



REALTORS® COMMERCIAL ALLIANCE (RCA) — The commercial division of NAR



**SACS – SHARE A COMMERCIAL SUCCESS**  
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**Association:** Charleston Trident Association of REALTORS®

**Topic:** Commercial Investment Division Luncheon

Each month, the Commercial Investment Division of the Charleston Trident Association of REALTORS® hosts a plated luncheon for members and guests, with approximately 75-90 attendees per meeting. Though the location and attendee list occasionally varies, the program has remained fairly consistent for decades. More recently, we began moving the meeting to different parts of town for two reasons: 1) cost and 2) an ever expanding geographic range of attendees. The luncheon is held the first Thursday of each month, with a two month break in the summer.

We attempt to plan the meetings as far in advance as possible, but frequently the planning timeframe will be dependent on speaker availability. Our CID Executive Committee plans the events with assistance from staff and other members. Our primary means of marketing the event is through email since the vast majority of attendees are members of the CID.

The meetings begin with brief announcements, followed by an offering of "Wants and Haves" wherein members discuss the properties they have listed or what their clients are looking for in a property or business purchase. We also host an Affiliate Spotlight and a Developer's Corner, during which vendors and developers are able to promote their projects or services for a fee (\$150 for Affiliate Spotlight, \$250 for Developer's Corner).

The culmination of each luncheon involves a presentation by a keynote address by local business or political leaders. Guest presenters have included everyone from U.S. Congressmen to corporate CEOs and military leaders. The luncheons are free to members of the CID (with the cost offset by their annual CID dues). At least once per year, we offer educational seminars in conjunction with the CID meeting in order to bring a new dimension to the group.

For more information, please contact:

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