

NYSCAR *News*

Spring/ Summer 2006

New York State Commercial Association of REALTORS®, Inc.

NYS Commercial Real Estate Conference is a smashing success

By Sherry Marr

The 5th Annual NYS Commercial Real Estate Conference, chaired by Joseph F. Rowley (CB Richard Ellis-Rochester) kicked off on June 14th with an extraordinary marketing session at Turning Stone Resort & Casino in Verona, New York. The conference was sponsored by NYS-CAR, the New York State Chapters of CCIM and SIOR and SEC.

Jim Wilson, CCIM, SEC of Florida did an excellent job of moderating the marketing session by pairing up attendees for deals! The marketing session had attendees from across New York State, as well as seven other states (see enclosed article).

CB Richard Ellis-Upstate Offices sponsored



Marketing Session attendees pause for a picture (left to right): Steve Perfit, CCIM, SIOR, Donald E. Welch, SIOR, David M. Dworkin, Jim Wilson, CCIM, SEC, Steve England, SEC and Bob Giniecki, CCIM, SEC.

the breakfast for the marketing session attendees and Small Business Loan Source, LLC was the sponsor of the marketing session lunch. Many thanks to both organizations for their support!

Tim Conley, CCIM (Conley Associates, Albany) and Chip Kloppenburg (CB Richard Ellis,

Rochester) chaired the golf tournament on the world class Shenendoah Course. The weather was perfect for a great day of golf. Golf was sponsored by Investment Property Exchange Services, Inc. and Ticor Title Insurance Company.

The CCIM and SIOR Chapters held their chap-

ter meetings at the end of the day and everyone attended the Welcome Reception which ran from 6 to 8 p.m.

The reception gave everyone a chance to get together, socialize and the golf prizes were awarded!

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President's Message

We have just returned from our Annual Conference. As you can see from the enclosed article, it was a huge success! The planning team, chaired by Joe Rowley (CB Richard Ellis-Rochester) has met to discuss the evaluations and to start the planning process for next year. The planning team is looking to expand the conference by an additional half day to allow for a 1 ½ day marketing session.

The conference has grown and gotten better each year. We appreciate the time and effort that the planning team has put into making the conference a premiere networking event!

In the near future you will be receiving a note from the NYSCAR office to check your listing in the Membership Directory. We will post the directory as we did last year so that you are able to view it prior to printing a hard copy.

Please make note of the following upcoming programs:

- The CCIM Chapter is sponsoring two programs in August and September (fliers enclosed). Please be sure to take advantage of these offerings.

- The National Association of REALTORS® Convention will be held in New Orleans, November 10-13. The REALTORS® Commercial Alliance will be meeting



David M. Dworkin

during that time. There are opportunities to participate in many of the projects in New Orleans, such as school restorations, park rebuilds and plantings, just to name a few.

The Tri-State Conference, sponsored by the New York, New Jersey and Pennsylvania associations of REALTORS® will be held December 5-7, 2006 in Atlantic City. Commercial programs will be available. Please watch for details.

I look forward to seeing you soon.

Sincerley,

A handwritten signature in dark ink that reads "David M. Dworkin". The signature is stylized with a large, looped 'D' and a cursive 'M'.

David M. Dworkin
President

Conference from page 1

hearty "congratulations" to Alan Gramet, CCIM (CB Richard Ellis, Syracuse) for getting a hole in one!

Gift certificates were awarded for the following:

- Closest to the pin: Alan Gramet, CCIM (CB Richard Ellis, Syracuse)

- Longest Drive: Tom Gibbs, Pyramid

- 1st Place Team: Tim Conley, CCIM (Conley Associates, Albany) and Michael Sampone, (Pyramid-Albany)

- 2nd Place Team: Brian Snow (Pyramid-Utica) and David Farrington (Pyramid-Rochester)

- 3rd Place Team: Peter Battaglia (Ticor Title Insurance, Buffalo) and Joe Rowley (CB Richard Ellis-Rochester)

Congratulations to all!

On the morning of June 15, the conference commenced with a breakfast sponsored by Pyramid Brokerage. Conference chair Joe Rowley (Rochester) welcomed everyone and reminded the attendees about continuing education requirements.

