

Commercial Education & Marketing Session

Sponsored by the **Hudson Valley Chapter** of the
New York State Commercial Association of REALTORS® (NYSCAR)



WHEN: Wednesday April 16th & Thursday April 17th, 2008
WHERE: Holiday Inn - 542 Route 9, Fishkill, NY 12524
Phone (845) 896-6281



Last years event was a huge success, deals were done, \$ were earned.

EDUCATION DAY

"Commercial Real Estate - All About Leasing"

7.5 Hours **CE CREDIT APPROVED**

Wed. April 16th - Time: 9:00a.m. TO 5:00p.m.

Instructor: Edward S. Smith Jr. RECS, ITI
Mr. Smith has over 35 years experience
Brokerage, specializing in Commercial and
Investment Real Estate. He's a published author
and teaches a number of Commercial Real
Estate Courses.

Course Overview: Commercial Real Estate: All
About Leases - Explore the many different types
of commercial property leases and the various
issues that they need to cover. In this course you
will learn the terminology and key clauses found
in most leases and examine the entire leasing
process.

Course Topical Outline:

- * Understand Space Definition from everyone's Perspective
- * Learn all of the Monetary Issues in Lease Negotiations
- * Identify the Broker's Key Issues in Leasing
- * Explore the "Standard" Lease
- * Letters of Intent and Requests for Proposal
- * Understand the Steps From Listing to Lease Signing

This course is administered by NYSCAR for con-
tinuing education credit. Continuing Education
Credit is has been approved by NYS.

***"This is gonna be a good
one!"***

DEAL MAKING DAY

MARKETING SESSION & NETWORKING

Thur. April 17th - Time: 9:30 a.m. TO 5:00 p.m

Agenda:

Cash Board: Presentation of clients having
cash seeking to acquire real estate or mortgages

Moderated Package Presentations: Formal
property presentations will be made with the
assistance of experienced moderators assigned
to help generate interest and offers on properties
that are presented in 2 to 4 minute presenta-
tions.

Marketing Presentation Format: Bring at
least 75 (single page executive summary
pages) of property situations to be offered
for distribution to marketing session
attendees. Also, bring an "overhead
transparency" of property to illustrate a
photos or site plan.

Haves/Wants Presentation: This is an
opportunity to make a quick (1 or 2 minute)
presentation on additional for sale properties
or situations you may wish to present as well
as availability of "major properties" available
for lease.

Major Benefits: Generation of potential offers,
and, the ability of networking.

Facilitators: Peter West, Corey Bishop, Paul
Manza, Joel Dropkin & Others!

Come and join us and

"Let's Make a Deal"

to Generate 2008

DIRECTIONS TO HOTEL - HOLIDAY INN

Highway: From the "south or north" - take I-87 (NY Thruway) to Newburgh, NY Exit 17 and Follow signs (or ask at the toll booth for directions) leading you to the entrance for I-84 East; then Take I-84 east to Exit 13 and then take a left onto Route 9 heading (north); the Holiday Inn hotel is located immediately on the right at the I-84 & Route 9 junction. From "East or West"- Take I-84 to Exit 13 and onto Route 9 heading north (which is Fishkill exit; if traveling east on I-84, at the end of the exit ramp take a left onto Route 9, and if traveling west on I-84, take a right onto Route 9). Hotel on the right side of Route 9 on the north side of I-84.

From Airport: It is recommended that you take a "taxi" from the airport to the hotel, the cab fare is estimated to be approximately \$25.00 (The cab company recommended by the hotel is called "Always There" (phone: 845-297-TAXI))

REGISTRATION FORM

Please register me for:	CCIM/NYSCAR* Member Rate	Non-Member Rate
Day One: Course: "Commercial Leasing"	____\$110.00	____\$120.00
Day Two: Marketing	____\$55.00	____\$65.00
Combination - Two Day: Education Day and Marketing Day Combined Registration	____\$145.00	____\$165.00

Name: _____
Firm: _____
Address: _____
City: _____ State: _____ Zip: _____
Phone: _____ Fax: _____ E-Mail: _____
License#: _____

_____ Enclosed is a check in the amount of \$_____ made payable to the: Hudson Valley Chapter of NYSCAR

Do you have any disabilities that require special accommodations, including the provision of auxiliary aids and services? If so, Please identify your special needs:

******Please register ASAP******

Send registration/check payable to NYSCAR to:

**James Walker
266 Titusville Rd., Suite 11
Poughkeepsie, NY 12603**

Or Contact

John Lavelle - RJ Smith Realty jlavelle@rjsmithrealty.com (845)744-2095 x256