

National Association of REALTORS®
2015 NAR Commercial Innovation Grant
Executive Summary

Innovation Name: Commercial Real Estate – Get Involved
Association Name: Greater Syracuse Association of REALTORS®
Contact Person: Susan Proch

1. Project Summary (purpose and concept)

a. Statement of purpose

The purpose of the project was to increase networking and educational opportunities for our members who currently practice commercial real estate and for our members who are interested in including commercial services in their business, but need commercial-specific training or mentoring.

b. Original Goals

We wanted our members to become aware of the opportunities and training available to them in the field of commercial real estate and to know that their association will be there to assist them in their commercial endeavors

c. Objectives

To bring awareness to our residential members of the opportunities in commercial real estate and to increase exposure of the NYSCAR-Syracuse group.

d. Success criteria

Success was to be measured by an increase in membership in NYSCAR-Syracuse. An increase in the number of commercial listings in the MLS was also to be used as a measure of success.

2. Project Financials

a. Project Budget Overview

Anticipated a budget of \$3,130 - \$3,215

b. Income (fees, grant, etc)

Grant - \$2,000

GSAR received no other income from the program.

c. Expenses (how was money spent?)

Marketing (website banner, weekly e-newsletter, print media, blast e-mailing) for NYSCAR-Syracuse.

NYSCAR-Syracuse was given a two-month sponsorship opportunity to promote their organization at GSAR's CE classes.

Room rentals, food and beverage

(See attached documents)

3. Performance Measures & Benchmarks (i.e. how many attended your event, how many used your product or outcomes from your meeting)

a. To what level of success was achieved?

A relationship was formed between GSAR and the local chapter of the State Commercial Association. This relationship will be ongoing. The response from our membership to the commercial events and education was moderate, but surpassed the 80-100 individuals anticipated.

Six (6) new members joined NYSCAR-Syracuse. Each event drew 20-30 attendees

4. Project Timeline (how long did it take)

This was a year-long project. We kicked-off the program with an informational reception in January and continued with meetings and educational opportunities throughout the year. All events were open to both GSAR and NYSCAR-Syracuse members.

5. Project Management

a. Marketing Strategy

All meetings, events, and educational opportunities were promoted on the GSAR website, flyers were posted at the association office and at our membership events, blast e-mails were sent out to the membership.

Both residential and commercial practitioners were targeted.

b. Planning Meetings

An organizational meeting was held in January to develop the plan for the year. The group remained in contact as needed throughout the year to coordinate each event. Participants in the planning process were the CEO, officers of the local NYSCAR chapter, and association staff.

c. Day-to-Day Project Management

Plans for each event were reviewed prior to the event

6. Lessons Learned/Outcomes

a. Who Benefitted From Your Project?

NYSCAR-Syracuse and GSAR members who attended a commercial class, meeting or networking event.

b. Project Highlights

Meetings held on-site at commercial developments were very informative and allowed for networking among developers and REALTORS®. GSAR and the local NYSCAR chapter formed a close working relationship which lead to a greater understanding of each other's business needs. We are better prepared to work together to bring future commercial real estate opportunities to the GSAR membership and to help grow the NYSCAR-Syracuse membership numbers.

c. Project Best Practices

Regular and frequent communication between the two associations.

d. What processes worked well

Everything went smoothly

e. What could have been improved, and how?

Offering more commercial CE classes at both the introductory and advanced levels might have resulted in more participation by the residential agents who want to integrate commercial transactions into their residential business, as well as by the commercial agents.

f. Advice/Comments for Implementing in Another Association

Planning, cooperation, and communication are the keys to such a long-term program.

7. Supporting Documents - attached



GSAR

Greater Syracuse
Association of REALTORS®
www.cnyrealtor.com

Service expense for the New York State Commercial Association of Realtors - 2015

Education Sponsor

January & February

\$400 (centennial breakfast for 40 students included)

New Member Orientation

Major Sponsor – 2nd Quarter

\$200

(lunch for 50 students included)

Website Banner Hyperlinked

Rotating Ad on home page all year

\$400 each month = \$4800 total

(see screen shot)

HotNews Ad Hyperlinked – Direct emails to membership

\$200 each month for Hot News and \$100 for direct blast

\$1,200 total

(some detail enclosed)

Room Rentals

Including coffee, room set-up/clean up staffing expense

Membership reception-NYSCAR membership meeting-education seminar

\$200 each - \$600 total

Food and beverage cost

\$642

Value added at no cost by GSAR

- Listing on cnyREALTOR.com “Meet our Sponsors” Link & on staff e-mail signatures
- Name on the back page of the printed Membership Directory, mailed to every agent
 - Highlight next to name on the Affiliate Directory Listing sent to all members
 - Verbal mention at all GSAR major events
 - Name on the traveling sign that goes to all major events
 - Company logo on the desktop of all computers in GSAR computer lab
 - One time request of membership mailing labels, e-mailed Word document

