



# COMMERCIAL CONNECTIONS

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COMMERCIAL  
Real Estate



NATIONAL  
ASSOCIATION of  
REALTORS®

# THE LATEST

## *Learn*

The newest segments of NAR's Commercial Podcast feature industry experts on issues ranging from energy sustainability, doing commercial real estate business in multiple states, women in commercial real estate and ways to give back to your community.

[Realtor.org/podcasts/commercial-podcast](http://Realtor.org/podcasts/commercial-podcast)

## *Access*

Did you miss the REALTOR® Conference & Expo in New Orleans? We've got you covered. Get access to session and meeting recaps, video interviews and more all at NAR's commercial real estate blog, The Source.

[Blog.CommercialSource.com/category/nar-2014-annual-convention](http://Blog.CommercialSource.com/category/nar-2014-annual-convention)

## *Discover*

The REALTOR® Safety program was created to help NAR Members understand the risks they face through knowledge, awareness, and empowerment. You'll find tips for visiting properties, office safety, and general best practices for staying safe.

[REALTOR.org/Safety](http://REALTOR.org/Safety)

## *Attend*

NAR will be exhibiting at MIPIM, one of the largest commercial real estate conferences in the world, held in France, this coming March 2015. As part of our presence, NAR has negotiated a significant discount on registration fees for NAR Members. With an increasing amount of money flowing into commercial real estate in the U.S., this is an opportunity for you to expand your network and potential business.

[REALTOR.org/MIPIM](http://REALTOR.org/MIPIM)

## *Explore*

Want some inspiration to grow your career in 2015? Stretch your wings by attending one (or more) of the top commercial real estate events hosted by the National Association of REALTORS®; NAR's commercial affiliate organizations; REALTOR® associations; and other commercial national organizations, franchises, and firms happening around the country.

[REALTOR.org/Commercial/events-calendar](http://REALTOR.org/Commercial/events-calendar)

## *Share*

Do you have ideas for an upcoming issue of Commercial Connections? We're always open to receiving your feedback on information that will help you improve your business. Send your suggestions to Lauren Van Holten at [lvanholten@realtors.org](mailto:lvanholten@realtors.org).



BUSINESS START



# A NOTE FROM THE PRESIDENT

BY CHRIS POLYCHRON, GRI, CIPS, CRS



CHRIS POLYCHRON, GRI, CIPS, CRS

What are you hoping to accomplish in this next year? It's something I've thought about.

Serving as part of the NAR Leadership team, I've talked with members across the country about their needs and what NAR means to them. I've gained a deeper understanding of what it takes for you and I to become stronger practitioners – and to continue to build a stronger organization. I believe that one of the best things we can accomplish is striving to achieve excellence through education and involvement.

As a member of NAR, you have access through our commercial affiliate organizations to the best coursework, instructors, and most prestigious industry designations. Investing in yourself will benefit you today and in years to come. There's value in the education itself, and in expanding your network of colleagues. This year, consider attending a new course or starting your path to pursue a designation.

I am a big advocate for getting involved in your local association. Participating as a committee member or being actively engaged in your community can lead to state and national involvement in the organization. For commercial real estate professionals like yourself, your expertise can help shape the economic development

in your market as you generate new business and influence NAR's position in the industry.

NAR is actively engaged in efforts to protect your ability to do business. We've lobbied for reauthorization of the Terrorism Risk Insurance Act (TRIA), and I'm proud that so many NAR members responded to the recent Call For Action on TRIA. This demonstrates how the depth and strength our collective voice can impact Capitol Hill. I encourage you to stay vigilant and aware of the other commercial real estate issues that NAR's advocacy is focused as we move into 2015, especially Like Kind 1031 Exchanges, the Marketplace Fairness Act, and Waters of the U.S.

The value that you, our commercial real estate professionals, bring to NAR is immeasurable. You help create small businesses, jobs, and grow the economic health of the cities and towns in which we live. NAR supports you in your efforts, and is your partner for future success.

# ASK THE EXPERTS

A Q&A WITH NAR'S COMMERCIAL POLICY REPRESENTATIVE STAFF MEMBERS,  
ERIN STACKLEY & STEPHANIE SPEAR

[estackley@realtors.org](mailto:estackley@realtors.org) and [sspear@realtors.org](mailto:sspear@realtors.org)



**CC:** *In the 114th Congress, what legislative and/or regulatory issues do you expect to be top priorities?*

**ES:** We'll focus on protecting Section 1031 Like-Kind Exchanges, and plan on spending time educating Members of Congress on the importance of that provision to both commercial real estate and the economy as a whole. We expect a lot of unfinished business to be introduced again – such as the Marketplace Fairness Act, which allows states to levy state taxes on online purchases. Also, we expect to see lawmakers get more involved in new issues such as the commercial use of drones and crowdfunding regulations.

