



June 2024 NYS Commercial Assn. of Realtors president's message - by Robert Strell

June 11, 2024 - Upstate New York



NYS Commercial Association of REALTORS® Annual Conference

SAVE THE DATE » June 24 - 26, 2024

**Make Connections.
Gain Knowledge.
Close Deals.**

New Venue and Date!
Rivers Casino and Resort
1 Rush Street
Schenectady, NY 12305

- Education
- Marketing Session
- Networking and more!

  Brought to you by: The NYS Commercial Association of REALTORS® along with the Upstate NY CCIM Chapter, and the Society of Exchange Counselors.

It's a busy time of year! I look forward to seeing many of you at the NYSCAR Annual Conference June 24-26, 2024, which will be held at Rivers Casino in Schenectady.

We are happy to have Joe Larkin, CCIM, SIOR back to instruct two classes for the attendees! As always, we look forward to the marketing session which will be 1.5 days this year. It is always a great networking event to make deals.

Annual Conference – June 24-26 at Rivers Casino!

The NYSCAR Annual Conference, sponsored by the NYS Commercial Association of Realtors, the Upstate NY CCIM Chapter and the Society of Exchange Counselors will be held June 24-26 at Rivers Casino. Mercedes Brien is this year's chair of the event.

We hope you will join us for great education and networking! Go to www.nyscar.org/conference for details or email Ali Mann (amann@nysar.com) or Sherry Marr (sherrymarr08@yahoo.com) if you have any questions.

June 24

1:00 pm – 4:00 pm

“Mastering Listing Presentations: A Comprehensive Guide for Real Estate Brokers” (two hours c.e. credit)

Instructed by Joe Larkin, CCIM, MCR, SIOR

The listing presentation starts with understanding the property and how the market will form around the asset — converting market data into compelling information that drives decision-making and action. Extensive market research amplifies the property’s appeal and uncovers the property’s benefits.

Thorough market research and property analysis are necessary. Discover how to research the property and the market. This information is the foundation of value and is included in the offering memorandum.

Effective communication is critical from the beginning. Learn how to adapt your communication style with diverse clients, enhancing your ability to connect. Counseling the prospect using techniques to uncover goals, preferences, and needs will help determine the marketing mix and expected outcomes.

June 24

12:00 noon

Society of Exchange Counselors Networking Event (separate registration required)

All are welcome to join for another fun afternoon of shooting clays & networking with SEC members and guests at the Hendrick Hudson Fish and Game, located at Gun Club Rd., Averill Park. Participants will pay fees directly to Hendrick Hudson Fish and Game the day of the event. Call Nate Kanney to RSVP and for any questions 845.430.8314.

Marketing Session

June 25

9:00 am – 5:00 pm and

June 26

9:00 am – 12:00 noon

Program coordinators: John Lavelle and Paul Hakim

Moderators: Wes Dingler, SEC and Nick DeMarte, SEC

Come make deals for you and your clients. Generate potential brokerage transactions and network with practitioners from across the country. To be included in the marketing book distributed to all attendees, please submit your Standard Marketing Meeting Presentation Form by Monday, June 10th. The form will be available under the “conference” tab on www.NYSCAR.org. If you are unable to complete the form online, please print, complete, and email the form to NYSCAR at info@nyscar.org.

12-1:30 pm Lunch with Updates - Welcome by Robert Strell, NYSCAR president

Join us for award presentations and find out what business is happening around the state.

6:00 pm – Welcome Reception (open to all)

June 26

9:00 am- 11:00 am

“Subleasing and Lease Buyouts: Strategies and Analysis” (two hours c.e. credit)

Instructed by Joe Larkin, CCIM, MCR, SIOR

In today’s business environment, many companies are reevaluating their workplace strategy. Some are implementing a “work at home” mobility strategy that will reduce the company’s requirement for space. Evaluating a company’s options to reduce its footprint may include subleasing excess space or potentially a lease buyout.

Discover how the company’s lease will impact and drive the subleasing of space and the resulting financial impact — Excel at achieving better financial outcomes by analyzing various subleasing scenarios.

Practice by taking part in a case study using an Excel spreadsheet to simulate different sublease opportunities and potentially a lease buyout. You will discover what it takes to create a basic sublease probability analysis model that can be modified and varied based on market assumptions.

This course is necessary for any level of experienced corporate real estate professional.

What you will learn:

- Recognize the business impact of non-financial clauses in a lease.
- Develop an understanding of how to model a sublease transaction.

- The benefits of subleasing are that it will reduce the cost to occupy.
- Calculate the financial value range for a sublease.
- Evaluate the motivations for a lease buyout.
- Utilize the sublease analysis for a buyout transaction.
- How to create value with buyout negotiations by subleasing space.
- The three approaches to establishing a lease buyout price.

Realtor Hunger Games

Date: July 24

via Zoom

Time: 9:00 am – 11:00 am

Instructor: Katheryn DeClerck

*2 hours CE credit - This course fulfills the 2 hours of Implicit Bias requirement needed for NYS license renewal

In this class, we will dissect how our natural bias shows up at work and could ultimately affect the consumer.

Legal Update

sponsored by the New York State Association of Realtors

Date: September 5

via Zoom

Time: 10:00 a.m. – 11:00 a.m.

This session will provide the latest information for New York licensed brokers, managers and

agents. NYSAR's Legal Counsel, Anthony Gatto, will cover a wide array of legal issues including legal obligations of the licensee and an in-depth look at recent laws, rules, regulations, as well as other issues critical to reducing risk in your real estate practice.

Members can use this class only once per license renewal term for 1 hour of CE credit.

This program satisfies the NYS Dept. of State requirement for 1 hour of training on recent legal matters.

Have you completed your ethics training yet?

Realtors are required to complete ethics training of not less than 2 hours, 30 minutes of instructional time by December 31, 2024.

Commercial Real Estate Ethics (includes one hour of agency)

Date: November 7, 2024 via Zoom

Time: 9:00 – 12:45 pm

By Edward Smith, Jr.

In New York State this course will provide 3 ½ hours of mandatory continuing education training for license renewal: 2 ½ hours of Ethics and 1 hour of Agency.

This course also meets the NAR requirement for Code of Ethics training.

The Education Committee, chaired by Edward Gallacher, CCIM is planning some additional great courses for the future, so please watch your email for details.

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