Value: Exclusivity to Platinum, Gold, and Silver Sponsors, \$1,000 value

NYSCAR

①

*** CUSTOMER COPY ***

Moyers Corners Wine & Spirits
8417 Oswego Rd.
Baldwinsville, NY 13027

Time Sta Clerk Inv #
/15 5:29 PM 3 JC 1006108

AU ST 750ML 7.99 2 15.98
JB 750ML 9.99 1 9.99
VDS 750ML 10.99 2 21.98

Sub-Total \$ 47.95
Sales Tax \$ 3.84
Total \$ 51.79

Number of items: 5

by MC/Visa \$ 51.79

Tip \$ 0.00

Thank you for your business!

Order: FETYKO/LYNNDRE
Account: XXXXXXXXXX7768
Total: \$51.79
Authorization: 07409G

124.63
51.79
208.48
20.63

\$405.53 total

236.52 class

\$642.05

Wegmans
Every day you get our best!

4979 WEST TAFT ROAD
LIVERPOOL, NY 13088
(315) 701-3200

01/20/15 OP# 99725

CATERING ORDER 192.99 B
CONTRACT NUMBER 029643
TAX 15.44

**** BALANCE 208.43

VISA PURCHASE
ACCT: *****7768
AUTH: 09466
RCPT: 769
CODE: 000 91

cocktail party

MO CREDIT CARD 208.43
CHARGE 0.00

01/20/15 043am 34 76 2 99725

1-20-15

Nov Hiring

Apply online
wegmans.com/careers

CUSTOMER COPY

Membership
Drive

NYSCAR

TOPS
Your neighborhood store with MORE

Our goal is to ensure your satisfaction every time you shop with us. If there is anything more I can do to improve your experience please call or write. Arrange Uruburu, Store Manager

Tops Market # 368
8417 Oswego Rd.
Baldwinsville, NY 13027

Store Telephone: (315) 652-4934

01/19/15 5:27PM

DUENGLING 24 PK NP 19.99 T
SAVINGS 2.00-T
Price you pay 17.99
ATL/CAN DEPOSIT N NP 1.20 N

TOTAL BEFORE SAVINGS 21.19
YOUR TOTAL SAVINGS 2.00
TOTAL AFTER SAVINGS 19.19
TAX PAID 1.44

****TOTAL CREDIT 20.63

TOPS MARKET # 0368
8417 OSWEGO RD.
BALDWINSVILLE, NY 13027
PAYMENT VISA
*****20.63 XXXX XXXX XXXX 7768
AUTH# 08035G

1/19/15 17:27 0368 03 0023 133

The cardholder acknowledges receipt of goods and/or services in the amount shown hereon and agrees to pay the card issuer according to its current terms.

CHANGE .00

TOTAL NUMBER OF ITEMS SOLD = 1
1/19/15 5:27 PM 0368 03 0023 133

SAVINGS THIS VISIT 2.00
TOTAL SAVINGS 2.00

Stop by the Customer Service Desk to sign up for TOPS BonusPlus.

TELL US HOW WE ARE DOING
Enter to win a \$100.00 Tops Gift Card
Go to www.surveytops.com

Please return this receipt for

2

Wegmans
Every day you get our best!

4979 WEST TAFT ROAD
LIVERPOOL, NY 13088
(315) 701-3200

01/20/15 OP# 99725

	WB PEP JACK CUTS	3.99 F
	WB COLBY JACK CUTS	3.99 F
	WEG ICE FAMILY PAK	2.99 B
	W FYFGA MINI WTR 4	5.99 B
DP	CONTAINER D (2.40)	2.40 F
	SCHW GINGERALE	4.99 B
DP	CONTAINER DEPOSIT	0.60 F
SC	COCA COLA 12PK	4.99 B
DP	CONTAINER DEPOSIT	0.60 F
SC	11894 COCA COLA 12PK	1.66-B
	2 @ 2.19	
	WEG DINNER NPKN 40	4.38 T
	CAPE COD NANTUCKET	2.99 F
	KETTLE LAY'S BBQ	2.99 F
	2 @ 2.59	
	KEEB TWN HSE PITA	5.18 F
	KEEB TOASTED MEDLY	3.99 F
	MOZA FLATWARE	9.99 T
	4 @ 6.79	
	MOZA PLATES	27.16 T
	ALSTROMERIA	10.00 T
	2 @ 4.00	
	BOUQUET	8.00 T
	2.21 lb @ 2.99 /lb	
WT	GREEN SDLS GRAPES	6.61 F
	2.75 lb @ 2.99 /lb	
WT	RED SDLS GRAPES	8.22 F
	TAX	6.24

