

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, REALTORS® Association of the Palm Beaches Breakfast/Marketing Meetings

We have had successful Breakfast/Marketing Meetings for many years. We hold them once per month on the second Tuesday of the month (except July and December) at the main Association Office Conference Room. The time is the same each month: 8:30am-10:00am. These breakfasts are free to RCA Members and their first time guests. Sponsorships pay for all expenses including the breakfast which we have catered by a local restaurant/deli. Sponsors are usually one of our Affiliate members or a local developer. Our attendance levels are high with 55 to 65 people attending each meeting.

Our current RCA President facilitates the meeting (or the President-elect in his or her absence). We start each meeting with announcements then our guest speaker has 20 minutes plus 5 minutes for Q&A. The speakers talk about current hot topics or developers will promote their latest project. Insurance is a hot topic here in Florida and we recently had a speaker in to talk about that. Next month the VP of Public Policy from the Florida Association of REALTORS® will stop in to talk about commercial property taxes - another very hot topic here. One of our most popular meetings is in January when we have roundtable discussions on six different commercial real estate topics. We finish each meeting with a marketing session. A cordless microphone is passed around the room and each attendee has two minutes to introduce themselves and talk about their property listings or what they are looking for. A large networking table is set up in the back of the room for members to display their flyers and brochures. And yes, many deals have been made from attendance at these meetings.

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