



October message from the president of NYSCAR - by James Walker

October 06, 2020 - Upstate New York

James Walker

The Fall is a great time of year to take some good education. Below are some courses scheduled in Syracuse and the Hudson Valley.

Syracuse Area Chapter

The 2020 Upstate NY CCIM “Foundations Course” will be held at the beautiful Cavalry Club in Manlius, NY on October 20th-21st with Stanley Gniazdowski, CRE, CCIM. This case study-driven course provides agents, brokers, students, and allied professionals with an understanding of the skills, resources, and business practices that pave the way for success in commercial real estate. Learn how to analyze leases and investment value, and develop a plan to kick-start your career. Foundations for Success is not just about how the commercial real estate business works, it is about working the business.

As part of the course you will also receive the CCIM Financial Calculator, designed to effectively and efficiently provide investment scenarios for you and your clients.

A Case Study Workshop will be held October 22nd.

Hudson Valley Chapter

Methods of Effective Marketing with Peter West, CCIM. The course will be held virtually on the mornings of October 26th and 27th (7 hours CE credit pending) Learning objectives include:

- Understanding the Benefits of a Productive Marketing Meeting Environment
- Learning the Roles of all the Parties involved
- Understanding the use and role of the moderator

- Learn how to be respected in the marketplace
- Be able to create and make an effective presentation
- Create a positive meeting environment
- Defining and Understanding the Roles of the Participants
- Learn how to effectively work with the Moderator
- Learn how to be a better presenter
- Be able to create an effective marketing package
- Learn how to convert questions to open ended questions
- Using your presentation to write offers
- Learn the benefits of Pre-moderation
- Understand and use the Preliminary Transaction Proposal
- Learn how to Effectively Present the Opportunity
- Be able to define the Ideal Marketing Environment
- Learn what constitutes a productive meeting
- Be able to create an ideal meeting

Registration is open for the

NAR Realtors Conference & Expo

The National Association of Realtors kicks-off its first-ever virtual Realtors Conference & Expo on November 2nd. Participate in specialized education programming, collect key insights specific to your business goals, connect with your peers and more. Register now at <https://www.conference.realtor/>.

Support the Realtors Relief Foundation

When major disaster strikes, the Realtors Relief Foundation has one goal: Help families who have endured unimaginable loss. The Realtors Relief Foundation is currently coordinating efforts to

provide relief for those affected by wildfires in California. The foundation has made a \$1 million commitment to wildfire victims. Your support will help us continue meeting the immediate housing needs of disaster victims.

Talking to thousands of members via virtual meetings throughout this difficult year, we've been struck by the extraordinary way Realtors have lifted each other up with words of encouragement and acts of kindness. Today, we ask you to extend that spirit of generosity to victims of wildfires with a contribution to the Realtors Relief Foundation.

Donate today by visiting <https://secure.realtor.org/RelFundTrack.nsf/Contribution?OpenForm=> .

The foundation's mission speaks directly to the work we do as Realtors. It helps disaster victims with temporary housing assistance in the weeks and months following a disaster. What could be more important during this global pandemic than the safety of home?

Even a small donation to the Realtors Relief Foundation can help bring shelter, and hope, to displaced families and individuals. Every dollar you donate goes directly to victims of disaster. The National Association of Realtors covers 100% of administrative expenses.

In September, NAR commemorated the founding of the Foundation in September 2001. That's when Realtors raised more than \$8 million to ensure no survivor of the 9/11 terrorist attacks lost their home as a result of the tragedy. Over the past 19 years, the foundation has distributed more than \$32 million in relief aid for some 91 disasters in 37 states.

Please help keep this important work going by making a tax-deductible donation to the Realtors Relief Foundation. You can do so in less than one minute using your credit card on NAR's secure online form. Then, encourage others to donate by sharing our Facebook appeal (link is external) with the hashtag #REALTORSAreGoodNeighbors.

Your donation today will benefit those who need help now. Let's show those who are hurting, and the entire nation, the spirit of compassion that runs through the Realtors family.

James Walker, CCIM, is the 2020 president of NYSCAR, Albany, N.Y.

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