**** BALANCE 124.63

VISA PURCHASE
ACCT: *****7768
AUTH: 065446
RCPT: 76979
CODE: 0000

CREDIT CARD 124.63
CHANGE 0.00

----- SAVINGS SUMMARY -----
 SHOPPERS CLUB SAVINGS \$ 1.66
 TOTAL \$ 1.66

01/20/15 12:26pm 34 76 18 99725

Now I...

Bella Domani Catering & Banquet Facility

5988 E. Taft Rd.
 P.O. Box 2895
 Syracuse, NY 13220
 PH: 458-2514 FAX:458-4085

Invoice

Date	Invoice #
2/17/2015	9773

Bill To
Greater Syracuse Association of Realtors 5958 East Taft Rd. N. Syracuse, NY. 13212

P.O. No.	Terms	Project

Quantity	Description	Rate	Amount
30	Breakfast	10.95	328.50T
4	Chafer Fee	6.00	24.00T
1	delivery/Pick up charge	15.00	15.00T
	8.0% Sales Tax	8.00%	29.40
	$ \begin{array}{r} 328.50 \\ 98.55 \text{ } 30\% \\ \hline 427.05 \\ 24.00 \\ 15.00 \\ 29.40 \\ \hline 495.45 \end{array} $		
Total			\$396.90

NYS CAR

Dana Crocker

Order Name: **GSAR 11-12-15**



American Dining Creations
A Division of American Food & Vending

124 Metropolitan Park Drive, Syracuse, NY 13088
(315) 552-8947

INVOICE #995V

Thursday, 11/12/2015

Ordered On: 11/19/2015

Confirmed

Customer Information

First Name: Nora
Last Name: Dimeis
Address: 5958 East Taft Road
City: North Syracuse
State: NY
Zip Code: 13212
Company: GSAR
Email: dimeis@cnyrealtor.com
Phone: 3154575979
Alternate Contact: Nora Dimeis
Secondary Phone: 3154575979

Delivery / Pickup Information

Method: Delivery
On Site Contact: Nora Dimeis
Address: 5958 East Taft Road
City: North Syracuse
State: NY
Zip Code: 13212
On Site Phone: 3154575979
Delivery Location: Lunch
Delivery Instructions: Kitchen Entrance

Payment Information

Payment Type: Invoice

Event Information

Guest Count: 20
Pick-up/Delivery Date: Thursday, 11/12/2015
Earliest Set-up Time: 11:30 AM
Event Start Time: 12:00 PM
Clean-up/Pick-up Time: 3:00 PM

FOOD	Qty.	Price	Ext.
Vegetarian Lasagna	20	\$10.95	\$219.00

copy copy need cc receipt

pay w GSAR CC

*Room Rental
1/2 Room
2 day
\$200
Affiliates
Dana*

*Food receipt
Check paper*

Vegetarian Lasagna baked old world style. Served Buffet Style with House Salad or Seasonal Vegetable, Bakery Fresh Breads, and Cookies

- House Salad

PC#2750

Order Totals

Sub Total	\$219.00
Tax (8%)	\$17.52
Order Total	\$236.52
Balance Due	\$236.52

Special Instructions

Invoice #995

Banner Ad for 12 months

cnysrealtor.com
 Complete, Accurate & Up-to-Date

Select from the criteria below:

Property Type: **All Types**

County (required): **Onondaga**

Price: **No Minimum** to **No Maximum**

Towns: **Select Town**

Schools: **Select District**

Books: **Any** | **Any** | **min.** | **max.**

Search: **SEARCH**

Advanced Search: **map search**

On find a home by MLS number or address: **find on map**

reset search

Resource Center

Watch Videos

Search Open Houses 24/7

Onondaga | All | No Minimum | No Maximum | **SEARCH**

CNY Housing Statistics

What are the latest trends in the market?

Begin your exciting career in real estate!

Click here to get more information!

SENECA SAVINGS

BALDWINVILLE | LIVERPOOL | NORTH SYRACUSE

EMPOWER YOUR EXCELLENCE

What do you want out of life?

Laura Mech

From: Greater Syracuse Association of REALTORS <katie@cnyrealtor.ccsend.com> on behalf of Greater Syracuse Association of REALTORS <mech@cnyrealtor.com>
Sent: Friday, January 16, 2015 5:00 PM
To: Laura Mech
Subject: GSAR Hot News!



