

Commercial Education & Marketing Session

Education Course Hosted By The

The New York State Commercial Association of REALTORS®, Inc. (NYSCAR)

In cooperation with the Hudson Valley NYSCAR Chapter & the Society of Exchange Counselors (S.E.C.)



WHEN: Wednesday April 21st & Thursday April 22nd, 2010
WHERE: Hotel Sierra - 100 Westage Business Center Drive
Fishkill, NY 12524 Phone (845) 897-5757



EDUCATION DAY

“CREATIVE REAL ESTATE FORMULAS”

7.5 Hours CE CREDIT PENDING

Wed. April 21st - Time: 9:00a.m. TO 5:00p.m.

Registration includes lunch and refreshments

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 transactions. From 1981-1990, Chuck was a development consultant, conducting feasibility and market studies for industrial, commercial, hospitality, retail, and housing properties throughout the United States. From 1990 to 1999, Chuck personally developed eleven mini-storage properties in Dallas/Ft. Worth, two in St. Louis, and one each in Shreveport, Louisiana, and Oklahoma City. In addition, Mr. Sutherland is a development partner in the U-STOR Colorado chain (5 properties) and in one U-STOR property in Tucson, Arizona. Chuck’s Commercial Division – Sutherland Investments - has recently developed build-to-suit projects in Ft. Worth for Sysco Foods and United Rentals, Inc. Chuck also is a hospitality investment expert. In early 2003, his hotel division acquired a 104-unit Days Inn in Hays, Kansas and proceeded to remodel and upgrade the property. Representatives of Days Inn have commented that the property represented the fastest turnaround in the company’s history. 1995, Mr. Sutherland has been a member of the Society of Exchange Counselors (www.secounselors.com), a private association of brokers, investors and developers. Invitation-only membership in the Society is based on a proven record of integrity, competence and creative real estate transaction ability.

Course Topical Outline:

- Create Value using Creative Real Estate Formulas
- Creative Transaction Structures
- Convey Value of Cash in a Transaction
- Exchange Transactions That Work
- Joint Ventures (Types) and Benefits
- Methodology of Sale Leasebacks
- Partners as a Source of Financing
- Value and Uses of Secondary Financing
- Substitution of Collateral a Financing Tool
- Subordinate the Carry-Back Financing Facts
- Real Estate Development Considerations
- Creating Alternative uses for Property
- Straight Syndication of Transactions
- Undivided Interests
- Adding Expertise to Generate Transactions
- Syndication Via Note With Percentage Of Profits
- Negotiation and Benefits to all Parties

DEAL MAKING DAY

MARKETING SESSION & NETWORKING

Thurs April 22nd - Time: 9:30 a.m. TO 5:00 p.m

Agenda:

- 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.
- Facilitators:** Chuck Sutherland, Bob Gininecki

DIRECTIONS TO HOTEL SIERRA, Fishkill, NY

Take I-84 to Fishkill Exit 13. North toward Poughkeepsie US-9 N. Continue on US-9 N (Approximately 1/4 mile) turn **LEFT** onto Merritt Boulevard . At first light turn left onto Westage Business Center Drive. Hotel Sierra Fishkill is on your right. Note: Stewart Airport is the closest airport, it is 15 minutes away. Please call for info on how to get there from the airport.

REGISTRATION FORM

NYSCAR/SEC

Please register me for:

	Member Rate	Non Member Rate
Day One:	_____ \$120.00	_____ \$130.00
Course: "CREATIVE REAL ESTATE FORMULAS"		

Day Two:

Marketing Session	_____ \$65.00	_____ \$75.00
Combination - Two Day:		
Education Day & Marketing Day Combined	_____ \$165.00	_____ \$185.00

*****Registration for each day includes lunch and refreshments*****

Name: _____

Firm: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ E-Mail: _____

License#: _____ *Don't forget this or no credit can be applied**

Note: Continuing education credits are available only to New York State License holders.

Payment: Enclosed is my check payable to "NYSCAR Hudson Valley" in the amount of \$_____ for the 2 day event

please charge my ___MC ___Visa ___Amex ___Discover Card # _____ exp. _____
CVV _____

HOTEL RATES - We have a block of rooms, the discount rate at Hotel Sierra are from \$109.00 to \$129.00 depending on the room accommodations.

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 ASAP******

*****ATTENDEE'S REGISTERING AFTER APRIL 7th, PAY AT THE DOOR*****

Send registration/**check** payable to **NYSCAR** to:

Nancy Meyer

Pyramid Brokerage

356 Meadow Ave. #2

Newburgh, NY 12550-3089

Phone: 845-522-5900

Fax: 845-522-5970 nancymeyerrealtor@gmail.com

Or Contact:

James Walker, Chapter President

[Foresite Realty Advisors Inc.](http://ForesiteRealtyAdvisorsInc.com)

PO Box 177

Glenham, NY 12527

Direct: 845.849.5102

jfw0432@optonline.net