

# RCA IS DELIVERING ON THE PROMISE

REALTORS® Commercial Alliance (RCA) - The commercial division of NAR

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## **SACS – Share a Commercial Success**

### **REALTORS® Commercial Alliance of Kansas City Regional Association of REALTORS®**

#### **Annual Commercial Forecast**

The RCA-KCRAR Annual Forecast has become our signature event. Each year in late October/early November, the RCA-KCRAR hosts a Forecast at which local and national speakers present current economic factors affecting commercial real estate, and forecast the market for the upcoming year. Our typical format includes a 45 minute presentation by a national economist speaking on national and global economic trends and how they will impact commercial real estate, with a 15-20 minute Q&A to follow. We then have a panel of four local RCA-KCRAR members speak to the current and future markets in each of their specialties — investment, industrial, office and retail. Each presentation is approximately 10 minutes, again allowing Q&A following.

Our audience consists of RCA-KCRAR members, non-REALTOR® Commercial brokers, bankers, title company representatives, media, etc. We draw almost as many non-members and non-real estate brokers as members to this event, due to the quality of the content.

A few years ago, we expanded the value of this event by taking the information disseminated at this event and creating a Forecast insert that appears in our local Business Journal in early January. The *Kansas City Business Journal* is widely read by the business community and has a distribution of over 50,000 readers each week. Since our local presenters already prepared notes to be presented at the event, it has been easy for them to convert that presentation into a quick article for this supplement. Additionally, we include articles from our RCA-KCRAR President, giving us the opportunity to promote the RCA-KCRAR and some of our other annual events. Finally, securing the early January date helps establish the RCA-KCRAR as a key source for market information.

The cost of this supplement is offset by the advertising that the Business Journal sells for each insert. The cost to the RCA-KCRAR is approximately \$5,000, well worth the investment.

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