



21TH NYS COMMERCIAL ASSOCIATION OF REALTORS® ANNUAL CONFERENCE

JUNE 14–16, 2023



**MAKE CONNECTIONS.
GAIN KNOWLEDGE.
CLOSE DEALS.**

Turning Stone Resort & Casino

5218 Patrick Road
Verona, New York 13478



Brought to you by:
the NYS Commercial Association of REALTORS® along with the
Upstate NY CCIM Chapter, and the Society of Exchange Counselors.

SCHEDULE OF EVENTS

WEDNESDAY, JUNE 14, 2023

8:30 A.M. - 12 P.M.

REAL ESTATE PERFORMANCE AND INVESTMENT ANALYSIS USING EXCEL

*Joseph Larkin, CCIM, MCR, SIOR
Approved for 7 hours C.E. Credit*

How to determine if a real estate investment makes financial sense? You start by building a proforma economic model and applying performance measurements to determine if the asset meets the financial objectives.

This course is designed specifically for real estate professionals interested in expanding their knowledge of investment real estate. Attendees will use prepopulated Excel workbooks that allow fast calculations of vital financial measurements to evaluate a real estate investment quickly and effectively.

Applying performance measurements will illustrate how the property may perform in the future. Financial modeling will demonstrate various returns based on different investors' goals. We will explore financing. Will leverage increase or decrease the overall investment return, and how will the financing impact the property's future performance? Real Estate Performance and Investment Analysis using Excel is essential for any real estate investor or practitioner. The attendee will leave with the knowledge and financial tools that can be applied immediately to evaluate any real estate investment!

Hosted by Upstate NY CCIM Chapter

Separate registration required:

Please visit bit.ly/403UgHt as an additional fee of \$149 applies.

12 P.M.

SOCIETY OF EXCHANGE COUNSELORS NETWORKING EVENT

All are welcome to join for another fun afternoon of shooting clays and networking with SEC members and guests at the Vernon National Shooting Preserve, located at 3291 Burns Road, Vernon Center, NY 13477. Lunch will be served at noon followed by shooting and then a steak BBQ dinner at the range. Gun rentals are available. Participants will pay fees directly to Vernon National the day of the event. Call Nate Kanney for questions (845) 430-8314.

12 - 1 P.M.

BREAK FOR LUNCH

1 - 4:30 P.M.

REAL ESTATE PERFORMANCE AND INVESTMENT ANALYSIS USING EXCEL

- Class Continues

2:30 P.M.

COFFEE BREAK

4:30 P.M.

UPSTATE NY CCIM CHAPTER MEETING & CHAPTER RECEPTION (Members Only)

5 - 6 P.M.

MEET AND GREET

Vendors please join the NYSCAR Board Members for a meet and greet with cocktails and hors d'oeuvres.

6 P.M.

NYSCAR BOARD OF GOVERNORS' MEETING

THURSDAY, JUNE 15, 2023

8 - 8:45 A.M.

EXHIBITOR BREAKFAST

Come chat with the conference vendors and learn what they have to offer!

9 A.M. - 12 P.M.

MARKETING/NETWORKING SESSION

Moderators Tyler Nepote and Jason Dillard assisted by John Lavelle and Paul Hakim, CCIM. Come make deals for you and your clients.

Generate potential brokerage transactions and network with practitioners from across the country. Attendees who have properties to present and be formally moderated need to submit their property forms by June 2. To submit your properties, [see full information here](#). Please plan to participate in a virtual pre-planning session one week prior to the onsite meeting.

12 - 1 P.M.

LUNCH WITH UPDATES

Welcome by Bob Strell, 1st Vice President

Organization Updates:

Legislative Update

Michael Kelly, Director, Governmental Affairs, NYSAR

NYS Commercial Association of REALTORS®

Robert Strell, 1st Vice President

Society of Exchange Counselors

Paul Hakim, CCIM, SEC

Upstate NY CCIM Chapter - Colby Smith, CCIM

President Upstate NY CCIM Chapter



SCHEDULE OF EVENTS

THURSDAY, JUNE 15, 2023

Continued

1 - 5 P.M.

MARKETING SESSION CONTINUES

6 P.M.

WELCOME RECEPTION

(open to all registrants)

Join the group for hors d'oeuvres, cocktails and fun!

FRIDAY, JUNE 16, 2023

8 - 8:50 A.M.