At the conclusion of breakfast, the attendees had their choice of three continuing education programs as follows:

- * "Cutting Edge Strategies in Tax Planning and Asset Protection," by Peter Karl, III, Esq., CPA

- * "Globalization of Commercial Real Estate," by Manfred Chemek, FI-ABCI, CCIM, CIPS.

- * "Asset Transfer-A Guide to Impaired Properties," George Lee, Eckardt C. Beck, Vita DeMarchi, Dan Beck, Brian Macrae, Richard Pertz.

Many thanks to Wayne D'Amico for demonstrating the "Site to Do Business" website. Attendees learned quite a bit of information from the demo.

Lunch was held at 11:30 a.m. in the Cypress Room, sponsored by GE Real Estate Services. President Dworkin welcomed everyone to the luncheon and thanked the sponsors for their support.

Platinum Sponsors: GE Real Estate Business Property; Pyramid Brokerage Company, Small Business Loan Source, LLC; **Gold Sponsors:** CB Richard Ellis-Upstate Offices, Wilber National Bank, Investment Property Exchange Services, Inc. and Ticor Title Insurance Company; **Silver Sponsors:** AAC Contracting, Inc., Asset Preservation, Inc., Bayview Financial Services; First American Exchange Co., NYS Chapter CCIM; NYS Chapter SIOR, STDBonline; New York Real Estate Journal; Northeast Real Estate Business Magazine; Rochester



Mark Danford and Dan Lent represented Small Business Loan Source, which sponsored the marketing session luncheon.

Democrat & Chronicle.

President Dworkin then introduced Conference Chairman Joseph F. Rowley, (CB Richard Ellis-Rochester). Chairman Rowley introduced Joe D'Imperio, VP, GE Real Estate Services who gave a presentation regarding their organization.

Duncan MacKenzie, director of government affairs, NYS Association of REALTORS®, then gave an update on some commercial legislative items, which included a proposed increase in hours for the salesperson and broker curriculum. Commercial topics would be included in the new curriculum.

NYSCAR Secretary Donald E. Welch, SIOR then introduced the featured speaker, Dr. Mark Dotzour, Chief Economist,

Texas A & M University, Texas. Dr. Dotzour gave an outstanding presentation on "The Economic Outlook for Commercial Real Estate Investment."

At the conclusion of the luncheon, attendees were able to choose from three continuing education classes as follows:

- Introduction to Creative Marketing of Commercial-Investment Real Estate" by Robert R. Giniecki, CCIM, SEC and James T. Wilson, CCIM, SEC.
- Power of Replacement Property Solutions, Tim Keehan & Pamela A. Michaels, Esq.

- Twelve Technology Tactics, Techniques and Tools (for Commercial Real Estate Marketing and Due Diligence), Tim Hatlestad, CCIM

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Conference from page 3

We were extremely pleased that the conference evaluations were outstanding and that attendees are looking forward to attending next year!

Dana Barnes of Moodus, CT was the recipient of a complimentary registration for the 2007 conference. Congratulations, Dana!

Many thanks to this year's conference planning team:

- Joseph F. Rowley, Jr., Chairman
- Tim Conley, CCIM, Golf co-chair
- David M. Dworkin, President, NYSCAR
- Robert Giniecki, CCIM, NYSCAR Board of Governors



NYSCAR President, David M. Dworkin (left) chats with Dr. Mark Dotzour, Chief Economist, Texas A & M University. Dotzour was the keynote speaker for the luncheon session on June 15.

- Chip Kloppenburg, Golf co-chair

• Karen L. Lewis, CCIM, SIOR, President, Upstate Chapter SIOR (Past President, NYSCAR)

• Jerry Norton, CCIM, SIOR, President, Downstate Chapter, SIOR & CCIM Region 11 Vice President (New England & NY)

• Steve Perfit, CCIM, SIOR, Past President, NYSCAR

• Donald E. Welch, SIOR, Secretary, NYSCAR, Chair, Business Opportunities Committee

• Maureen Wilson, CCIM, SIOR, 1st Vice President, NYSCAR, Chair Education Committee

We look forward to seeing you next year!

