

# RCA NEWS TO USE

## FOR ACCREDITED ASSOCIATIONS



You get a number of benefits from NAR's Commercial Division as an Accredited Board. Share them with your members!

### NEWS TO CUT N' PASTE

#### **NAR ANNUAL CONFERENCE ONLY TWO MONTHS AWAY! LISTEN TO ATTACHED WEBINAR WITH COMMERCIAL HIGHLIGHTS:**

This year's commercial programming is as robust as ever! Dozens of commercial sessions covering a variety of topics, high-level networking, and a commercial "block" on the expo trade show floor; these are just some of the highlights of the commercial track at the NAR conference this year in San Diego. [Click here](#) for commercial highlights. We have also produced a 5 minute prerecorded webinar highlighting commercial programming. [Click here to listen](#). We encourage you to forward both of these links to your members which give an excellent synopsis of commercial programming at the NAR conference in San Diego this November. See you there!

#### **Can't Miss Events for Your Members:**

Make sure your members know about the [Commercial Caffeinated Breakfast on November 14th at 7:00am](#), and the [Commercial Alliance Red Carpet Reception](#). Deadline to register for the breakfast is **OCTOBER 15**. So don't wait or you'll miss out on these can't miss events for Commercial Real Estate!

#### **Other Recent Events:**

**Got Commercial Ideas for your Association?** They may be eligible for NAR funding.

Commercial groups are invited to innovate. Submit big, bold ideas that will change the course of how REALTOR® associations work. Provide a brief description of your innovative but implementable idea for evaluation by our panel of experts introduced at the Leadership Summit before the competition closes Oct. 1. The best idea(s) will be completely funded by NAR for development. Those selected will be announced at the Leadership Luncheon in San Diego. The game changing results of these innovative development(s) will be revealed at NAR's Midyear Meetings in May 2010. This is an extraordinary opportunity for uniquely innovative models of association management to be developed. [Click here for full details](#).

## **Leadership Summit – Commercial Event**

Almost 100 commercial practitioners and leaders enjoyed a fun and historic tour of iconic Wrigley Field in late August after the first day of the Leadership Summit in Chicago. It was a beautiful night to sit in the bleachers behind the famous ivy-covered outfield walls and share the history, facts, stats and behind-the-scenes insights of America's Favorite Pasttime . The group visited the dug-out, the locker room and the press box and passed the on-deck circle as part of the tour. Later, at a local watering hole, the fun and camaraderie continued as judging ensued for the "Take Me Out to the Ballgame" singing competition, but nobody unseated Harry Caray. Join the [Commercial Services Accredited Facebook Group](#) and see pictures from this exclusive event!

## **SACS – How to Improve Participation from Your Members**

The San Diego County Commercial Association of REALTORS® conducted a survey in February and asked members to update their profiles and provide some feedback. As a “thanks” for their time, members were offered free registration to an upcoming event. The best part, the response rate was 33% and the board and staff were enlightened – learning that members wanted – more short, educational programs. They also got information about what former programs were of value and data on price points, timing and location. Of course all this information allows the association to better serve their members. Read more about the survey [here](#).

## **AFFILIATE NEWS TO USE:**

### **IREM Publications Provide Information of Value Across the Real Estate Spectrum**

Practitioners across the real estate spectrum find IREM publications informative and insightful. Now you can let your members know that they have a very attractive 20 percent discount; a benefit they'll truly appreciate. Some 36 titles are available from marketing residential properties and lease administration simplified to strategies for working with small tenants, and green real estate management to managing and leasing commercial properties – among many more. Check out IREM's new publications page at <http://tinyurl.com/n5sxb8>. Contact [Patrick Dati](#) at 312/329-6044 for more information.

### **[CRE Annual Meeting](#)**

*Turning it Around* is the theme for the Counselors of Real Estate meeting scheduled for October 11 – 14 in New Orleans.

Members will hear topics about mastering new urban realities including topics from tight credit to decaying infrastructure and from soaring vacancy rates to failing businesses and a diminished tax base.

All NAR Affiliates have numerous events and educational opportunities. [Click here](#) to learn about current offerings.

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Sincerely,

NAR Commercial Staff

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