**SS:** From a regulatory perspective, many provisions of the Dodd Frank Act will become final in 2015, which will impact lending. We are excited to see the launch of SBA One, a program designed to streamline the application process for SBA loans. We expect to see the

finalization of the FASB Leases Project, and anticipate that FASB will retain its own lease accounting standards and not converge with the IASB. There will be more conversation about Waters of the U.S. and we hope to see some progress on changing the definition.

**CC:** *What hot advocacy issues pose the most risk to commercial practitioners nationwide or regionally? And what issues have the most potential to benefit them?*

**ES:** The Marketplace Fairness Act legislation would help to level the playing field between traditional brick-and-mortar stores and online retailers, resulting in more storefront businesses bringing money back to local shopping centers, which will be a big help to our commercial members.

**SS:** This year we will be focusing on banking and lending and the rule changes surrounding that. Some changes will be risks, others will be opportunities.

*“Make yourself the local expert on the issue you’re passionate about.”*

STEPHANIE SPEAR, NAR’S COMMERCIAL POLICY REPRESENTATIVE STAFF MEMBER

Crowdfunding as an alternative source of lending for CRE could be a risk or a benefit, depending on how the SEC rules come out. We also anticipate rules in late 2014/early 2015 from the FAA permitting commercial use of UAVs, which could again be a risk or benefit depending on how the rules are written.

**CC:** *NAR held a number of Hill visits with commercial members this year — can you give us an update on those meetings?*

**ES:** Recently, the Coalition to Insure Against Terrorism (CIAT) had a “Hill day,” where member organizations (NAR is a steering committee member of CIAT) visited key Congressional offices to urge a long-term reauthorization of the Terrorism Risk Insurance Act (TRIA). Dan Wagner of the Inland Real Estate Group, Inc., 2015 Chair of the Commercial Legislative & Regulatory Advisory Board, attended representing commercial members. These types of visits are always helpful to raise the profile of the issue and NAR as an organization on the Hill.

**CC:** *Describe what a typical day is like for you and the other government affairs staff.*

**ES:** A LOT of reading! We have to stay current on a lot of issues, and sometimes things can turn surprisingly fast in D.C. Along with publications including The

Hill, Politico, and the WSJ – I keep up with what’s being discussed on the House and Senate floors while they’re in session. I also attend Congressional hearings on topics that affect Commercial Real Estate – it’s good to be there in person when it’s an important issue, to represent NAR and show that we are keeping track of things.

**CC:** *What are some of the ways members can get more involved with national issues on a local level?*

**ES:** The easiest way to participate is by participating in the Calls for Action, which have a big impact in D.C. Working with their GADs, FPCs, and state and local chapters is a great way to start, and they should always feel free to reach out to us in the D.C. office to ask questions about issues.

**SS:** We encourage REALTOR® members to develop relationships with legislators, especially when they are in-district. Becoming educated about an issue and getting involved on the NAR committee that handles that is a good way to start. Make yourself the local expert on the issue you’re passionate about.

# AFFILIATES IN ACTION

## STRENGTHEN YOUR EXPERTISE AND EXPAND YOUR NETWORK

As the commercial real estate market is nearing pre-recession levels in pricing and transaction activity, hiring levels are also back up within commercial firms, so now is the time to enhance your commercial real estate expertise through the variety of education offerings from NAR's five commercial affiliates.



### KEY RESOURCES

*CCIM Designation Curriculum* that represents the core knowledge expected of commercial real estate professionals. Those who hold the designation average 42% more transactions than other brokerage specialists.

*Ward Center for Real Estate Studies offers courses* that are an affordable, accessible way to learn financial and investment analysis, negotiation, and communications skills. Most courses are available online and qualify for CE credit.

### WHAT'S NEW IN 2015

*Foundations for Success in Commercial Real Estate* covers the skills and business practices that pave the way for success.

*Financial Analysis for Commercial Investment Real Estate* teaches you how to make better investment decisions with the CCIM Cash Flow Model for real estate analysis. This course is available online, in classroom, and a new blended learning format, which combines interactive online activities with a shorter traditional classroom setting.