Marketing Session a winner at Turning Stone conference

By Robert Giniecki, CCIM, SEC

The Marketing Session had over 90 registered as attendees and was attended by brokers not only from New York, but also from New England, Colorado, Michigan, Nebraska, New Jersey, Ohio and Pennsylvania. The marketing session was coordinated by members of the Society of Exchange Counselors (SEC) and the New York State Commercial Association of REALTORS® (NYSCAR). Jim Wilson, CCIM, SEC from Orlando, Florida was the "chief moderator" for the marketing program and was received with great appreciation. This was the third year that Jim has assisted as the lead moderator.

This year, there were some significant changes in the marketing session format. The principle

change was having attendees "pre-registering" their respective marketing property packages. These pre-registered marketing packages were then duplicated by the NYSCAR office and distributed to all marketing attendees who had expressed an interest in the property packages that were presented. This modification to the marketing session allowed for greater efficiency and flow in the marketing process.

The marketing session format was reviewed by Bob Giniecki, CCIM, SEC and he introduced some of the prominent attendees in attendance, namely, NYSCAR President David M. Dworkin, Steve Perfit, CCIM, SIOR, Past President of NYSCAR and National Treasurer of the CCIM, Institute, Steve England, SEC, ALC,

President of SEC from Nebraska, Wayne Jensen, SEC, Northeast Regional Director of SEC and Southern Tier NYSCAR Chapter President, Gary Vandenberg, CCIM, SEC, Great Lakes Regional Director of SEC, Sharon Langdon, President of the NYSCAR Metro Long Island Chapter, Dorian Chapman, President of the Rochester Area Chapter, NYSCAR and Mike Lane, President of the Ohio Commercial Real Estate Association.

Jim Wilson led off the marketing with "cash;" the attendees representing buyers with cash looking for property acquisition. After each cash presentation, attendees who had a property that matched what the cash presenter had were given an opportunity to make a "quick" presentation as to what See Marketing Session, page 5

Marketing session from page 4

property they had offered in to the cash presenter. This format allowed for not only the cash presentation, but also, provided an opportunity to get more property product out in the form of a "quick pitch." Following the cash presentation, attendees who had pre-registered properties in the marketing book were given the opportunity to make a "formal: property presentation which was moderated by an experienced marketing REALTOR®.

Those REALTORS® who had assisted in the moderating of property packages were Dana Barnes, SEC from Moodus, CT, Ed Berlinski, CCIM, SEC, Rochester, Joe Deegan, CCIM, Kingston, Joel Dropkin of Goshen, Steve England, SEC, ALC Nebraska, Bob Giniecki, CCIM, SEC, Albany, Wayne Jensen, SEC, Binghamton, Paul Manza, SEC, Goshen, Dan Rosow, SEC of Farmington, CT, Don Welch, SIOR, Albany, Peter West, CCIM, North Adams, MA, Jim Wilson, CCIM, SEC, Orlando, FL and Gary Vandenberg, CCIM, SEC, Grand Rapids, MI. There were 62 formal property packages that were in the marketing book.

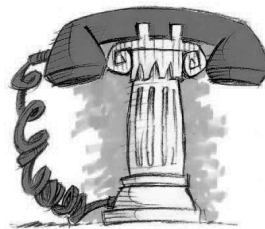
Following the formal presentations, a "have/want" marketing segment was presented in the format of quick presentations which were offered by those who either had not placed a property in the marketing book, or, had additional properties they wanted to present. At the conclusion of the marketing meeting, Wayne Jensen had presented

two \$350 education certificates from the Society of Exchange Counselors which were awarded to marketing attendees who had either expressed the most marketing response participation, and for the best marketing presentation. The recipients of the SEC education certificates were Corey Bishop of North Adams, MA and Mark Berezin, CCIM,

Holyoke, MA.

The marketing attendees have overwhelmingly expressed their intent to return for future marketing events. Recognition is also given to Sherry Marr, NYSCAR, Ali Mann and Charlene Craig for all the coordination and effort that they put into making this conference a successful event.