BREAKFAST

9 A.M. - 12 P.M.

CREATING WEALTH THROUGH 1031 EXCHANGES

Russell Gullo, CCIM

Submitted for 3 hours CE Credit

Attendees will learn about the "Best Kept Secret In Real Estate". They will learn how to pay no tax when disposing of business/investment-held property; what the requirements are, including the time frames, who the four parties are and how to set up a 1031 exchange.

Attendees will also learn what is meant about the meaning of "like-kind"; what property can you give up and what property can you receive as well as where can you acquire the replacement property, how many properties can be involved in a 1031 exchange and examples will be explained.

Learn about the different advantages of performing a 1031 exchange, how you are able to create wealth using 100% of your equity; types of 1031 exchanges; reverse exchange; combination reverse & deferred exchange (Extra 180 Days); improvement exchange; installment sale/1031 exchange; partial exchange; common formulas and their benefits will be reviewed.

9 A.M. - 12 P.M.

LEASE VS. PURCHASE ANALYSIS FOR COMMERCIAL REAL ESTATE

Joseph Larkin, CCIM, MCR, SIOR

Submitted for 3 hours CE Credit

For most businesses, the cost to occupy real estate is typically the second most expensive item on the profit and loss statement. As a broker, leasing agent, or consultant, you may be asked to advise a client on the merits of leasing or purchasing commercial real estate. This case-study-driven course will provide you with the tools to answer the question, which is better, leasing or owning?

Looking through the lens of the business, we will explore the choices and how those options are evaluated. A cost-to-occupy model will provide financial and non-financial measurements in the decision-making process. Providing a high level of value to your client.

A laptop computer with a full version of Excel is required. During the course, the attendee will be provided with an Excel-programmed workbook. Providing an opportunity to complete "what if" scenarios.

12 - 1 P.M.

LUNCH SESSION

Speaker: J. Shelby Schneider, Deputy Director, NYS Economic Development Council

1 - 3 P.M.

LEASE VS PURCHASE CLASS - PART II

Joseph Larkin, CCIM, MCR, SIOR

Submitted for 2 hours CE Credit

Students will have a Case Study and will analyze the client's options. There will be a group activity: Each group will present their results and explain their recommendation to their clients.



CONFERENCE REGISTRATION & PROGRAM SELECTION

Registrations are accepted on first-come, first-served basis so register today to ensure your space. Your license number is required to receive CE credit.

Full Name: _____

Designation (if applicable): _____

NYS License #: _____

Office Name: _____

Office Address: _____

City: _____ State: _____ Zip: _____

Billing Address (if different): _____

Phone: _____ Fax: _____

Email: _____

I am a current member of:

___ NYSCAR ___ SEC ___ CCIM ___ First-time attendee

☐ Check here confirming you have read the COVID-19 statement and agree.

THREE EASY WAYS TO REGISTER:

1 Online at
NYSCAR.org

2 Fax this completed
form to NYSCAR at
(518) 462-5474

3 Mail this completed form to: NYSCAR,
130 Washington Ave., Albany, NY 12210

REGISTRATION RATES & PAYMENT:

NYSCAR/CCIM/ SEC	REGULAR RATE	ON-SITE RATE	EARLY-BIRD REGISTRATION <i>Cutoff date is 5/11.</i>
Members	___\$225	___\$250	___\$200
Non-Members	___\$275	___\$300	___\$250

☐ Enclosed is my check in the amount of: \$ _____
or

☐ VISA ☐ MasterCard ☐ AMEX ☐ Discover

Card#: _____

Expiration Date: _____ Security Code: _____

Signature: _____

PLEASE VISIT **WWW.NYSCAR.ORG** TO FIND ALL LINKS
REFERENCED IN THIS BROCHURE.

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

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1 - 3 P.M.

**LEASE VS. PURCHASE ANALYSIS FOR
COMMERCIAL REAL ESTATE - PART II**

HOTEL ACCOMMODATIONS:

Turning Stone Resort & Casino

5218 Patrick Rd., Verona, NY 13478

Room reservations - Call Turning Stone at
800-771-7711. Tower Rooms: \$199.

Cut-off date is Thursday, May 11, 2023

Please attach a note identifying any disabilities you may have that require special accommodations, including the provision of auxiliary aids and services.

QUESTIONS?

Email: Ali Mann, amann@nysar.com

Sherry Marr, sherrymarr08@yahoo.com

Phone: (518) 463-0300 x507