*CCIM's Annual Conference* will be held October 29-30th in Austin, TX

#### TO LEARN MORE

[www.ccim.com/education](http://www.ccim.com/education)

## THE COUNSELORS OF REAL ESTATE®

### KEY RESOURCES

The Counselors of Real Estate® is an international professional association for leaders in the field of real property advisory services (real estate counseling).

While membership and the *CRE designation* is offered by invitation only, the organization is a resource on topics reflecting the diversity in the real estate marketplace.

Their publication, *Real Estate Issues*, is available online, featuring articles such as The Counselors' annual Top Ten Issues and Trends Affecting Real Estate.

The *CRE Library* features recent books, market reports, monographs and selected articles written by CRE members.

#### TO LEARN MORE

[www.cre.org/publications](http://www.cre.org/publications)

[www.cre.org/library](http://www.cre.org/library)



## IREM Institute of Real Estate Management

### KEY RESOURCES

A wide array of valued, in-demand professional development courses both online and in the classroom at locations around the world. Self-Paced Online Courses, Tutorials, Financial Analysis Tools, Videos, Webinars and more.

*Certified Property Manager* (CPM) designation, Accredited Commercial Manager (ACoM) certification

### WHAT'S NEW IN 2015

*IREM's Fall Conference* will be held October 20-24 in Salt Lake City, UT

TO LEARN MORE

[www.irem.org/education](http://www.irem.org/education)



### KEY RESOURCES

The *SIOR Center for Career Advancement* provides commercial real estate education throughout the year focused on the industrial and office arenas. Online, Classroom and Conference education options.

### WHAT'S NEW IN 2015

Offering three designation courses in 2015, allowing attendees to complete the entire education requirement for earning the *SIOR designation*.

Updated online ethics class, additional new online educational opportunities and live instructor led seminars throughout the year.

*SIOR's Fall World Conference* will be held October 8-10 in Chicago, IL.

TO LEARN MORE

[www.sior.com/education](http://www.sior.com/education)



### KEY RESOURCES

Land is a specialty. With "land under all," the professional development and networking opportunities offered by the REALTORS® Land Institute are vital to all in the profession of real estate.

Through its *LANDU curriculum*, the *Accredited Land Consultant (ALC)* designation is bestowed to those real estate practitioners who achieve the highest levels of education, experience, productivity, and professionalism.

### WHAT'S NEW IN 2015

*2015 National Land Conference* will be held March 23-25th in Tucson, AZ

TO LEARN MORE

[www.rliland.com/landu-courses](http://www.rliland.com/landu-courses)

# 5 IDEAS TO ENRICH YOUR CAREER

by Rob Nahigian, FRICS, SIOR, CRE, MCR

[robert@siorcre.com](mailto:robert@siorcre.com)



Some of you may be starting out in commercial real estate, while others have been in the industry for decades. As competition grows, no matter how successful any of us may be, there are ways to continue growing one's career.

- 1 **BE PASSIONATE.**  
Being engaged shows you care about your clients first and not just your pocketbook. Chasing deals for revenue sake only creates stress.
- 2 **PATIENCE, BUSINESS PLANS AND VOLUNTEERING.**  
Respect your clients, listen to what they have to say and understand their problems. Deals can take a long time in commercial real estate, so patience is important. Developing a business plan at the beginning of the year with different levels of revenue projects also helps maintain focus. Serve on local, state or national committees- they need you and fresh faces are welcome! Working with other smart people to collaborate on great ideas has impact, which you can then apply to your business while gaining the trust of others.
- 3 **EDUCATION.**  
Education is an investment in you. Education could be skill based or knowledge based but either way, pursuing it is the key to evolving alongside our clients. Teaching a course counts for education too.
- 4 **BRANDING BY WORD OF MOUTH.**  
Wharton Marketing Professor Jonah Berger, keynote speaker at the recent SIOR Fall Conference, spoke about ways to build your company by growing your reputation via "word of mouth," which has a higher ROI than advertising. The 6 concepts he introduced included: social currency, creating a trigger, using emotions, giving away private information to the public, using practical value and telling stories. A clear value proposition is required in order for people to engage with you and pay for your services.
- 5 **LEVERAGE YOUR TIME.**  
You can't do everything. Create a team in-house or with other brokers to share fees and time. Your time can be leveraged so that you can prospect for more work. Evaluate prospective clients/projects to see how "concrete" this project is to you.

