

8th Annual New York State Commercial Real Estate Conference

Hosted by members of the REALTORS® Commercial Alliance:

The NYS Commercial Association of REALTORS®

The New York State Chapters of CCIM and SIOR

The Society of Exchange Counselors



All Commercial Real Estate Professionals and Investors are Welcome

Overnight accommodations available at the Casino

June 1-3, 2009

Turning Stone Resort & Casino

Verona, New York

Joseph F. Rowley, Jr., Chairman

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May 30-31, 2009 Preconference program: CCIM – “Introduction to Commercial Investment Real Estate Analysis”
Instructed by: Joe Larkin, CCIM, SIOR (see enclosed brochure to register or go to www.ccim.com)

June 1, 2009

Golf on the World Class Shenandoah Golf Course (AM/PM tee times available)

10:30am-12:00
12:00 noon
1:00-5:00pm

Pre-marketing Session with Jim Wilson, CCIM, SEC (This session for first time attendees)
Lunch for marketing session attendees

MARKETING SESSION

Moderators: James T. Wilson, CCIM, SEC, EMS and Bill Stonaker, CCIM, SEC



The purpose of this 1 1/2 day session is to generate potential brokerage transactions and network with practitioners from all over the country. Market your properties available to co-broke and your client requirements. Find property for cash buyers. Be sure to submit your Standard Marketing Meeting Presentation Form **BY MAY 15** (enclosed) to be included in the marketing book. Late presentation forms will be distributed on the afternoon of June 2nd.



5:00-6:00pm
6:00pm
6:00pm

NYS SIOR Chapter Meeting with Bob Schell, SIOR

SEC Dinner Meeting (ticketed event- open to SEC members only)

NYSCAR Dinner with panel discussion (ticketed event- open to all)

“Winning Business in a Challenging Market”, Panelists to include: Tim Conley, CCIM, SIOR, Joe Larkin, CCIM, SIOR, and Patrick Mucci, Key Bank; Moderated by Richard Ferro, CCIM

June 2, 2009

8:00-9:00am
9:00-12:00pm
12:00-1:00pm

Breakfast

MARKETING SESSION

Lunch - Sponsored by Pyramid Brokerage Company

UPDATE FROM SIOR AND CCIM: David Zimmer, SIOR - Vice President, SIOR and Joe Larkin, CCIM - CCIM

1:00-4:00pm
2:00-4:00pm

MARKETING SESSION CONTINUES

Office & Industrial Leasing & Marketing Roundtable: “Leasing in the Current Economy, Challenges & Opportunities” with moderator Maureen D. Wilson, CCIM, SIOR

Topics and discussion leaders:

“Tenant Representation Opportunities” – Eric Simonds, CCIM

“Negotiating Lease Terms & Concessions” – Jerome Norton, CCIM, SIOR and Dennis Hennessy, SIOR

“Tenant Bankruptcies: A Developer’s Dilemma in Today’s Economy” – Kevin M. Newman, Esq.

4:00-5:30pm
5:30-7:30pm
7:30-9:30pm

NYS CCIM Chapter Meeting with Joe Larkin, CCIM, SIOR

Welcome Reception

NYSCAR Board of Governors meeting

June 3, 2009

7:30-8:30am
8:30am-4:30pm

Breakfast

Economic Principles to Generate Real Estate Transactions that Close

Instructor: James T. Wilson, CCIM, SEC, EMS



This course will provide an understanding of the principals that cause real estate transactions to be initiated and how to make a real estate marketing session highly productive. Also, it will illustrate how to effectively prepare documentation and to make effective property and buyer presentations that result in transactions to be initiated. Understanding the principles and format of the moderating process and how this strategy will facilitate the effective presentation of properties and buyer which allows for the identification of potential transactions. Also, a review of the process and required steps to structure potential transactions along with the principles, functions and documentation that is required to achieve a transaction closing will be presented. (6 hours real estate continuing education pending)

