



## **Sept. 2021 message from the president of NYSCAR - by James Walker**

September 07, 2021 - Upstate New York

Annual Conference: October 20-21 at Turning Stone Resort & Casino

The New York State Commercial Real Estate Annual Conference will be held October 20-21, 2021 at the Turning Stone Resort & Casino in Verona, N.Y. The event is sponsored by the NYS Commercial Association of Realtors, the Upstate NY CCIM Chapter and Society of Exchange Counselors.

Conference chairman Dana Crocker reported this year the conference will be a two-day format this year. October 20 will feature two three-hour programs instructed by Joseph Larkin, CCIM, MCR, SIOR, SLCR (Denver, CO).

Larkin will kick off the conference with two timely programs:

“Blockchain, Innovation and Disruption in the Real Estate Industry”

The new normal for the real estate industry is consistent change! Artificial intelligence, Blockchain, Crowdfunding, the new employee, and remote work & mobility.

The recent lockdown has driven changes in our work, in the economy, in social structures, and in our personal behavior. It has pushed the reluctance of the use of technology aside. The acceleration and adaption of technology during the pandemic have impacted everything, and real estate is no exception.

Technology acceleration and innovation will continue to play a major role in the future of real estate. Constant themes such as blockchain, artificial intelligence, machine learning, the Internet of Things (IoT) and cybersecurity, are part of the vast landscape of commercial real estate.

Corporate leaders and investors see disruption as both an opportunity for differentiation and an existential threat. We will look at how to translate disruption into knowledge and skills for success to seize the upside of disruption. With change comes opportunity!

During this presentation, we will overview the innovations and disrupters that will impact commercial real estate. You will discover how these changes create opportunities for your business.

## “Lease versus Purchase: Analysis and Strategies”

This may be one of the best times in history for a business to buy its real estate. Low-interest rates, availability of capital, and stable valuations all make it a good time to consider owning real estate. Should a business buy real estate?

As a broker, leasing agent, or consultant, you may be asked to advise a client on the merits of owning or leasing commercial real estate. You may need a model to compare the leasing and owning options, as well as, a firm understanding of the non-financial factors, the cost of occupying space, and the return on the deployment of capital.

Owners or investors of commercial real estate need a clear understanding of all the options your tenant may have. One option may be purchasing the building it occupies. Understanding the choices your tenants have and the value of the tenant's lease is critical to real estate investing.

During this three-hour session, we will overview a financial model that compares leasing and owning. We will also explore the non-financial factors that influence the lease versus own decision, and how to calculate the return on the deployment of capital invested in real estate. Each attendee will receive an Excel template that will model the class presentation.

October 21 will feature a full day Marketing Investment Session – a great opportunity to network with your colleagues and make a deal!

If you or your company would like to be a sponsor of the event, please email Ali Mann ([amann@nysar.com](mailto:amann@nysar.com)) or Sherry Marr ([sherrymarr08@yahoo.com](mailto:sherrymarr08@yahoo.com)) for information.

The NYS Commercial Real Estate Conference is sponsored by the NYS Commercial Association of REALTORS; Upstate NY Chapter CCIM; and Society of Exchange Counselors.

Don't miss out – visit [nyscar.org](http://nyscar.org) for details.

C5 Summit is the premier US-based commercial real estate event launching this fall in the heart of the city at the center of the industry – New York. Network with influential leaders, build relationships with key decision makers, learn about the latest trends, and get deals done all at one centralized event September 27-29, 2021. Registration is now open.

The event's featured speaker is Alex Rodriguez, who invests in world-class startups and partners with leading global companies in a variety of industries. While best known as a 14x MLB All-Star and 2009 World Series Champion, Rodriguez now leads a team of experts who work with him to build high-growth businesses and enhance the value of more than 30 companies in the A-Rod Corp portfolio – where annual returns on investment have exceeded 20%.

Rodriguez has invested in a variety of sectors where he has expertise, including sports, wellness, media and entertainment, and technology. He looks for long-term opportunities to provide financial

capital and unlock value for stakeholders.

Code of Ethics Training Deadline is Dec. 31, 2021

Realtors are required to complete ethics training of not less than 2 hours, 30 minutes of instructional time. The training must meet specific learning objectives and criteria established by the National Association of Realtors. Failure to take the training will result in suspension of membership.

Training may be completed through NAR's online courses or through another method, such as online or classroom courses via local/state associations. NYSCAR will offer an ethics course in November and December, free of charge to NYSCAR members. Watch your email for details.

National Association of Realtors

Realtors Conference & Expo sets the stage for the industry

The Realtors Conference & Expo is the largest annual event for the most successful real estate professionals. Education and networking sessions cover every aspect of the real estate industry with prime speakers from around the globe.

Owned and produced by the National Association of Realtors (NAR).

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

New York Real Estate Journal - 17 Accord Park Drive #207, Norwell MA 02061 - (781) 878-4540