

NYSCAR *News*

Spring, 2009

New York State Commercial Association of REALTORS® , Inc.

8th Annual Conference Program Announced

We are pleased to announce the program for the 8th Annual NYS Commercial Real Estate Conference, June 1-3, 2009, held at the Turning Stone Resort and Casino in Verona, NY!

The conference is hosted by the NYS Commercial Association of REALTORS®, the NYS Chapters of CCIM, SIOR and the Society of Exchange Counselors. Joseph F. Rowley, Jr. serves as chairman.

Many thanks to conference sponsors: Diamond: CB Richard Ellis-Upstate Offices; Platinum: Pyramid Brokerage Company, Silver: BL Companies, Inc.; CCIM Institute; Key Bank; LaBella Associates, PL; New York Real Estate Journal; Gill Abstract Corp.; Synapse Partners LLC; Upstate SIOR Chapter and Wilber National Bank.

There will be a pre-conference CCIM Intro class held Saturday and Sunday, May 30-31, instructed by Joseph Larkin, CCIM, SIOR. You may go to www.ccim.com to

register or use the form which is included in the conference brochure.

June 1 will kick off the marketing session which has become a “must attend” session. Jim Wilson, CCIM, SEC (Florida) and Bill Stonaker, CCIM, SEC (Texas) are back as the lead moderators for the session. The marketing session is 1 and 1/2 days long. It will begin on Monday with a special program

for first time attendees who are not familiar with marketing sessions. Jim Wilson, CCIM, SEC will teach the attendees what to expect and how to present their properties. Deals have been made at these sessions. Don't miss out on this opportunity to network with your colleagues. Last year, there were attendees from several different states and Canada.

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Johnson honored as REALTOR® of the Year



NYSCAR First VP, Joseph F. Rowley, Jr., and President Maureen Wilson, CCIM, SIOR congratulate Mike Johnson (right) for receiving the 2008 REALTOR® of the Year Award (see page three).

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SIOR**

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President's Message

We are very excited about the upcoming annual conference, June 1-3, 2009 at the Turning Stone Resort and Casino in Verona, New York. We have a fantastic program - something for everyone! Overnight rooms go quickly and I encourage you to get your overnight accommodations as quickly as possible. Please call Turning Stone at 1-800-771-7711 and tell them you are attending the NYS Commercial Real Estate Conference. Conference fliers were emailed and mailed to all NYSCAR members. You may also visit www.nyscar.org to obtain a registration form.

Conference chair Joseph F. Rowley, Jr. will give a presentation at the the REALTORS® Commercial Alliance meeting in Washington, DC in May regarding the annual conference. We are one of three associations chosen to speak to other commercial overlay boards and staff relative to a successful program for associations to offer the members.

On March 16, NYSCAR sponsored "Introduction to Creative Marketing of Commercial Investment Real Estate" in cooperation with the Metro Long Island Chapter of NYSCAR. It was a great success and we thank the chapter for hosting the class (see pg. 4).

NYSCAR will be sponsoring two classes in April and one in May with the Hudson Valley Chapter,



Maureen D. Wilson, CCIM, SIOR

WNY Chapter, the Greater Capital Chapter of NYSCAR and CIREB (please see page 6 for details.)

I would like to remind you that you are able to place your bio information on the website (through the member login screen). Once you have input the information, it will appear with your name under the "Membership Directory" on the site. We encourage you to also send your picture to us so that it may be placed with your listing as well. It is important to note that the picture be 300 x 400 pixels.

I look forward to seeing you at the annual conference!

A handwritten signature in dark ink, appearing to read "Maureen D. Wilson".

Maureen D. Wilson, CCIM, SIOR
President

Johnson honored as NYSCAR REALTOR® of the Year

Michael A. Johnson, Realty USA, Lewiston, New York was honored with the 2008 REALTOR® of the Year Award! Mike is Second VP of the New York State Commercial Association of REALTORS®, the President of the Buffalo Niagara Association of REALTORS® and is extremely active with the National Association of REALTORS® and New York State Association of REALTORS®. Mike is the current chairman of NYSCAR's National Affairs Committee. He serves as Town Councilman for Lewiston and is very active with many organizations in the community.