January 16, 2015
Issue no. 2



[Pictures from the Installation](#) | [Upcoming Education](#) | [Feeling Lucky?](#)

GSAR Office will be closed Monday, January 19th, in observance of Martin Luther King Day.

Top 3 Things YOU Need To Know This Week!

1. If you are on a Committee

There will be a cocktail reception on Jan.23rd, from 3-4 pm, to kick-off the year. The *Visioning* and goals of the committees for 2015 will be presented. [Find out more.](#)
** If you are a Chair or Co-Chair of a committee you will need to arrive at 2 pm!*
~~This is a great opportunity to network with other committee members.~~
~~Please register for this event so we may have an accurate headcount.~~

2. New York State Commercial Association of Realtors (NYSCAR), Syracuse Chapter, will be hosting a Cocktail Reception

This *free event*, on Jan. 20th, is kicking off the new relationship created between GSAR and NYSCAR. This partnership was formed in an effort to educate more Realtors on selling commercial real estate. [For more information.](#)
Please let us know if you will be joining us! [Register for Reception](#)

3. License Renewal Requirement

Keep in mind that part of the 22.5 hours of continuing education required for license renewal must include at least 3.0 hours of training pertaining to fair housing/anti-discrimination.

IMPORTANT DATES

NYSCAR Cocktail Reception

January 20th

3 - 4:30 pm, GSAR office

[More details](#)

All Committee Meeting

January 23rd

2:00 pm - Chairs & Co-Chairs

3:00 pm - ALL Committee Members

GSAR Calendar

HN
1/9/15

QUICK LINKS

[Important Support Numbers](#)

[Home Sales Stats](#)

[Member Benefits](#)

[Member Profile](#)

[NAR](#)

[NYSAR](#)

[Pay Your Dues](#)

[Register for Education](#)

[Register for Event](#)

NEW MEMBERS

[Click for full List](#)



Reduce your risk.



New York State Association of REALTORS, Inc.

EMPOWER
REAL ESTATE

Become a Member today

315-477-2200

Federally insured by NCLIA.
Membership eligibility required.

PARAGON

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Ask US how to buy a home with NO monthly mortgage payment!

Call Paragon Home Loans today!
315-445-2000
or www.paragonhomeloans.com

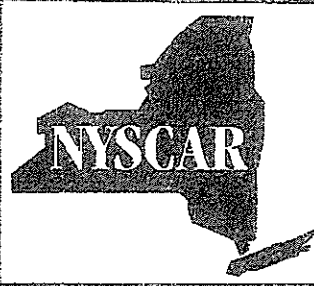
10015 #11002
Licensed Mortgage Broker #179 Financial Services Dept

Message from Lynnore Fetyko, CEO



We like our e-newsletters HOT so we updated to a new look!

HN 1/23 → 2/13



Greater Syracuse Chapter New York State Commercial Association of REALTORS, Inc.

Contacts

Dana Crocker - President

Hunt Commercial RE

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cbsold@aol.com

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Michael Arcuri, CCIM

Treasurer

Syracuse Realty Group

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marcuri@syracuserealtygroup.com

Lorne Cohen - Secretary

Bridgeway Commercial Realty

Email:

lcohen@bridgewaycr.com

106 S. Main Street

North Syracuse, NY 13212

MERIKE L. TREIER DOWNTOWN COMMITTEE OF SYRACUSE EXECUTIVE DIRECTOR



Merike has her MA from Binghamton university and a BA from Geneseo.

She has been a Board Member of Adapt CNY, Member of 40 Below, Executive Director of NY State Urban Council and was Deputy Director and Director of Economic Development.

The Downtown Committee of Syracuse, Inc. is a private, not-for-profit, professional downtown management organization, representing all property owners and tenants with the central business district.

The Downtown Committee undertakes programs to improve downtown's image, strengthen its economic base, increase its attractiveness, and assure that it clean, safe, and accessible.

The Downtown Committee is at the nexus of the public and private partnership that brings about improvement and revitalization. As the steward of the Downtown Special Assessment District, the Downtown Committee plays an essential role in keeping downtown clean, attractive, safe, growing, dynamic, and exciting.

Open to All Real Estate Professionals

Event: 8:30-9:00 Networking and Introduction

9:00-10:00 Hot Breakfast and Speaker

Topic: Downtown Committee of Syracuse Report

When: Tuesday 17th of ~~February~~ 2015

Where: Greater Syracuse Board of Realtors
5958 East Taft Road, North Syracuse 13212

Cost: Members-\$15

Guests- \$20

RSVP by February 14th to Dana at cbsold@aol.com or

Lorne at lcohen@bridgewaycr.com

Bring one listing to present to the group

Also bring another Commercial Practitioner with you.