8:30-11:30am

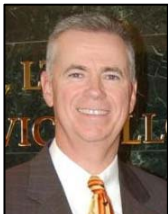
Trends in “Green Buildings” in the Northeast

Instructor: Joseph Scarpa, LEED AP, EcoBroker, e-PRO, Principal, Green Paradigm Realty, LLC, NJ



This course explores the theory and practice of the “built environment in the context of green buildings” and sustainable development. The niches of alternative energy practices and implications for commercial and industrial development, as well as the automated building technologies that drive energy efficiencies and indoor air quality will be presented. Certifications for people, properties and products will be reviewed as well as technologies and strategies regarding the development and marketing of green properties and how to green existing buildings. Learn how to formulate and implement a green strategy and the financial implications. (3 hours real estate continuing education pending)

8:30-11:30am



Turning Real Estate Knowledge into Income

Instructor: Tim Conley, CCIM, SIOR, Principal, Conley Associates, Albany, NY

Attendees will obtain in-depth knowledge of development from growing their business from traditional real estate brokerage into a vast array of services that focus on owning and developing income properties. Topics will include analyzing investment potential, forecasting the development cost, incomes and rates of return. Also the benefits and liabilities of partnerships and various formulas for increasing of the profits will be covered. The presentation will introduce the ancillary income venues and how to accomplish them while increasing net worth and education. (3 hours real estate continuing education pending)

11:30am-1:30pm

LUNCH AND NETWORKING, SPONSORED BY CB RICHARD ELLIS- UPSTATE OFFICES

LEGISLATIVE UPDATE

with **MICHAEL KELLY, DIRECTOR OF GOVERNMENT AFFAIRS, NYSAR**



Michael Kelly has been with NYSAR since 2001 and became its Director of Government Affairs in January 2008. Prior to joining NYSAR he spent 8 years in the New York State Assembly working as a budget analyst with the Ways and Means committee and communications coordinator for the Assembly majority.

ECONOMIC AND COMMERCIAL REAL ESTATE OUTLOOK

with **KEYNOTE SPEAKER: GEORGE RATIU, ECONOMIST, NATIONAL ASSOCIATION OF REALTORS®**



George Ratiu is an Economist with the NATIONAL ASSOCIATION OF REALTORS® in Washington, D.C. He writes regular columns and conducts research in the areas of commercial real estate and mortgage foreclosures. Mr. Ratiu produces NAR's Commercial Real Estate Outlook, which provides quarterly forecasts for the office, industrial, retail and multi-family sectors.

HOW TO REINVENT YOURSELF...TAKING IT TO THE NEXT LEVEL

with **KEYNOTE SPEAKER: BILLY PROCIDA, PRESIDENT, WPI**



William Procida is president of William Procida Incorporated ("WPI"). He has been an independent entrepreneur since 1981. The firm specializes in providing management and capital for both distressed and value added situations. In 2002, WPI became the founding member and majority shareholder of Palisades Financial ("Palisades"), which formed and managed two private equity funds. Palisades invested and managed over 100 positions including bridge and mezzanine loans.

UPDATE FROM SEC AND NYSCAR:

William Richert, SEC - First VP, SEC and Maureen D. Wilson, CCIM, SIOR - President, NYSCAR

1:30-4:30pm

Economic Principles to Generate Real Estate Transactions that Close (continued)

Instructor: James T. Wilson, CCIM, SEC, EMS

1:30-4:30pm

Pricing Commercial-Investment Real Estate for Successful Marketing

Instructor: William Hafner, MAI, Principal, Hafner Valuation Group, Albany, NY



Effective valuation of commercial-investment property in today's economic climate is essential for the representation of sellers and buyers. The course will cover the methods of valuation of both investment income and commercial user real estate and application of the principals of valuation perspective based on the current market. The comparative historic market approach and the income approach to valuation will be studied as well as how the lender's current criteria impacts the valuation and the potential of financing alternatives will be considered. (3 hours real estate continuing education)

