

New York State Commercial Association of REALTORS[®], Inc.

NYSCAR ...*Bringing commercial real estate practitioners together*

President's Column

March, 2010



Joseph F. Rowley, Jr., President, NYSCAR

9th Annual NYS Commercial Real Estate Conference

We are just a few months away from the annual conference which will be held June 14-16, 2010 at the Turning Stone Resort and Casino in Verona, NY, sponsored by the New York State Commercial Association of REALTORS[®], the NYS Chapters of CCIM/SIOR and the Society of Exchange Counselors.



The conference is a great event which you will not want to miss! Our keynote speaker will be Dr. Mark G. Dotzour, Chief Economist and Director of Research for the Real Estate Center at Texas A&M University in College Station, Texas. He spoke at the annual conference 4 years ago and was a big hit! In addition to networking, a 1 ½ day marketing session, leasing roundtable and golf, we are pleased to announce the following commercial education programs:



1 - **"Yesterday's Business – VANISHED – Transform Today or Be Left Behind."**

Instructed by Tim Conley, CCIM, SIOR

3.5 hours - Attendees will examine the way the Commercial Real Estate business has dramatically changed from decade to decade and gain insight into the skill sets needed to successfully meet the changes and the demands of the market they will be facing.

Topics will include; providing analytical and advisory services in areas in acquisition, development and tenant representation. Attendees will work through practical exercises of examining purchase transactions using today's federal stimulus programs, development feasibility and tenant/buyer representation services.

2 - **Effective Counseling and Representation of Real Estate Clients**

instructed by Jim Wilson, CCIM, SEC and Bob Gliniecki, CCIM, SEC, In this 6 hour session, some of the things you will learn include how to *Determine client's problem and achieve successful solutions * Ask the right questions for the right answers * Convert time-wasting into income producing actions *Utilize effective client profiling

3 - **Utilizing Self Directed IRAs for Real Estate Investment ... Tax Enhanced Programs for Companies and Individuals,**

instructed by Steve Moran, Business Development Consultant, Entrust Northeast Course includes Examples of Self Directed Investments in Tax Advantage Plans: 10 Basic Requirements to Buy a Rental Property with Partners in an IRA or Qualified Plan; Six basic requirements to buy an investment property within an entity such as LLC or LP owned by an IRA or Qualified Plan.

4 - **Discrimination Issues in Commercial Brokerage**

by Edward S. Smith, Jr., ITI Since July, 2008 renewing your real estate license requires 22 ½ hours of Continuing Education every two years, which must also now include 3 hours of Fair Housing/Discrimination education; this course satisfies the 3 hour requirement.

Included in this course: the Americans Disability Act; understanding laws, adapting buildings and tax advantages for improving accessibility; an overview of fair housing laws; federal, state and local discrimination laws; definitions of illegal actions and inadvertent discrimination will be discussed.

5 - Analysis and Financing of Owner/User Commercial & Business Property, Patrick Mucci, Key Bank

Understanding how lenders and the US Small Business Administration analyze business acquisitions and owner user real estate financing. Gain an understanding of the SBA 7a and 504 Programs. Understand how lenders underwrite and analyze business acquisitions and owner user real estate acquisition. Review

case studies utilizing SBA Programs and learn how to pre-qualify your listings.

Marketing Session: The marketing session will start on Monday, June 14 and continue on Tuesday, June 15 with moderators Jim Wilson, CCIM, SEC (Florida) and Chuck Sutherland, SEC (Texas). Participants will fill out their marketing forms on-line this year which will assist in making the marketing books much more productive.

Conference Exhibitors:

If you or your company would like to exhibit at the conference and get exposure to real estate practitioners from New York State and beyond, please email Ali Mann (amann@nysar.com) for an exhibitor flier today!

NYSCAR Education



April 21 – Creative Real Estate Formulas, instructed by Chuck Sutherland, SEC, sponsored by the NYS Commercial Association of REALTORS® in cooperation with the Hudson Valley Chapter of NYSCAR. This 7.5 hour course will be held at the Hotel Sierra in Fishkill, NY

The chapter will hold a marketing session on April 22.

National Association of REALTORS®

Mid-year legislative Meeting and Trade Expo, May 10-15, Washington DC

2010 REALTORS® Conference & Expo, November 5-8, 2010, New Orleans, LA go to www.realtor.org for full information

Code of Ethics

The Code of Ethics for 2010 is attached for your reference. As you know, all REALTORS® must abide by the REALTOR® Code of Ethics. The 2010 version includes the recent changes which were noted in the latest NYSCAR newsletter.

NYSCAR Website

Did you know that you are able to place your bio with your contact information on the www.nyscar.org site? It's easy to do! Simply go to the "member login" section. You can copy and paste your bio from Word into the bio section, or you can type it directly into the section.

Save the dates!!!!!!

**9th Annual
NYS Commercial Real Estate Conference – June 14-16, 2010
Turning Stone Resort and Casino
Verona, New York**

See you there!