Hot News - 1 Month - \$200

HN calendar
3/16/15 → 3/20/15



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Contacts

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Michael Arcuri, CCIM

Treasurer

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Lorne Cohen - Secretary

Bridgeway Commercial Realty

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lcohen@bridgewaycr.com

106 S. Main Street

North Syracuse, NY 13212

Kristi Kezar, MBA Leidos Engineering, LLC Program Design Manager



Ms. Kezar is an alumna of Rose-Hulman Institute of Technology (Chemical Engineering) and Kettering University (MBA-Organizational Behavior). She has 14 years of experience in Central NY and nationally as a program design specialist and senior engineer. Ms. Kezar works with commercial, industrial, institutional and municipal clients as well as state agencies to develop marketable energy efficiency programs and projects that comply with regulatory and technical requirements. As a senior energy engineer, she has developed over 120 DOE2 building simulation models to support new construction projects, including numerous LEED-certifications, and supported energy efficiency projects at over 200 water/wastewater treatment facilities.

Open to All Real Estate Professionals

Event: 8:30-9:00 Networking and Introduction

9:00-10:00 Hot Breakfast and Speaker

Topic: **How to Maximize your Benefits from your New York
Utility Rebate Programs**

When: Thursday, ~~March 26th~~ 2015

Where: Ramada Inn
1305 Buckley Road Syracuse, NY 13212

Cost: Members-\$15

Guests- \$20

RSVP by March 23rd to Dana at cbsold@aol.com or

Lorne at lcohen@bridgewaycr.com

Bring one listing to present to the group

Also bring another Commercial Practitioner with you.



Greater Syracuse Chapter
New York State Commercial
Association of REALTORS, Inc.

HN Calendar

5/15 → 5/22

Direct Blast
on 5/25

Hot News \$200

Blast \$100

Contacts

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Lorne Cohen - Secretary

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Email:
lcohen@bridgewaycr.com

106 S. Main Street
North Syracuse, NY 13212



HERALD COMMONS
220 Herald Place
Syracuse, New York
In Herald Square

HORN COMPANIES, LLC - Thomas O. Hornstein, Jr. President
Thomas O. Hornstein, Jr. has over 35 years of experience in the commercial real estate industry. The Horn Companies is a commercial real estate firm responsible for the acquisition, leasing and sales, management and development of commercial real estate properties throughout the Northeast. Tom has a BA from Syracuse University. Tom served as Vice President of Real estate for Raymour&Flanigan Furniture. He was responsible for the expansion of the furniture retailer in Northeast down to Delaware. Other Responsibilities included the leasing and management of the company owned shopping centers. He has been Tenant rep for Barnes and Noble, Best Buy, DSW Shoes, Petco, Office Depot and other during his tenure at Raymour&Flanigan. Horn Companies has been able to acquire multiple residential and Industrial properties for its own portfolio including Herald Place. When finished it will include 27 apartments, 3 retail spaces multiple offices with 120 parking spaces.

Open to All Real Estate Professionals

Event: 11:30-12:00 Networking and Introductions
12:00-1:00 Lunch and Speaker

Topic: **The Redevelopment of 220 Herald Place in Syracuse
Into 27 apartments and multiple retail and offices**

When: Thursday ~~May 28th, 2015~~

Where: Herald Commons
220 Herald Place
Syracuse, New York

Parking: Lot on East side of Building no cost

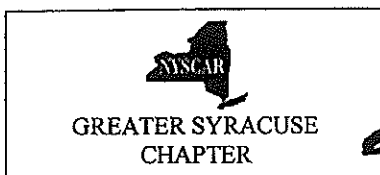
Cost: Lunch Provided by the Horn Companies

RSVP by May 25th to Dana at cbsold@aol.com or

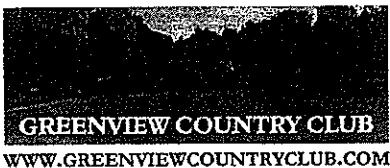
Lorne at lcohen@bridgewaycr.com

Bring one listing to present to the group

Also bring another Commercial Practitioner with you.