1:30-4:30pm

Update on Real Estate Tax Strategy and Estate Planning

Instructor: Peter Karl, III, Esq., CPA



This course will review the current changes in the federal tax law as the result of the "Federal Financial Bailout Plan," depreciation schedule and current federal budget proposals. In addition, the aspects of current economic and legal issues will be reviewed as pertaining to the Deeds-in-Lieu of Foreclosure, Wrap-Around Mortgages, 1031 Exchange Out of Property Subject to Foreclosure, Use of Land Trusts and Privacy Issues, Tenants-in-Common considerations, Sale of Principal Residence Used as Investment and Effective Estate Planning and other timely financial issues. (3 hours real estate continuing education)

REGISTRATION FORM

Reserve today to ensure your space at 8th Annual New York State Commercial Real Estate Conference. Registrations accepted on a space-available basis. You must provide your license # to receive continuing education credit (for NYS)

Registrant: _____

Designation (if applicable): _____

NYS License # _____

Firm: _____

Address _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

E-mail: _____

***If you are using a credit card please fill in your billing address if different than above:**

Address: _____

PROGRAM SELECTION:

Please check each program or event you will attend. This information will assist us in providing appropriate seating for your comfort at the program.

June 1

- AM Golf
- PM Golf
- Pre-Marketing Session 10:30am- 12:00pm
- Afternoon Marketing Session 1:00 - 5:00pm
- SEC Dinner Meeting (open to SEC members only) (\$42.00)
- NYSCAR Dinner with Panel Discussion (Open to all) (\$42.00)

June 2

- Marketing Session 9:00 am - 4:00 pm
- Leasing Roundtable 2:00 pm - 4:00 pm
- CCIM Meeting 4:00 pm - 5:30 pm
- Welcome Reception 5:30 pm - 7:30 pm

June 3

You must attend the full session to receive CE Credit

8:30am-4:30pm	Economic Principals to Generate Real Estate Transactions that Close
8:30am-11:30am	Trends in "Green Buildings" in the Northeast
8:30am-11:30am	Turning Real Estate Knowledge into Income
1:30pm-4:30pm	Pricing Commercial-Investment Real Estate for Successful Marketing
1:30pm- 4:30pm	Update on Real Estate Tax Strategy and Estate Planning

ALL COMMERCIAL PROFESSIONALS AND INVESTORS ARE WELCOME!

CONFERENCE LOCATION: Turning Stone Casino Resort (Exit 33 off the NYS Thruway)
5218 Patrick Road, Verona, NY

OVERNIGHT ACCOMMODATIONS: A special Room Rate of \$109.00 per night is available for reservations for the nights of June 1st & June 2nd for conference attendees. Call Turning Stone Casino at (800) 771-7711 no later than **MAY 8, 2009** to qualify for this rate. Be sure to mention that you will be attending the "NYS Commercial Association of REALTORS®". **Rate subject to availability, so book today!**

Travel: Syracuse Airport (Hancock International) would be the most convenient to fly into. You will need to find transportation from the airport to the resort.

QUESTIONS ON THIS PROGRAM? Email Ali at amann@nysar.com or Sherry at sherry@nycap.rr.com

REGISTRATION FEES:

NYSCAR/CCIM/SIOR/SEC* Members	Registration	Onsite Registration
*Golf and Full Conference	___ \$290.00	___ \$315.00
Full Conference	___ \$150.00	___ \$175.00
Non-Members		
*Golf and Full Conference	___ \$340.00	___ \$365.00
Full Conference	___ \$200.00	___ \$225.00

*Golfers must be registered BY May 4th to obtain a tee time

I am a current member of: ___ NYSCAR ___ CCIM ___ SIOR
___ SEC ___ SEC regular guest

*CCIM/SIOR must be a member of a NY State Chapter to receive the member rate.