# WHAT ADVICE WOULD YOU GIVE —

## TO YOUR YOUNGER SELF IF YOU WERE JUST STARTING YOUR COMMERCIAL REAL ESTATE CAREER?

- “I would have focused on a single property type. Don’t try and work on every type of business that comes your way. Have the discipline to pass other types of work to others. That helps you become the expert in whatever you choose.” — **Louis Nimkoff, CCIM, CPM**
- “You don’t realize how valuable your reputation is; protect it above all else. In life and in this business, you might be tempted to trade your values for something temporary: a deal, a new client, something that seems exciting and new. Today I value my reputation more than I do a deal or a client.” — **Kirk Buttle**
- “Network, network, network- you cannot network too much to spread the word on who you are and what you offer.” — **Bill Eshenbaugh, ALC, CCIM**
- “There is no short answer or short cut to success in the real estate business, but always focus on networking and giving back to your community and industry.” — **Charley Ray, CCIM, GRI**
- “Education is the key to a successful career in commercial real estate, as long as you keep in mind the central truth, which boils down to ‘see the people, see the property.’ Once you’re face to face with your customer, keep in mind you need to listen more than talk. Remember, it’s not about you, it’s all about the customer and the property.” — **Jose Maria Serrano, CCIM**
- “Pay attention to the life lessons and advice offered along the way. We don’t always have to learn through pain and loss. We don’t know everything.” — **Tedd Rosenstein, CCIM**
- “Being involved in the real estate business is like managing a daily train wreck. One call, email or text can quickly change the most organized day. Despite that, try to be present and prevent things that get in the way of you being focused on and present with your clients and customers.” — **Eugene Szepeinski, GRI, EPRO**
- “If I were just starting out, I would focus on fewer property types by specializing in one or two, and try to do fewer (but larger) deals.” — **David Choate**
- “Focus! It is very difficult to be the best at everything and while maintaining a competitive edge can be a struggle, remember that ‘mediocre’ is not a motivating state.” — **Nick Zigic, CIPS**
- “While it’s great to do lots of different kinds of deals, it’s much easier and a more efficient use of your time to focus on a specific business practice or geographic area.” — **Wayne Caplan**
- “Ask as many questions as possible from senior brokers and never let them say that they’re too busy to get back to you. Meet as many people as possible. Network, network, network. And when you are done, network some more. Today’s young broker has to pick up the phone or meet a client, prospect in person and not just email or text.” — **Stephen Provancher**
- “Obtain all of the advanced education you possibly can in your area of specialty. They must provide important value. In addition to obtaining advanced education, the best practitioners know how to apply that education to get results.” — **Mark Macek, CCIM**
- “I would say to my younger self: you will get there, but don’t forget to enjoy the trip!” — **Alex Ruggieri, CCIM**
- “Keep the faith, success will follow, but remember you cannot do everything by yourself and praise those who are the basis of your success.” — **William H. Poteet, Jr. GRI, CIPS, AHWD**

# 2014 NATIONAL COMMERCIAL AWARDS

NAR is proud to recognize these REALTORS® for excellence in the commercial real estate industry this past year.

## ALABAMA



**Terry Ponder**  
Ponder Properties Commercial  
Real Estate LLC  
Birmingham Area Association  
of REALTORS®  
*2014 Outstanding Member  
2014 Agent for Change*



**Lou Lollo**  
Keller Williams Realty  
Beverly Hills/Greater Los Angeles  
Association of REALTORS®  
*San Diego Business Journal's 2014  
Top Deal Awards Key Player  
Industrial - Up to \$ 5 Million*



**Dottie Surdi**  
Sperry Van Ness  
Greater San Diego Association  
of REALTORS®  
*Appointed to the City of San Diego  
Housing Commission by  
Mayor Faulconer*



**Jay Wamester, SIOR**  
Colliers International  
Greater Hartford Association  
of REALTORS®  
*Co-Star Power Broker Award,  
2013-2014*

## CALIFORNIA



**Melanie Holthaus, CIPS**  
Premier Century  
Real Estate Services  
Northern California Commercial  
Association of REALTORS®  
*Milpitas Economic Development  
Commission 2013 - Recognition of  
Service and Dedication*



**Jack Mauller**  
Mauller and Associates, Inc.  
REALTORS® Commercial Alliance  
of Orange County  
*2013 Community Service Award*



**Nick Zigic**  
American Business and  
Real Estate Center  
Arcadia Association of REALTORS®  
*Volunteers of Economic Growth  
Alliance: Diaspora Award  
Honorable Mention*