Lavelle honored with NYSCAR's First Meritorious Service Award



John Lavelle, RJ Smith Realty, Pine Bush (Hudson Valley) was recognized with the first NYSCAR Meritorious Service Award. The award was given to John for going above and beyond the call of duty by fostering

the objectives of NYSCAR and in particular for his guidance and direction in regard to promoting education and marketing efforts and thereby growing the Hudson Valley Chapter of NYSCAR. John is the treasurer of NYSCAR and the immediate past president of the Hudson Valley Chapter.

John's focus is mainly on industrial and commercial development, specializing in site location analysis, state and local financial incentives and community coordination. He has experience in working with national and corporate site selectors, knowledge of economic development incentives and programs and using computer based GIS systems for site analysis. His familiarity with the national economic development scene is often credited with helping his clients gain the upper hand when seeking a new location.

8th Annual Conference

continued from front page.



“How to Reinvent Yourself...Taking it to the Next Level”

**Kenote speaker
William (Billy)
Procida**

Also, on June 1, take the opportunity to golf with fellow commercial practitioners!

In addition to five commercial education classes (submitted to NYS Department of State for continuing education approval), we are thrilled to have a great line-up of speakers for the luncheon session on June 3, including William (Billy) Procida, President of William Procida Inc. (WPI), George Ratiu, Economist from the National Association of REALTORS® and NYSAR's Director of Governmental Affairs Mike Kelly will return again this year for an update to the attendees.

This year we have also added a dinner on Monday evening which is a ticketed event. The dinner will feature a panel on the topic “Winning Business in a Challenging Economy.” The following individuals will participate on the panel: Tim Conley, CCIM, SIOR, (Conley Associates) Joseph Larkin, CCIM, SIOR (Larkin Commercial) Patrick Mucci, Key Bank and Richard Ferro, CCIM, (Prudential Blake Atlantic) moderator. Please add this event to your schedule!

There will also be a leasing roundtable on June 2 and several commercial classes held on June 3: Turning Real Estate Knowledge into Income, instructor: Tim Conley, CCIM, SIOR (Albany) Economic Principals to Generate Real Estate Transactions that Close, instructor: James T. Wilson, CCIM, SEC (Florida), Pricing Commercial-Investment Real Estate for Successful Marketing, instructor: William Hafner, MAI (Albany); Update on Real Estate Tax Strategy and Estate Planning, instructor: Peter Karl, III, Esq., CPA (Utica), Trends in “Green Buildings” in the Northeast, instructor: Joseph Scarpa, LEED AP, EcoBroker (New Jersey)

In this challenging economy, more than ever, it is so important to network with your colleagues! Don't miss out on this great event and unbelievable value!

You may go to www.nyscar.org to download a registration form.

Member News

Kevin Callahan Receives the Prestigious CCIM designation



Kevin Callahan, CCIM
(Hudson Valley Chapter)

Congratulations to Kevin Callahan, CCIM, Associate Broker, Prudential Commercial Real Estate Covington Properties, Brewster, NY who was awarded the Certified Commercial Investment Member (CCIM) designation on October 16 in Chicago by the CCIM Institute, one of the leading commercial real estate associations in the world.

The CCIM designation is awarded to commercial real estate professionals upon successful completion of a graduate-level education curriculum and presentation of a portfolio of qualifying industry experience. The curriculum addresses: financial analysis, market analysis, user decision analysis and investment analysis – the cornerstones of commercial investment real estate. CCIMs are recognized experts in commercial real estate brokerage, leasing, asset management, valuation, and investment analysis.

If you are interested in getting started with the CCIM designation, the Intro course is being offered May 30-31 at the Turning Stone Resort and Casino in Verona, NY. Visit www.ccim.com to learn more, or call 800-621-7027.

NYSCAR Past President Edward S. Smith, Jr. writes a new book *The Commercial Classroom: Lessons in Commercial and Investment Real Estate Brokerage* By Edward S. Smith, Jr.