Please indicate your dinner selection (ticket price: \$42.00):

SEC Dinner Meeting:

- Grilled Petite Tenderloin with Jumbo Shrimp
- Tenderloin of Beef with Chicken Breast

NYSCAR Dinner with Panel Discussion:

- Grilled Petite Tenderloin with Jumbo Shrimp
- Tenderloin of Beef with Chicken Breast

PAYMENT OPTIONS:

MAIL YOUR COMPLETED REGISTRATION FORM WITH YOUR CHECK, PAYABLE TO "NYSCAR", TO:

NYS Commercial Association of REALTORS® , Inc.
130 Washington Avenue
Albany, NY 12210-2220

OR

FAX YOUR COMPLETE REGISTRATION FORM WITH CREDIT CARD AUTHORIZATION TO FAX: (518) 462-5474

- AMEX
- MasterCard
- VISA

Please charge my credit card for \$ _____

Credit Card No.: _____

Expiration Date: _____

Authorized Signature: _____

Registrations cannot be made over the phone

- If you have need of special accommodations to fully participate in this program, including provision of auxiliary aids/services, please check here, attach a description of your needs.

Instructions

**For Marketing Session – Monday, June 1, 2009 (1:00pm) continuing
Tuesday, June 2, 2009 - 9:00am**

8th Annual New York State Commercial Real Estate Conference – Turning Stone Resort & Casino

Attendees to the June 1-2 “Marketing Session” planning to make a property presentation “are required” to complete the attached form and submit it to the NYSCAR office by fax or mail on or before May 15th.

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. PLEASE TYPE OR PRINT YOUR DATA ON THE ATTACHED FORM. MAKE DUPLICATE COPIES OF THE BLANK FORM SHOULD YOU HAVE MORE THAN ONE PROPERTY TO PRESENT.

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.

STANDARD MARKETING MEETING PRESENTATION FORM



CONTROL: _____ Exclusive _____ Exclusive Agency _____ Principal

Value: \$ _____
 Loan: \$ _____
 Equity: \$ _____

TITLE/HEADING OF OFFER: _____

PROPERTY TYPE: _____

PROPERTY DESCRIPTION: _____

LOCATION: _____

BENEFITS TO NEW OWNER: _____

INCOME/EXPENSES:

		<u>ACTUAL-PRIOR YEAR</u>		<u>PROJECTED-CURRENT YEAR</u>
Gross Scheduled Income	GSI	_____		_____
Vacancy	(-) VAC	_____		_____
Gross Operating Income	GOI	_____		_____
Operating Expenses	(-) EXP	_____		_____
Net Operating Income	NOI	_____		_____
Debt Service	(-) DBT	_____		_____
	CASHFLOW	_____		_____
	CAR RATE	_____		_____

ENCUMBRANCES:

	<u>Balances</u>	<u>Accurate as of Date</u>	<u>Payment</u>	<u>Interest Rate %</u>	<u>Loan Due</u>
Loan 1	_____	____/____/____	_____	_____	____/____/____
Loan 2	_____	____/____/____	_____	_____	____/____/____
Loan 3	_____	____/____/____	_____	_____	____/____/____

BENEFITS SOUGHT BY OWNER: _____

MOTIVATION/REASON FOR DISPOSITION (Optional): _____

CAN ADD (Additional Real Estate, Cash, Personal Property) to Complete Transaction: _____

REMARKS: _____

OWNER: _____

OCCUPATION: _____

CAN BE REFINANCED FOR: \$ _____

BROKER/AGENT: _____

PHONE: _____

FIRM: _____

FAX: _____

ADDRESS: _____

EMAIL: _____

NOTE: Additional Back-Up Material to be Provided in Back-Up Package

Fax to NYSCAR office BY May 15, 2009 so that your property is included in the marketing book (fax # 518-462-5474)!