**Carol Bernton**  
Keyes Commercial  
REALTORS® Association  
of the Palm Beaches  
*2013 REALTORS® Commercial  
Alliance - REALTOR® of the Year*



**Rich Krinks**  
Harbor Bay Realty  
Alameda Association  
of REALTORS®  
*2013 REALTOR® of the Year*



**Todd Sanfilippo, SIOR**  
CBRE  
Sacramento Association  
of REALTORS®  
*Association of Commercial Real Estate  
2013 Broker of the Year Awards*

## COLORADO



**Scott Peterson**  
Counsel Realty Group, LLC  
Denver Metro Commercial  
Association of REALTORS®  
*2013 Broker of the Year*



**Bill Eshenbaugh, ALC**  
Eshenbaugh Land Company  
Florida Gulfcoast Commercial  
Association of REALTORS®  
*The Henry H. Blanton Lifetime  
Achievement Award & Overall Deal  
of the Year Award*

## FLORIDA *continued*



### **Dave Ferro**

Ferro Commercial Realty, LLC  
Gainesville Alachua County  
Association of REALTORS®  
2013 REALTOR® of the Year



### **Lori Hellstrom, CCIM**

Osprey Real Estate Services  
Sarasota Association  
of REALTORS®  
2013 Commercial REALTOR®  
of the Year



### **Gordon MacLean, CCIM**

NWF Realty, Inc.  
Emerald Coast Association  
of REALTORS®  
Commercial Chapter 2013  
REALTOR® of the Year



### **Lou Nimkoff, CCIM, CPM**

BRIO Real Estate  
Orlando Regional  
REALTORS® Association  
2014 Florida REALTORS®  
Commercial Achievement Award



### **Kevin Platt**

Smith & Associates Real Estate  
Greater Tampa Association  
of REALTORS®  
2013 Top Producer General  
Brokerage Pinnacle Awards



### **Bill Poteet, CIPS, GRI**

Poteet Properties, Inc.  
Naples Area Board of REALTORS®  
REALTOR® of the Year



### **Jose Serrano, CCIM**

New Miami Realty Corp.  
Miami Association of REALTORS®  
Commercial REALTOR® of the Year,  
2013

## GEORGIA



### **Kirk Buttle**

CBRE  
Atlanta Commercial Board  
of REALTORS®  
2013 REALTOR® of the Year



### **Dwayne Hicks**

Metro West Realty  
West Metro Board of REALTORS®  
2014 Visionary Award



### **Donnie Laurens, CPM, SIOR**

Fickling & Company  
Middle Georgia Association  
of REALTORS®  
Georgia Association of REALTORS® -  
2014 REALTOR® of the Year

## ILLINOIS



### **Sandra Hamilton, GRI**

RE/MAX Professionals Springfield  
Capital Area Association  
of REALTORS®  
2014 Community Service Award



### **Dan Wagner**

Inland Real Estate Group  
Chicago Association  
of REALTORS®  
Greater Oak Brook Chamber of Com-  
merce Chairman of the Board 2014

## INDIANA



### **Brad King**

RE/MAX Ability Plus  
Indiana Commercial Board  
of REALTORS®  
REALTOR® of the Year 2014

## KANSAS



### **Mike Foster**

Foster & Associates, Inc.  
Kansas City Regional Association  
of REALTORS®  
Allen J. Block Commercial Broker  
of the Year

## KENTUCKY



### **Kevin Grove, CCIM**

CBRE  
Greater Louisville Association  
of REALTORS®  
Kentucky Commercial Real Estate  
Alliance 2013 Industrial Broker  
of the Year

## LOUISIANA



### **Frann Ryan**

Franklin-Sykes Realty, Inc.  
New Orleans Metropolitan  
Association of REALTORS®  
2014 "Service to the Industry" Award  
- Commercial Investment Division

## MAINE



### **John Anderson**

Investcomm Commercial Group  
Maine Commercial Association  
of REALTORS®  
2014 REALTOR® of the Year

## MARYLAND



### **Wesley Cox**

Sperry Van Ness Miller  
Commercial Real Estate  
Coastal Association of REALTORS®  
Coastal AOR & Maryland AOR -  
Community Service Award

## MASSACHUSETTS



**Scott Simpson**  
Century 21 DeNault Realty, Inc.  
REALTORS® Commercial Alliance  
of Massachusetts  
*2014 REALTOR® of the Year*

