative conference last week in Washington D.C. and will serve one-year terms in these roles.

"Jerry Ascencio is part of a movement of young NAHREP leaders that will carry the message of our group and the important role it must play in the housing recovery," said Gary Acosta, co-executive director of NAHREP. "Jerry is a strong leader and one of the finest communicators in the business. His passion and advocacy will help propel NAHREP in a new era."

Ascencio, a Mexican immigrant from *Michoacán*, is a 22-year veteran of real estate. He co-founded his first office, San Fernando Realty, in 1993 with six agents. Today his company employs over 50 agents and is one of the leading brokerages in the greater Los Angeles area. Ascencio has also been an active leader with the Southland Regional Association of Realtors and has served in several leadership positions including their Board of Directors.

Juan Martinez is the broker/owner of RE/MAX Executives in Las Vegas. He is the number one Hispanic Agent in the Silver State closing more than 500 transactions per year. He has placed within the top three agents in closed transactions for the past decade and is the number one Hispanic agent in buyer transactions for the Valley. Martinez is also the former president of NAHREP Nevada, which under his leadership became the first NAHREP chapter in the country to exceed 1000 members. He also serves on NAHREP's national board and is the national membership committee chair.

WHAT : Gerardo Ascencio Named NAHREP President

WHEN : 2012-03-26 16:10:01

WHERE :

CONTACT:

Mary Mancera
760 634-5007

About NAHREP

The National Association of Hispanic Real Estate Professionals, a non-profit 501c6 trade association, is dedicated to increasing the homeownership rate among Latinos by educating and empowering the real estate professionals that serve them. Based in San Diego, NAHREP is the premier trade organization for Hispanics and has more than 20,000 members in 48 states and 50 affiliate chapters.

