

B.A.S.E. Financial's “Dirt to Dollars” Workshop Empowers Attendees to Build Generational Wealth

This past weekend, the [CReed Global Media \(CGM\)](#) team proudly shared in [B.A.S.E. Financial](#)'s highly anticipated **New Construction: Turn Dirt to Dollars Workshop**, held October 11–12, 2025, at [Houston Business Development Inc.](#) (5330 Griggs Road) in Houston, TX.

The workshop featured an impressive panel of leaders in real estate, law, construction, and finance, including Terrell Bilbo, Adrian “Dynamite” Sloan, Lee Scott ([Element5](#)), Jarvis Witherspoon ([B.A.S.E. Financial](#)), Kristen Bradley ([A&K Financial Services](#)), Jermaine Mack ([JMack Architects, LLC](#)), Joyce Owens ([Owens Management Systems, LLC](#)), Michael G. Davis ([Brooks & Davis Real Estate Firm, LLC](#)), and Chris Watson ([Childs Law Firm](#)).



Building Futures Through Knowledge

Over the course of two immersive days, the free experience brought together aspiring and established investors, builders, and business professionals to learn proven strategies for **transforming undeveloped land into profitable real estate projects**. With over **150 years of combined industry expertise** represented across its lineup, the event equipped participants with the tools to master **ground-up construction**, scale **development operations**, secure **funding and partnerships**, and implement **sustainable wealth-building strategies** for generations to come.

“This event goes way beyond building structures – it’s about building futures,” said **Adrian Sloan**, co-founder of **B.A.S.E. Financial**. “We want attendees to walk away with the knowledge and confidence to start or scale their construction journey while making smart, wealth-building decisions that can change generations.”

Each session reinforced the impact of shared knowledge and community connection. The energy in the room reflected a collective commitment to financial growth and literacy. The atmosphere was electric throughout both days, filled with engaging discussions, expert guidance, and valuable networking among entrepreneurs eager to take their next step in real estate.

CGM's Impact: Media, Marketing, and Momentum

CReed Global Media (CGM)'s collaboration with **B.A.S.E. Financial** as an official media partner underscored the power of partnerships. **CGM CEO, Centrell Reed** joined the lineup as a featured speaker, sharing how **media, marketing, and strategic communication** play a critical role in creating visibility and driving long-term business growth.

"Your reach and revenue are increased by positioning your message where it matters most, with the right strategy, and connecting to the right audiences," said Reed. "Just like construction requires a strong foundation, **opportunity can't turn to elevation without structure and sustainability.**"

Looking Ahead

Following a weekend filled with actionable insights and new connections, attendees left with a renewed sense of purpose and the tools to put that purpose into practice. For both **B.A.S.E. Financial** and **CGM**, the event was a testament to what's possible when education, investment and collaboration meet.

With seats filled and conversations flowing, **Dirt to Dollars** proved that when vision meets education, the results can transform entire communities.

To learn more about how CReed Global Media can partner with your organization through marketing, media, strategic communications or streaming TV distribution to create platforms that inform and inspire, please contact us via [our website](#), email at info@CReedGlobalMedia.com, or call us at (713) 892-5717.