## MISSOURI



**Mark Palmer**  
CBRE  
St. Louis Association  
of REALTORS®  
*2013 Heavy Hitters of St. Louis*  
*Work Hard Play Hard –*  
*Broker with Most Transactions*



**Cindy Chandler, CCIM, CRE**  
The Chandler Group  
North Carolina Association  
of REALTORS®  
*Appointed to the North Carolina*  
*Real Estate Commission by*  
*Governor McCrory and elected*  
*as Vice Chair*

## NEW MEXICO



**Dave Hill, CCIM**  
NAI Maestas & Ward  
Commercial Association  
of REALTORS® New Mexico  
*2013 REALTOR® of the Year*

## MICHIGAN



**John Francis, CCIM**  
Prime Development  
Commercial Alliance  
of REALTORS®  
*2014 REALTOR® of the Year*



**Gregory Schowe**  
Thomas Realty Group, LLC  
St. Charles County Association  
of REALTORS®  
*2013 Commercial Recognition Award*

## NEBRASKA



**Drew Stange, CCIM**  
NAI FMA Realty  
REALTORS® Association  
of Lincoln  
*Midwest Real Estate News - 2013*  
*Commercial Real Estate Hall of Fame*



**Tom Whatley, GRN**  
Steinborn & Associates Real Estate  
Las Cruces Association  
of REALTORS®  
*2014 Peggy Comeau*  
*Leadership Award*

## NORTH CAROLINA



**Gene Szepeinski, GRI**  
Signature Associates  
Commercial Board of REALTORS®  
*2014 REALTOR® of the Year*



**Charles Fulk, CCIM**  
Meridian Realty Group  
Winston-Salem Regional  
Association of REALTORS®  
*Commercial Practitioner of the Year*

## NEVADA



**Tedd Rosenstein, CCIM**  
Nevada Development & Realty Co.  
Greater Las Vegas Association  
of REALTORS®  
*2014 Commercial Alliance Las Vegas*  
*Member of the Year*



**Dana Crocker**  
HUNT Commercial Real Estate  
New York State Commercial  
Association of REALTORS®  
*2013 REALTOR® of the Year*

## MISSISSIPPI



**Michael Flannes, CCIM**  
Nancy Lane  
Commercial Realty, Inc.  
Mississippi Commercial  
Association of REALTORS®  
*2014 REALTOR® of the Year*



**Matthew Harper**  
Childress Klein Properties  
Charlotte Region Commercial  
Board of REALTORS®  
*2013 President's Award*

## NEW HAMPSHIRE



**David Choate III**  
Colliers International  
New Hampshire Commercial  
Investment Board of REALTORS®  
*2014 REALTOR® of the Year*



**Cliff Bellar**  
RE/MAX Crossroads Properties  
Medina County Board  
of REALTORS®  
*2014 REALTOR® of the Year*



**Lynn Harris, CCIM**  
Century 21 Sweyer & Associates  
Wilmington Regional Association  
of REALTORS®  
*2013 REALTORS® Commercial*  
*Alliance of Southeastern North*  
*Carolina Member of the Year*



**David Browning**  
CBRE  
Akron Cleveland Association  
of REALTORS®  
*2014 Commercial REALTOR®*  
*of the Year*

## OHIO *continued*



**Stephen Wittmann, CPM**  
Stephen S. Wittmann & Co.  
Columbus Association  
of REALTORS®  
*Erika Blumenstein Memorial Award*

## OKLAHOMA



**Melanie Richardson**  
First Commercial Real Estate  
Greater Tulsa Association  
of REALTORS®  
*2013 Commercial REALTOR®  
of the Year*

## PENNSYLVANIA



**David Keech, CCIM, SIOR**  
ROCK Commercial  
Real Estate, LLC  
REALTORS® Association of  
York & Adams Counties  
*Community Service Award*

## RHODE ISLAND



**Jamie Moore**  
Jamie Moore Appraisal Services  
Rhode Island Commercial and  
Appraisal Board of REALTORS®  
*2014 REALTOR® of the Year*

## SOUTH CAROLINA



**J. Charley Ray, CCIM, GRI**  
Ray Realty, Inc.  
South Carolina Association  
of REALTORS®  
*2014 Distinguished Service Award*



**William Sherrod, CCIM**  
Lee & Associates  
Charleston Trident Association  
of REALTORS®  
*2013 Commercial REALTOR®  
of the Year*