NYSAR Legal Hotline



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For confidential legal advice, consult an attorney.



New York State Association of REALTORS®, Inc.

REALTORS® Commercial Alliance Committee

Commercial Legislation and Regulatory Subcommittee report

Chair: Bob McMillan (AL) Vice
Chair: Blaine Walker (UT)

The following is reported for your information only and does not affect association policy or budget.

1. The subcommittee referred to the REALTORS® Political Involvement Committee a recommendation to include at least one commercial member on the Federal Political Coordinator contact team. The purpose of the recommendation is to ensure that commercial REALTORS® are able to share their perspectives on NAR legislative priorities.

2. The subcommittee received a report from the Tenant in Common Working Group and adopted the following statement as the subcommittee's position: "Sales of Tenant in Common interests are fundamentally real estate transactions and as such NAR believes that consumers are best served by having the opportunity to use and rely on the expertise of real estate professionals, REALTORS®, and the protections of state real estate laws. In some instances the sale of tenant in common interests may also constitute the sale of securities. In such cases, securities professionals may also be involved to advise consumers on the securities issues as well as to comply with state and federal securities laws." The

subcommittee also received an update on efforts of the work group and NAR to define a role for REALTORS® in the sale of securitized TIC transactions with the Securities and Exchange Commission, as well as ARELLO and the North American Securities Administrators Association (NASAA).

3. The subcommittee received an update from staff of the Federal Reserve of the Basel Accords and a proposed regulatory guidance to banks on commercial real estate lending. The report focused on how changes in the Basel Accords impact the way banks determine regulatory capital. Though it was suggested that Basel would not impact the flow of capital to commercial real estate, committee mem-

bers expressed concern that the treatment of some classes of real estate may be treated less favorably than more risky corporate lending. The report also suggested that banks with concentrations in commercial real estate take additional risk management measures to ensure soundness in market downturns. Committee members noted the irony of how some regulators were urging banks to take a cautious approach to commercial loans, while others were allowing banks to own and develop speculative real estate.

4. The subcommittee also received an update on federal multi-housing programs that recently came under the subcommittee's jurisdiction.

CCIM

Introduction to Commercial Investment Real Estate

August 10-11

Syracuse Board of REALTORS®

CI 101 Financial Analysis for Commercial Investment Real Estate

September 8, 9 14-16

Holiday Inn Express, Latham

NYSCAR Annual Meeting

September 16, 2006

Courtyard by Marriott

Saratoga Springs, New York

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Plan now to attend Triple Play 2006

If you're interested in jump-starting your career and advancing your productivity, mark your calendar now for December 5-7, 2006 and plan on being at the Atlantic City Convention Center for the Triple Play REALTOR® Convention and Trade Expo in Atlantic City, New Jersey. Hosted by the New Jersey, New York and Pennsylvania state associations of REALTORS®, this is the largest annual convention and trade show of its kind.

More than 50 educational courses will be offered for individuals involved in all levels and aspects of the industry including courses designed with brokers,

owners, managers, sales agents, commercial practitioners and appraisers in mind.

Expand your market and establish connections for future referrals by networking with more than 10,000 attendees from across the tri-state region at a number of special events and receptions being offered throughout the convention. Additionally, attendance at the nearly 500-exhibitor trade show gives you access to industry suppliers who can assist you with the latest business tools and service innovation to help maximize your productivity.

Visit www.realtorstripleplay.com for regular updates and to register online in September.

Chapter Meeting Schedule

Hudson Valley: Meets the second Tuesday of each month. Call Chapter President Eric Bickmann at 845/226-1212.

Metro Long Island: Call Sharon Langdon at 631/424-0776 for details.

Southern Tier: Meets the first Friday of each month. Call Wayne Jensen, SEC at 607/651-9446.

Western New York: Meets the third Thursday of each month. Call Eric Tudor at 716/839-6100.

Rochester: Meets the second Thursday of each month. Call Dorian Chapman at 585/670-0440.

Greater Capital: Meets the third Thursday of every other month. Call Howard Carr at 518/452-1881.

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