1ST ANNUAL GREATER SYRACUSE CHAPTER - NYSCAR
GOLF TOURNAMENT & DINNER
AT GREENVIEW COUNTRY CLUB



Date: Friday July 17, 2015
Location: Greenview Country Club
20 Whig Hill Road, West Monroe, NY
Cost: \$ 80.00 per person
Dinner only: \$35.00 per person / Dinner 6:00 PM
Time: 11:00 AM Registration / Lunch / Practice
1:00 PM Shotgun Start (Captain and Crew)

Immediately Following – Dinner and Awards

SPONSORSHIPS ARE AVAILABLE

Event Sponsor Lunch Sponsor
Closest to the Pin Sponsor Longest Drive Sponsor
Hole Sponsors Beverage Cart Sponsor

Accepting donations for Door Prizes!

Please call or email Golf Chair, Rolf Bruckert or Jim Kelly, for any sponsorship
inquires at
315-935-3244 or rbruckert@huntcommercial.com
315-447-4222 or jimkelly04@aol.com

**LOOK FORWARD TO SEEING YOU FOR A GREAT DAY OF GOLF
AND FUN!**

HN calendar

5/29/15 → 7/10/15

2 Months hot news
\$400

HN 6/19



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Contacts

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Michael Arcuri , CCIM

Treasurer

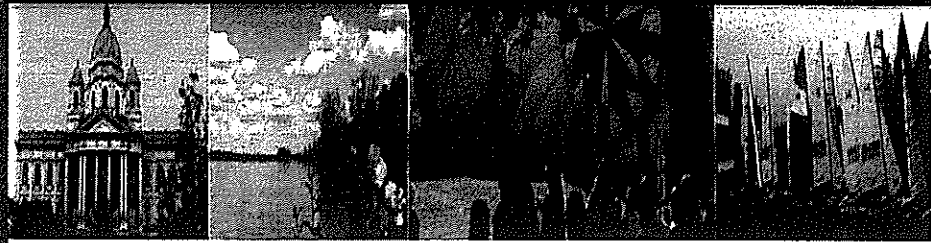
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Email:
lcohen@bridgewaycr.com

106 S. Main Street
North Syracuse, NY 13212

Onondaga County, New York Jeanne M. Mahoney, County Executive ongov.net



THE PRESENTERS WILL BE FROM THE ONDAGA COUNTY ECONOMIC DEVELOPMENT OFFICE

JULIE CERIO—DIRECTOR OF ECONOMIC DEVELOPMENT

ERIC VINAL—ONONDAGA COUNTY FILM COMMISSIONER

HONORA SPILLANE—ECONOMIC DEVELOPMENT SPECIALIST

THEY WILL DISCUSS THE ECONOMIC ACTIVITY IN THE COUNTY

Open to All Real Estate Professionals

Event: 8:30-9:00 Networking and Introductions
9:00-10:00 Breakfast and Speakers

Topic: Economic Development Activities in the County

When: Thursday ~~June 25th~~ 2015

Where: Ramada Inn
1305 Buckley Road
Syracuse, New York 13212

Cost: Members \$15 Guests \$20

RSVP BY JUNE 23RD to Dana at cbsold@aol.com or
Lorne at lcohen@bridgewaycr.com

Bring one listing to present to the group
Also bring another Commercial Practitioner with you.

June 19 Issue

be charged a \$10 fee at the door). One topic of discussion at the meeting will be the possible resurrection of a Greater Syracuse Association of REALTORS® recognized YPN. There will be a brief meeting of interested individuals immediately following the annual meeting.

IMPORTANT DATES

Annual Membership Meeting

June 23rd

9:00 am, GSAR office

Open to GSAR REALTOR

members only! [Register here](#)

New York State
Commercial Association
of REALTORS® (NYSCAR)

NYSCAR Monthly Meeting

June 25th

8:30 am- 10:00 am

[Meeting Flier](#)

GSAR members welcome!

HBR Annual Clambake

July 15th

4-8pm, at Hinerwadel's

[Registration form](#)

Save the dates for:

New York State
Commercial Association
of REALTORS® (NYSCAR)

NYSCAR Golf Tournament

July 17th

Greenview Country Club

[Event details](#)

GSAR Golf Outing

July 27th

The Links at Erie Village

Details to follow

[GSAR Calendar](#)

QUICK LINKS

[2105 Membership Directory](#)

[Education Schedule](#)

[CNY Housing Stats](#)

[Important Support Numbers](#)

[Member Benefits](#)

[Member Profile](#)

[NAR](#)

[NYSAR](#)

[Open House Show](#)

[Pay Your Dues](#)

[Register for Education](#)

[Register for Event](#)

[T.R.I.D. Info.](#)

NEW MEMBERS

There are no new members
this week

The next new member sign up will
be **Thursday, June 25th**, at
10am

by appointment and must have
applications in **before noon on**

Wednesday the 24th. Next

sign up after the 25th will be

Wednesday, July 1st at 10am

by appointment with **applications**
in by Tuesday June 30th.