**Tyson Smoak, CCIM**  
NAI Earle Furman, LLC  
Greater Greenville Association  
of REALTORS®  
*2013 Caine Halter Commercial  
REALTOR® of the Year*

## TENNESSEE



**John Adams, CCIM, SIOR**  
Cushman & Wakefield Cornerstone  
Knoxville Area Association  
of REALTORS®  
*East Tennessee CCIM Deal  
of the Year Award*



**Scott Pahlow, SIOR**  
Newmark Grubb Memphis  
Memphis Area Association  
of REALTORS®  
*2013 Commercial Broker of the Year*

## TEXAS



**James Blake, CCIM**  
Sperry Van Ness  
Greater Fort Worth Association  
of REALTORS®  
*Charles D. Tandy Commercial  
REALTOR® Award*



**Allen Gump, CCIM, SIOR**  
Colliers International  
North Texas Commercial  
Association of REALTORS®  
*Stemmons Service Award*



**Donald Haire**  
Coldwell Banker Impact Properties  
Harlingen Board of REALTORS®  
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Congratulations to this  
year's winners!

For more information about the  
National Commercial Awards program, visit  
[www.realtor.org/CommercialAwards](http://www.realtor.org/CommercialAwards)

# THREE COMMON EXPENSE TRACKING MISTAKES

by William Olsen, CPA, Co-founder and VP Product Development at  deductr

[info@deductr.com](mailto:info@deductr.com)

**Mileage Log:** A common misconception is that you have to write down your beginning and ending odometer every time you get in and out of your car for business. An ending odometer at the end of December, which becomes the beginning odometer for the start of the new tax year, is all you need to know to have the total number of miles driven during the year. Your business mileage log only needs three things for each entry: 1) Date 2) Miles driven and 3) Description of the business purpose.

**Saving Receipts:** The official rule is that a receipt is not needed unless the expense is over \$75 or for lodging, but there's a caveat. Detailed receipts are required regardless of the dollar value in two additional circumstances: 1) when you pay for deductible items with cash and 2) When the expense is not obvious. For example, if you purchase office supplies at a drug store, a detailed receipt would be needed to substantiate which items purchased were not personal. On the other hand, a receipt for a credit card purchase to "Discount Business Cards" for \$36 would not be necessary.

**Record Business purpose:** The most important element is to document the business purpose. It can be as simple as writing the name of the person you

treated to lunch and the business purpose on the receipt to substantiate a meal deduction; or a note in your calendar to document the points of a meeting for which you claimed deductible business miles. Deductible business expenses must have a legitimate business purpose and must be documented.

Whatever system you choose, make your life easier at tax-time by documenting your business deductions as you go instead of scrambling after the year is over. For more information about Deductr's expense, mileage and time tracking system visit [deductr.com/nar](http://deductr.com/nar).



# TIPS FROM THE WORLD OF COWORKING HELP MAXIMIZE THE VALUE OF YOUR SPACE

by Sam Rosen, Founder of **Desktime**

[sam@desktimeapp.com](mailto:sam@desktimeapp.com)



You don't have to run a dedicated coworking space to take advantage of the new way people are working. Tons of small businesses, ranging from law firms to design studios to real estate offices, are leveraging empty desks for cash. Utilizing your excess workspace can offset real estate costs in a big way.

1. Be flexible and smart about the physical set up of your space. Buy inexpensive things that can shift and change easily. We went with Ikea butcher blocks and legs. It was cheap, it looked cool and was multifunctional.
2. Set expectations from the first day. Offer an orientation or walk-through to define clear boundaries. Think through whether or not to provide:
  - Access to the physical space overall - Do they get a key? Is it available 24/7 or just 9-5? Are conference rooms and communal spaces first come/first serve or do they need to reserve a space?
  - Access to equipment - Printing, office supplies, any technology, what limits work for your business?

- Access to the network - Do they get a guest password? Are there limits to bandwidth?
- Access to kitchen / food - Is it a coffee free-for-all? Who does dishes?

3. Put community first. People, especially remote and independent workers and small teams, are looking for community. It's why they are willing and interested to spend time and money at your space.
4. Get social. Whether it's a happy hour after their first day or week or an all-office brown bag lunch together, build trust and build relationships with your renters.

If you have any questions about renting or managing your space, or how to set a culture of success in your space, feel free to reach out to Sam via email at [sam@desktimeapp.com](mailto:sam@desktimeapp.com) or visit [www.desktimeapp.com/nar](http://www.desktimeapp.com/nar) for more information.

