

Instructions

**For Marketing Session – Monday, June 14, 2010 (1:00pm) continuing
Tuesday, June 15, 2010 (9:00am)**

***9th Annual New York State
Commercial Real Estate Conference – Turning Stone Resort & Casino***

Attendees to the June 14-15 “Marketing Session” who plan to make a property presentation “are required” to complete the marketing form and submit it to the NYSCAR office on or before May 28th.

NOTE: All “property presentation forms” will be duplicated by the NYSCAR office and inserted into a “Marketing Book” to be distributed to the marketing session attendees. This will improve the efficiency and flow of the marketing session.

Those marketing session attendees having submitted their “Standard Marketing Meeting Presentation Forms” will have the opportunity to make their property presentations first. Thereafter, those not having submitted the “Standard Marketing Presentation Form” may have the opportunity to make property presentations following those that were presented from the “Marketing Book.”

Backup Property Information: It is suggested that you bring “backup property information on your properties” that can be distributed to those attendees having expressed an interest in your property presentation (ideally, you should have at least 6 backup property packages for distribution). Also one “overhead transparency” showing a picture or site plan of your property for illustration to attendees.

Instructions for completing the “Standard Marketing Presentation Form”

- a. Control: Indicate the nature of the “control of your listing”
- b. Title of Offer: Insert a “title” to your package that may “generate interest” in your property, e.g. “Cash Flow Generator,” “Development Opportunity,” etc.
- c. Property Type: Describe your property, e.g. 24 Unit Apartment Complex, 25 Acres Vacant Land for residential development, 5,000 Square Foot Free Standing Commercial Building,” etc.
- d. Location: Provide address of property
- e. Benefits to New Owner: What will it do or provide for a new owner
- f. Income/Expenses: For “investment/income property” summarize the income and expenses of the subject property and the “Net Operating Income”
- g. Encumbrances: List all of the applicable “mortgage ”information “in detail”
- h. Benefits Sought by Owner: Describe what owner wants to accomplish, e.g., retire, moving, wants cash for new opportunity, etc.
- i. Can Add: Is there something the owner can add to the offering to make it larger, etc.
- j. Remarks: Clarification of data, or marketing area information, etc.