Direct Blast
to members
\$100
July

Join the **Greater Syracuse Chapter of New York State Commercial Association of REALTORS® (NYSCAR)** on **Thursday, August 27th** for a property tour and presentation about the **Village Commons Development Project**.

This event is open to all real estate professionals.
There is no cost to attend and lunch will be provided.

There is still time to register!

[For a printable flier click here.](#)



**Greater Syracuse Chapter
New York State Commercial
Association of REALTORS, Inc.**

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106 S. Main Street
North Syracuse, NY 13212

Syracuse Realty Group - Development Team
Ozzie Cassali
Michael Arcuri, COB
Bryan Herzog



Village Commons is a 3 story 17,500 sqft building which has been converted from office space to 16 upscale apartments and 2000 sqft of 1st floor commercial space. Both commercial & residential tenants will enjoy off street parking and all of the amenities of Village Living.


Open to All Real Estate Professionals

Event: 11:00am - Introductions, Networking & Property Tours
12:00pm - Lunch: Presentation by Development Team
Topic: Village Commons Development Project

When: Thursday ~~August 27th~~
Where: 201 S. Main St. (Village Commons)
N. Syracuse, NY 13212
(Parking across street behind Syracuse Realty Group Office)

Cost: LUNCH COMPLIMENTS OF:
SYRACUSE REALTY GROUP

RSVP by August 24th to Dana at cbold@aol.com or Lorne Cohen at lcohen@bridgewaycr.com



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Laura Mech

From: Greater Syracuse Association of REALTORS <laura@cnyrealtor.ccsend.com> on behalf of Greater Syracuse Association of REALTORS <mech@cnyrealtor.com>
Sent: Friday, September 11, 2015 7:02 AM
To: Laura Mech
Subject: Your weekly GSAR Hot News!

Follow Up Flag: Follow up
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*Sept Month
\$200
+ link*



September 11, 2015

Issue no. 36



If you attend the Main Event and participate in the education presentations you could win FREE GSAR DUES!

Those dues would include your State and National dues.

That's a \$535 value!

Register Now

Top 3 Things YOU Need to Know This Week!

1. Affiliates, did you want a booth at the Main Event?

We have just a couple exhibitor booths left to rent for our Main Event, "R U Relevant?" on Sept. 25th. If you're interested please contact Laura at 457-5979.

2. Are you interested in becoming a Commercial Practitioner?

The New York State Commercial Association of REALTORS® puts out a monthly newsletter filled with some really helpful and informative articles. They have shared their latest newsletter so we can pass it along to our members who may have an interest in commercial real estate. Click here to read NYSAR's September newsletter.

3. NYSAR will be offering a self-defense class at Turningstone

During the Fall Business Meetings in Verona, NYSAR will hold "Self-Defense for the Real Estate Professional" on Tuesday, **October 6th**, from 7:30-8:30 a.m. Certified Martial Arts Instructor and sixth-degree black belt Jeff Sgarlata will teach attendees to defend themselves using simple to master and easy to remember techniques. **The class is free to all NYSAR members who register by September 30th.** For more details, and to register for the Fall Meetings, click here.



**NATIONAL
ASSOCIATION *of*
REALTORS®**

SEPTEMBER 2015 / ISSUE 69

ADVOCACY

NCUA Proposal to Increase Lending

NAR submitted comments to the National Credit Union Administration (NCUA) in support of their proposal, citing the need for increased lending for commercial real estate and to small businesses.

Link- <http://www.realtor.org/articles/ncua-proposal-to-increase-lending>

RESEARCH

Q3 Commercial Real Estate Outlook

A stronger labor market and increasing household formation should keep commercial real estate demand on a gradual incline. Access the latest [Commercial Market Outlook](#) for details on inventory, cap rates and details from 54 of the nation's largest markets.

Link- <http://www.realtor.org/reports/commercial-real-estate-outlook>

EDUCATION & NETWORKING

9/9 Twitter Chat with Inland Real Estate Group & GlobeSt.com

NAR will be hosting a live Twitter chat starting at 1pm CST with experts from Inland Real Estate Group, GlobeSt.com and the NAR Research Division, who will be discussing the Q3 Commercial Market Outlook. Join the conversation by following the [#RealEstateChat](#) hashtag.

Link- <https://twitter.com/commsource>

CCIM Course: Foundations for Success in Commercial Real Estate

This two-day classroom or five session online case study-driven course provides agents, brokers, students, and allied professionals with an understanding of the skills, resources, and business practices that pave the way for success in commercial real estate. Visit ccim.com for the current schedule and register today.

