

# REGISTRATION INSTRUCTIONS

## 2015 REALTORS® Conference & Expo Commercial Deal Making Event

San Diego Convention Center

Monday, November 16, 2015

9:30 am-12:30pm

Attendees and Presenters of the Commercial Deal Making Event are required to complete the registration form and submit it to the NAR Commercial Division via email to [NARCommercial@realtors.org](mailto:NARCommercial@realtors.org) by November 13<sup>th</sup>.

**INSTRUCTIONS FOR PRESENTERS:** Property listing information from the registration form will be duplicated by NAR and inserted into a marketing brochure to be distributed to event attendees to support the efficiency and flow of the event. Please type or print your data on the attached form or submit your form electronically, and submit multiple forms should you have more than one property to present.

*Those who submit their Registration Form in advance* will make their presentations first. Those not having submitted the "Registration Form" may have an opportunity to make property presentations if time allows.

We recommend that you bring supporting, backup property information to be distributed to those attendees who express interest in your property presentation (ideally, you should have at least 6 backup property packages for distribution). Also one "overhead transparency" showing a picture or site plan of your property for illustration to attendees.

### Definitions from the Registration Form:

- a. **Control:** Indicate the nature of the "control of your listing"
- b. **Title of Offer:** Insert a "title" to your package that may "generate interest" in your property, e.g. "Cash Flow Generator," "Development Opportunity," etc.
- c. **Property Type:** Describe your property, e.g. 24 Unit Apartment Complex, 25 Acres Vacant Land for residential development, 5,000 Square Foot Free Standing Commercial Building," etc.
- d. **Location:** Provide address of property
- e. **Benefits to New Owner:** What will it do or provide for a new owner
- f. **Income/Expenses:** For "investment/income property" summarize the income and expenses of the subject property and the "Net Operating Income"
- g. **Encumbrances:** List all of the applicable "mortgage "information "in detail"
- h. **Benefits Sought by Owner:** Describe what owner wants to accomplish, e.g., retire, moving, wants cash for new opportunity, etc.
- i. **Can Add:** Is there something the owner can add to the offering to make it larger, etc.
- j. **Remarks:** Clarification of data, or marketing area information, etc.

## **GUIDELINES TO HELP YOU PREPARE TO PRESENT YOUR PROPERTY**

Attendees may present their properties according to the following 3 “marketing segments” or categories- **cash, moderated or general.**

**CASH:** For clients having “cash” looking to acquire a property, mortgages to trade for property OR property with large equity to exchange into property.

### **MODERATED PROPERTIES:**

- **CASH FLOW:** “Income Producing” property having a 8% or better cap rate
- **4 STAR PROPERTY PRESENTATIONS:** These must be exclusive listings, the property “must be in the marketing book” the client needs to have been counseled, you need an “overhead transparency” of the property, and you need to have a full back up property data package available.
- **RAPID ACTION (Highest Meeting Priority Presentation):** For attendees who have a “Priority Property Package” that you want “action” on at this marketing session.

**GENERAL PACKAGE:** Any general property presentation that is not a match for any of the “special” property type offerings.

- **PROBLEM PROPERTY:** Need help or most motivated
- **PROPERTIES WITH SUBSTANTIAL PROFIT OR OPPORTUNITY**
- **HAVE/WANT - “QUICK PITCHES”:** These will be “2” minute “Quick Pitches”, and can be either for packages that have been submitted in advance and in the book, or, not in the book.