Commercial real estate instructor and author, Ed Smith, has published another book on commercial and investment real estate brokerage. It is designed to help those new to the industry and to serve as a refresher for experienced agents. “The Commercial Classroom” contains 52 lessons on various facets of brokerage. It starts with how to build a commercial practice and then gets very specific as to what you need to know about listing commercial properties, investment basics and formulas, leases, capital gains taxes, exchanges, marketing and much more.

The author has been in real estate for over 35 years specializing in commercial and investment properties and has been teaching commercial continuing education courses for the past 10 years. He has written four continuing education courses and three other textbooks.

This book is self published and may be ordered from the authors web site: www.CommercialEd.com or from Amazon.com

Robert Giniecki, CCIM, SEC Leads NYSCAR Metro LI Education & Marketing Session on Long Island

Participants from across New York came to the Plainview Holiday Inn to learn from national instructor Bob Giniecki, CCIM, SEC, who taught “Introduction to Creative Marketing and of Commercial Investment Real Estate.” This education session was sponsored by NYSCAR in cooperation with the Metro Long Island Chapter of NYSCAR.

The chapter held an afternoon session with Keynote speaker Dr. Thomas Butcher, head of the Energy Resource Division at Brookhaven National Lab discussing energy alternatives and systems.

NYSCAR Treasurer John Lavelle spoke to the group regarding the efforts of the Metro LI Chapter rejuvenating NYSCAR’s presence in the downstate market. Following lunch, the participants spent the next four hours reviewing properties and available opportunities at the marketing session.

It was a productive session for all who attended.

NYSCAR Holds Strategic Planning Session

NYSCAR held a strategic planning session in Fayetteville, New York, February 22-23.

We were fortunate to have Jim Peters, from Columbia, South Carolina as the facilitator of the session.

Jim is a motivational speaker on a wide range of issues including “coping with change,” political involvement and being the best you can be. He introduced mediation to the REALTOR® organization and later helped expand this into the National REALTOR® Dispute Resolution System. He was a visionary in coordinating the development of the first ever computerized property and tax records system.

Under Jim’s guidance, the Board developed goals and strategies to move the association forward over the next three years. The Board covered issues regarding adminis-



NYSCAR First Vice President, Joseph F. Rowley, Jr., (left) chats with facilitator Jim Peters during a break in the strategic planning program.

tration, legislative, volunteerism, political involvement and communications just to name a few.

We will be enlisting your input as well by surveying the members at various events.

The plan will be reviewed yearly to be sure the association is on track.

Member News

If you have earned a national designation or have some other member news that you would like to share, please email to Sherry at sherry@nycap.rr.com

Thank you!

FREE LEGAL

HOTLINE

518.436.9727

Authoritative legal information on a wide variety of real estate law issues. We answer all your real estate legal questions for free!

Monday - Thursday,
9 a.m.-1 p.m.

NYSCAR's Legal Hotline does not provide a client-lawyer relationship.

For confidential legal advice, consult an attorney

New York State
Association of REALTORS®

NYSCAR Education

(go to www.nyscar.org to obtain a flier)



April 16 - Fishkill
sponsored in cooperation with the Hudson Valley Chapter of NYSCAR

“Creative Equity Marketing & Exchanging of Commercial Investment Real Estate”

Instructors: Robert Giniecki, CCIM, SEC and James Wilson, CCIM, SEC



This course will enable you to successfully use creative equity marketing techniques to create more closed transactions. In addition to learning how to effectively participate in a marketing session, you'll discover the potential of an expanded marketing network and increased client satisfaction.

April 23, 2009 - Amherst
7.5 hours

Investment Property Analysis and Creative Transaction Formulas

sponsored in cooperation with the Western NY Chapter of NYSCAR and the Society of Exchange Counselors. Instructor: Robert Giniecki, CCIM, SEC. Topics include: basic & creative transaction formulas, structuring transactions with equity partners, improving property marketability, locating the hidden potential equity



April 9-Rochester + May 28, Albany
Apr. 9, sponsored by the Greater Rochester Association of REALTORS® & the Rochester Area Chapter of NYSCAR and May 28-Albany sponsored by NYSCAR in coop-

eration with the Greater Capital Chapter of NYSCAR and CIREB.