# CONVERT ENERGY SAVING INTO COST SAVINGS

by Chris Happ, CEO of **SeaSuite**  
 by goby

[chapp@gobyllc.com](mailto:chapp@gobyllc.com)



1. **The easiest way to reduce cost** – don't use it. Adjusting your energy schedules, even 15 minutes on your building start-up and shutdown, can save thousands of dollars a year.
2. **A kilowatt isn't a kilowatt** – Energy prices vary throughout a 24 hour period. Attempt to use energy when demand is low – some utilities even pay you to consume energy at off-peak hours.
3. **Power down when away** – simple devices such as power strips and motion sensors on vending machines can save you thousands of dollars a year and most importantly save consumption when not in use.
4. **Measure it** – SeaSuite customers average an 8-12% reduction in energy usage by monitoring what they use and actively looking for ways to reduce energy.
5. **Incentives** – ask your local utility about incentives for energy efficiency; they may cover up to 50% of the cost of energy efficient retrofits.
6. **Energy savings doesn't have to cost a lot of money.** By tracking use and comparing to a normalized peer set, you can see how you compare and easily identify opportunities.

The Goby team works on gathering energy and sustainability data on over 300 Million Square Feet of commercial real estate on an annual basis ranging from the 10,000 foot retail space to the 5 Million foot corporate headquarters and the multi-tenant class A office. Learn more at [SeaSuite.com](http://SeaSuite.com); we'd be happy to chat with you about these tips and other ways to maximize energy use and efficiency.

# 5 QUICK TIPS FOR GETTING GREAT, FAST, & COMPETITIVE COMMERCIAL REAL ESTATE LOAN OFFERS

by Chinwe Onyeagoro, CEO of **FundWell** .

[chinwe@thefundwell.com](mailto:chinwe@thefundwell.com)

- 1. Get organized:** Make sure you have all of the relevant personal, property, and business (if applicable) financial statements and tax filings prepared and ready to submit beforehand.
- 2. Shop your deal:** There are thousands of bank and non-bank mortgage lenders in the marketplace; don't limit yourself too early. The more options you explore, the more offers you'll get.
- 3. Save time and paper:** Choose lenders that value your time by providing online loan pre-qualification tools and applications that enable you to streamline, and/or, eliminate paperwork.
- 4. Fit matters:** Consider the duration of the loan term, other origination and servicing fees, guarantee requirements, post-closing liquidity standards, annual compliance/reporting policies, and more.
- 5. Always be closing:** Once conditionally approved, a lot of paperwork and property level due diligence still needs to happen. Manage this process and stay in close touch with the lender, so you don't run the risk of missing your preferred closing timeline.

FundWell is a loan matching platform with over 300+ bank and alternative lenders that has reached more than 24,000 businesses and commercial real estate investors, achieving a 75% loan approval rate (compared to the industry standard 30% approval rate). Learn more at [Fundwellre.com](http://Fundwellre.com).



# 2015 TRENDS

The Counselors of Real Estate, an affiliate organization of NAR, has compiled the most significant trends and factors shaping U.S. real estate in the coming year. Dr. David Lynn, CEO of Everest High Income Property and author of *The Advisors Guide to Commercial Real Estate Investment* (available at the REALTOR® Store), discussed these in depth during his session at the 2014 REALTORS® Conference & Expo. For the full article, visit the Source Blog at [blog.commercialsources.com/](http://blog.commercialsources.com/).

1 ENERGY OIL

2 JOBS

3 THE MILLENNIALS

4 HEALTHCARE

5 GLOBALIZATION

6 WATER

7 CAPITAL MARKETS

8 HOUSING

9 MANUFACTURING

10 AGRICULTURE

# A NOTE OF THANKS

As the year comes to a close, we want to thank these commercial professionals who have volunteered their time and expertise to become involved at the national level during this past year in a leadership and governance role. A special note of thanks to Linda St. Peter, CCIM, CIPS, GREEN who served as Commercial Liaison to 2014 NAR President Steve Brown.

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A PUBLICATION BY THE NATIONAL ASSOCIATION OF REALTORS®

Commercial Connections is printed on Forest Stewardship Council (FSC) certified paper with vegetable-based ink products that significantly reduce volatile organic compounds and minimize ink loss from oxidation.

# HAPPY HOLIDAYS

Wishing you, your organizations  
and families a warm holiday season and  
a prosperous New Year in 2015!

