



## **NYSCAR to hold CAN AM event October 7 - 8**

June 10, 2013 - Front Section

As I write this column, we are preparing to attend the 12th Annual NYS Commercial Real Estate Conference at Turning Stone Resort & Casino, Verona, NY. I look forward to giving you an update in the July column.

This fall will be the Second Annual Canadian-American Commercial Real Estate Conference, October 7-8, 2013. This CAN AM event which features education and marketing will be held at the Quality Hotel in Niagara Falls, NY. Below is some information regarding the two courses being held on October 7.

October 7, 2013

Morning Session - 3 hours

Introduction to Creative Marketing of Commercial Real Estate, Robert Gliniecki, CCIM, SEC and James Walker

This course will provide an overview of the alternative methods of acquisition and disposition of commercial-investment real estate, including the utilization of the real estate exchanging technique. Effective preparation of property marketing presentations and a discussion of how to expand the client's ability to achieve the desired benefits through a brokerage networking concept will be covered. You'll be introduced to methods of effective clients counseling and profiling to achieve results. Creative financial formulas and their application to a successful transaction will also be covered.

Afternoon Session

Turning Real Estate

Knowledge into Income

- Tim Conley, CCIM

In this course, attendees will gain an understanding of the potential fee income attributed to Real Estate Services and how it could be contributed into real estate investments.

The course will also educate the attendee in performing cash flow analysis, rates of returns both on a before tax and after tax basis and introduce government programs available to the active investor. The attendee will learn how to create and grow a financial proforma, define and calculate new operating income; indicate the basic considerations that are critical in a projection of net operating income in order to analyze an investment's potential. The attendee will learn how to create a competitive bidding process for construction and financing services. Establish market rates by measuring the results on a cash to cash basis and an internal rate of return. The attendee then will be able to use their knowledge in order to realign the investment possibility and educate all parties involved in the transaction as to the probable results. They will gain insights into calculating sales income and taxable obligations and the option of completing a 1031 Exchange. Core curriculum consists of financial analysis, decision analysis and investment analysis.

On October 8, NYSCAR will be holding a commercial and investment marketing session.

Bring your properties and client's needs - network and do some business!

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