**Commercial Real Estate:
All About Leases 7.5 hours**
Instructor: Edward S. Smith, Jr.

Explore the many different types of commercial property leases and the various issues that they need to cover. In this course you will learn the terminology and key clauses found in most leases and examine the entire leasing process.

May 30-31 **CCIM Intro Class**
Instructed by Joseph Larkin, CCIM, SIOR
Turning Stone Resort and Casino, Verona, New York
go to: www.nyscar.org or www.ccim.com to register

Every aspect of commercial real estate from property inspection through follow through after property is sold.



More Education Classes at the **Annual Conference** **Turning Stone Resort and Casino** **Verona, New York**

Economic Principles to Generate Real Estate Transactions that Close, James T. Wilson, CCIM, SEC

Pricing Commercial-Investment Real Estate for Successful Marketing, William Hafner, MAI
Turning Real Estate Knowledge into Income, Tim Conley, CCIM, SIOR

Trends in “Green Buildings” in the Northeast, Joseph Scarpa

Update on Real Estate Tax Strategy and Estate Planning, Peter Karl, III. Esq. CPA

(c.e. credit pending)

RCA Top Dogs Seminars

All Top Dogs webinars are first come, first served and limited to 200 attendees. Each session is regularly priced at \$89. Use one of the special RCA discount codes, fhosuddnkr or rihequpimu, to receive a \$40 discount.

Register Today! The registration page will provide a description and time for each webinar.

Go to: http://www.realtor.org/commercial/commercial_education

Questions? Contact Top Dogs at 888-894-5772.

April 23: "Multi-Family Residential: How to Stand Out As an Expert"

April 24: "A Marketing Plan that Makes the Telephone Ring"

May 21: "Land Brokerage: What You Need to Know to Profit from Vacant Land"

May 22: "Automating, Outsourcing, and Delegating – How to Build the Ideal Team"

June 25: "Investment Analysis: The Numbers Made Simple"

June 26: "How to Thoroughly Impress Owners – Strategies for Moving Listings and Turning Owners into Loyal Fans"

July 23: "Property Valuation: How to Value Commercial Property"

July 24: "The Most Under-Utilized Strategy for Generating Leads and Increasing Client Loyalty"

August 20: "Commercial Property Financing: How to Get a Deal Done"

August 21: "Impressive Presentations – How to Win Every Assignment"

May 11-16
National Association of
REALTORS® Mid Year
Meetings
(Trade Expo, May 13-15)

go to www.realtor.org/meetings
to view the schedule which
includes the RCA

NYSCAR Chapter Meeting Schedule

Greater Capital: Email Walt Lotz, CCIM for details - waltlotz@aol.com

Hudson Valley-Meets the second Tuesday of each month. Email Guy Blake, CCIM gblake@pyramidbrokerage.com

Metro Long Island: E-mail Harvey Kolin for details, harvey@hkolin.com

Rochester Area: Meets the second Thursday of each month. Email Kevin Bruckner, kevin@btrca.com

So. Tier: Meets the first Friday of each month. Email Doug Rein, dgrein@teamrein.com

Western NY: Meets the third Thursday of each month. E-mail Patty Collins at pcollins@coldwellbankermeridian.com

2009 NYSCAR Chairs

Bylaws, Fred Cantor,
fred.cantor@aol.com

Education, Bob Giniecki,
CCIM, SEC,
foresiteprop@att.net

Finance, JohnLavelle,
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Grievance, Karen Lewis
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Member Development, Richard Ferro, CCIM,
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National Affairs, Michael Johnson,
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Professional Standards, Fred Cantor, fred.cantor@aol.com

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8th Annual New York State Commercial Real Estate Conference

**June 1 - 3, 2009
Turning Stone Resort and
Casino, Verona, NY**

**1 1/2 day Marketing Session
Commercial education
Leasing Roundtable
Networking, Golf and much more!**

(go to www.nyscar.org for a brochure)



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130 Washington Avenue
Albany, New York 12210-2220

**See you at the
8th Annual
Commercial
Real Estate
Conference!**