



President's message: 9th Annual NYS Commercial Real Estate Conference

March 09, 2010 - Front Section

Save the dates! The annual conference will be held June 14-16 at the Turning Stone Resort and Casino in Verona, 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 Dotzour, chief economist and director of research for the Real Estate Center at Texas A&M University in College Station, Tex. He spoke at the annual conference four 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. Tim Conley, CCIM will be back by popular demand with a new program entitled "Yesterday's Business - VANISHED - Transform Today or Be Left Behind." 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 Giniecki, CCIM, SEC, In this six-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, and 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. The 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 Smith, Jr., ITI. Renewing your real estate license requires 22 1/2 hours of c.e. every two years, which now includes three hours of fair housing/discrimination education. This course satisfies the requirement. Included in this course: the Americans with 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. Commercial Financing class by Patrick Mucci, Key Bank . Learn about commercial financing and

what is possible in our challenging economy.

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.

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!

March and April education: March 16, Analysis, Valuation and Marketing of Business Opportunity Properties (3.5 hours, instructed by Giniecki) will be held on L.I. in cooperation with the Metro L.I. Chapter of NYSCAR and April 21, Creative Real Estate Formulas (7.5 hours, instructed by Sutherland) will be taught in Fishkill in cooperation with the Hudson Valley Chapter of NYSCAR. Please go to www.nyscar.org for full details.

Joseph Rowley, Jr. is the 2010 president of NYSCAR and is a VP at CBRE/Rochester, Rochester, N.Y.

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