

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 the Kansas City Regional Association of REALTORS®

Speaker Series Breakfasts

Each quarter, RCA-KC hosts an informational breakfast for our membership at a great restaurant with breathtaking views of downtown Kansas City. Typical attendance is between 75 and 100 commercial REALTORS® and affiliate members.

Early in the planning process we establish a theme for the yearly breakfasts and tailor our presentations to that theme. For example, our Mayor initiated a very ambitious plan to revitalize our downtown, so our 2006 theme was Downtown Redevelopment. Our breakfasts that year included presentations on specific large-scale downtown commercial developments, downtown loft and condominium conversions, and a proposed downtown baseball stadium.

In addition to providing great information that our members value, these events also offer our members the opportunity to come together, network and build professional relationships in a casual setting.

Feedback from members attending these events is always positive, as evidenced by our great attendance at each breakfast. Some keys to the success of our program have been: quality speakers on timely topics of interest that relate directly to the commercial real estate market; a quality, upscale, central venue with ample parking; affordable ticket prices subsidized by sponsorship dollars; and multiple marketing and promotional efforts.

Our Speaker Series Breakfasts have helped us position ourselves as the source for commercial real estate news and information in the Kansas City area.

For more information, please contact:

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