

## Education and Marketing in Albany!

# “Creative Real Estate Finance...Creating Alternatives When the Banks Aren’t Lending” - Oct. 27 Marketing-Networking Session – Oct. 28

*Sponsored by the*

New York State Commercial Association of REALTORS®, Inc. in  
cooperation with the Greater Capital Chapter of NYSCAR



**When:** October 27, 2011 – 8:30 a.m. – 5:00 p.m. – Education (7 hours c.e.  
pending)                      **5:30 pm – 6:45 pm - Cocktail Reception**

**October 28, 2011 – Marketing Day, 9:00 a.m. – 4:30 p.m.**

*Don't miss out on a drawing for great prizes, including an Apple iPad!*

**Where:** Albany Ramada, 1-3 Watervliet Ave., Ext., Albany, NY

(Overnight rooms available - \$79.00 - phone: 518-438-8431)

## “Creative Real Estate Finance... Creating Alternatives When the Banks Aren’t Lending”

### *How to “create” financing where there isn’t any*

New Sources Of Financing	Financing By Adding “Something Extra”
Solve The Bank’s Problems	Forgotten Forms Of Financing
De-Financing The Problem Loan	Structure Owner Financing To Secure Cash
Safety First Financing 100% Financing	



### **Instructor: Charles E. Sutherland SEC**

“Chuck” E. Sutherland, SEC, is a commercial real estate investor & developer based in Dallas, Texas. In the real estate business since 1971, “Chuck” has been involved in the successful development of single and multi-family residential, commercial, retail, industrial, hospitality and mini-storage projects. As either an investor/ developer or consultant, Chuck has participated in the completion of over \$200 million in real estate.

## **Commercial Marketing-Networking Session (Oct. 28)**

Network with your colleagues and do some business!

**Cash Board:** Presentation of clients having cash seeking to acquire real estate or mortgages

**Moderated Package Presentations:** Formal property presentations will be made with the assistance of experienced moderators assigned to help generate interest and offers on properties.

**Marketing Presentation Format:** Bring 75 (single page executive summary pages) of property situations to be offered for distribution to marketing session attendees. Also, bring an "overhead transparency" of property to illustrate the site.

**Haves/Wants Presentation:** This is an opportunity to make a quick (1 or 2 minute) presentation on additional for sale properties or situations you may wish to present as well as availability of "major properties" available for lease.

**Major Benefits:** Generation of potential offers, and, networking, and earned commissions.

**NYSCAR REGISTRATION FORM – October 27-28, 2011**  
**Creative Real Estate Finance...Creating Alternatives When the Banks Aren't**  
**Lending & Marketing Session, *Albany, New York***

Registration Fees:

	<u>NYSCAR/RCA/SEC Member Rate</u>	<u>Non Member Rate</u>
Please register me for ( <b>please mark appropriate day(s)</b> ):		
<input type="checkbox"/> October 27 – Education	\$99.00	\$109.00
<input type="checkbox"/> October 28 – Marketing Day	<u>45.00</u>	<u>55.00</u>
<input type="checkbox"/> <b>*BOTH days</b> October 27 and 28	\$130.00	\$150.00

**\*\$35.00 reduction from 2010 prices!**

**Continental Breakfast available both days. Lunch is included for the marketing day – Lunch is not included on the education day, however, you will be able to purchase food in the restaurant if you so desire.**

Name: \_\_\_\_\_ Firm: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ EMail: \_\_\_\_\_

NYS License#: \_\_\_\_\_

Payment:

Enclosed is my check made payable to "NYSCAR" for \$ \_\_\_\_\_ or please charge my credit card for \$ \_\_\_\_\_:

MasterCard     Visa     AMEX

Card # \_\_\_\_\_ Exp. \_\_\_\_\_ CVV: \_\_\_\_\_

Signature \_\_\_\_\_

Do you have any disabilities that require special accommodations, including the provision of auxiliary aids and services? If so, Please identify your special needs:

**Please register A.S.A.P. but **NO later than October 19, 2011** so that appropriate arrangements can be made for the session.**

**Please send your registration to:**

**NYSCAR, 130 Washington Ave., Albany, NY 12210, Fax: 518-462-5474**

**Questions:** Please email Sherry at [sherry@nycap.rr.com](mailto:sherry@nycap.rr.com)