Link- <http://www.ccim.com/education/course/CIFOUD>

Commercial is in Focus at the 2015 REALTORS® Conference & Trade Expo

Register today and take advantage of all the learning and networking opportunities for commercial practitioners – including the new Commercial Marketplace at the Expo, an exciting lineup of commercial education sessions, the Commercial Caffeinated Breakfast, Commercial Red Carpet Networking Reception and general session keynote speaker Emmitt Smith, CCIM.

Link- <http://www.realtor.org/convention.nsf?opendatabase>

Fall Networking Opportunities

Fall into networking and professional development opportunities. NAR's Commercial Affiliate Organizations SIOR, IREM and the CCIM Institute have upcoming conferences, along with local and state commercial organizations across the country. Check out the events listing on realtor.org/commercial to learn more about dates, locations and how to register.

Link- <http://www.realtor.org/commercial/professional-development>

PUBLICATIONS & INFORMATION

Commercial Podcast

Learn something new during your lunchbreak with this interactive 15 minute segment. The latest Commercial Podcast focuses on the commercial financing landscape, with special guest David Manshoory, CEO and Cofounder of AssetAvenue, a NAR REach Class of 2015 company.

Link- <http://www.realtor.org/podcasts/commercial-podcast>

TECHNOLOGY

Get involved in the REach® Insight Panel

Members of the Insight Panel for REach®, NAR's technology accelerator program, receive first access to the new technologies introduced by REach® companies. REach® Insight Panelists are provided with free test accounts. Panelists choose one or more REach® 2015 companies to work with and will receive exclusive discounts from the companies in exchange for providing feedback on their experience. The commitment is small but the experience to shape customized products is rewarding. The REach® accelerator program was created to identify the top new technology companies that will benefit both REALTORS® and the industry. [Click here](#) to learn more and apply to be part of the REach® Insight Panel.

Link- www.narREach.com/Realtors?cid=REO147

RPR continues to expand commercial learning opportunities for REALTORS®

Starting in September, RPR Commercial is now offering a Lunch and Learn workshop series that will address common commercial and 'resimercial' use cases. To learn more about these

workshops, and to save your seat, [click here](#).

Link- <http://learn.narrpr.com/commercial/>

REALTOR BENEFITS® PROGRAM

Back to School Loan = School Shopping Made Easy

Going back to school is stressful enough without the added pressure of figuring out how to pay for

everything from textbooks to laptops. A Back to School Loan from REALTORS® Federal Credit Union, a Division of Northwest Federal Credit Union makes it easier to fill up your shopping cart without busting your budget. Use promo code BACK2SCHOOL. Share this with members and take advantage of this great offer. Learn more here.

Link- <http://www.realtor.org/programs/realtor-benefits-program/banking-services-credit-card/credit-union?&cid=CU0155>

NAR Commercial

National Association of REALTORS®
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NARCommercial@realtors.org
<http://www.realtor.org/commercial>

To add a name to the mailing list: NARCommercial@realtors.org.

Commercial Real Estate Education – Syracuse, NY

"Effective Counseling and Representation of Real Estate Clients"

Sponsored by the NYS Commercial Assoc. of REALTORS®
in cooperation with the Syracuse Area Chapter of NYSAR



Lunch sponsored by Greater Syracuse Assoc. of REALTORS®

Date: November, 12, 2015 *Expense*

Where: Greater Syracuse Assoc. of REALTORS®, 5958 East Taft Road
North Syracuse, NY 13212

Time: 8:30 am – 5:00 pm
Registration Fee: NYSAR/GSAR Members - \$120.00
Non-Members - \$140.00 (Includes lunch and breaks)

Nearby Hotel: Holiday Inn Express, 5418 South Bay Road,
No. Syracuse, NY 13212; Phone: 315.545.0999



"Effective Counseling and Representation of Real Estate Clients" (7 hours NYS continuing education credit)

INSTRUCTORS: Robert Gliniecki, CCM and James Walker, CCM
Foresite Realty Advisors



* Determine client's problem and achieve successful solutions * Ask the right questions for the right answers * Convert time-wasting into income producing actions * Utilizing effective client profiling * Determine forms of property ownership * Assisting client to understand ownership impact * Counseling "gains and maintains" client control * Never again "give advice" without compensation * Become a respected professional * How to assist client to make effective decisions * How to discover the client's motivation/objective

Continuing Education (CE) credits are available only to New York State License holders. To qualify for CE credit, attendees must attend the full program and sign the attendance sheets.

In HN
10/9/15 → 11/6/15

In the "TOP"
Direct Blast

Hot News
1 Month - \$200

Blast to
members \$100