

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

Innovation Name: RCA Meet & Greet Networking Event

Association Name: Winston Salem Regional Association of REALTORS®

Contact Person: Susan Jester

1. Project Summary (purpose and concept)

- a. **Statement of purpose:** Host an RCA Meet & Greet networking event open to the members of our association plus three other local associations at an iconic building of significant importance to our revitalized downtown area.
- b. **Original Goals:** In addition to the networking component, the meeting will serve as a reminder to both members and the community that commercial real estate and development is one of the key factors behind the revitalization of our downtown area.
- c. **Objectives:** Plan and successfully execute an event that demonstrates our goals to members and local community leaders.
- d. **Success criteria:** Participation totals and member response

2. Project Financials

- a. **Project Budget Overview:** \$4,250 was budgeted, \$1,982.19 was spent
- b. **Income (fees, grant, etc):** \$2,000 NAR grant
- c. **Expenses (how was money spent?)** \$400 entertainment, \$1251.09 food and beverages, \$331.10 miscellaneous (supplies, bartender)

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?** Approximately 75 members and community leaders attended the event. The event including a networking social, tours of the historically significant Wells Fargo building and a brief presentation regarding the history of the building and the importance of commercial real estate brokers to the health of a growing downtown area. All attendees were very pleased with the event.

4. **Project Timeline (how long did it take):** Approximately three weeks

5. **Project Management**

- a. **Marketing Strategy:** Promotion via email, website and social media (our association and the other three local associations) plus personal invitations from our RCA Chair
- b. **Planning Meetings:** Our RCA Chair met with his office staff and association staff multiple times to plan the meeting; coordinating the details of the meeting was managed via email
- c. **Day-to-Day Project Management:** After entertainment, catering and parking details were confirmed, the focus day-to-day was on marketing the event

6. **Lessons Learned/Outcomes**

- a. **Who Benefitted From Your Project?** Our RCA members and city leadership
- b. **Project Highlights** Networking among Triad RCA members and tours of the Wells Fargo building. Serving refreshments were several businesses that wouldn't exist without the efforts of commercial practitioners to revitalize our downtown area.
- c. **Project Best Practices** Holding the event at an iconic building in our city boosted interest and attendance; an attractive flyer caught members' attention
- d. **What processes worked well** Marketing, planning, day of the event details were all managed well
- e. **What could have been improved, and how?** We could have improved our marketing efforts to the other Triad RCA Divisions; if leadership had personally reached out to local media, we may have had more participation from them
- f. **Advice/Comments for Implementing in Another Association** Selecting a building of interest to your community will increase attendance at any RCA social; marketing efforts must involve RCA leadership – attendance increases substantially if a peer offers a personal invitation; consider inviting businesses that have personally benefitted from the efforts of RCA members to participate

7. **Supporting Documents** flyer, receipts

Link to photos:

<https://www.dropbox.com/sh/5ff79x9lcwj0n9y/AADLS3IbrS8ml10UIYGTJr3fa?oref=e>

MARCH 18th 5-7pm

**What does it take to operate
the largest Class A Office
Building in the Triad?
Find out with this exclusive
BEHIND THE SCENES event
presented by**



and



Attendees will have the opportunity to gain *insight* from the building's property management team, tour the building and rooftop dome, sample *hors d'oeuvres* from various downtown eateries and enjoy a *local brew*.

RSVP required to confirm your spot for this exclusive event, available to Triad RCA members, and sponsors of WSRAR RCA.



Dana Berror
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www.danabmusic.com

Performance Contract and Invoice

This contract is made on the 3rd of March 2015 between Dana Berror, representing the music group "Jerry & Dana" ("Contractor") and Winston Salem Regional Association of Realtors-Susan Jester ("Purchaser")

1. Date, Time and Duration of performance:
Wednesday 3/18/2015 5pm-7pm (2 sets of music)

2. Location of Performance:
Wells Fargo Tower(Atrium) -100 N Main St (at 2nd St), Winston-Salem, NC 27101

3. Performer(s):
"Jerry & Dana", consisting of 2 musicians

4. Terms and Amount of Compensation:
\$400 total, a non-refundable deposit of \$200 is to be paid on or before 3/7/2015 and the remaining balance of \$200 is to be paid on or before 3/18/2015 (cash or check, make deposit check payable to Dana Berror and remaining balance payable to Jerry Chapman)

This is the entire agreement between the parties and supersedes all prior agreements, whether written or oral. This agreement may only be modified or amended by a writing duly executed by both parties. None of the provisions of this agreement are intended to create, and none shall be deemed of construed to create, any relationship between the parties, other than that of independent contractors. All performance concepts and creative material presented are sole property of the contractor and/or performers.

This agreement shall be construed under and in accordance with the laws of the State of North Carolina.

IN WITNESS WHEREOF the parties hereto have executed this agreement as of the date first set forth above.

Purchaser: _____ date: _____

best contact # the day of performance? (_____) _____ - _____

Contractor: Dana Berror date: 3/3/15

Linville | Team | Mossman

COMMERCIAL REAL ESTATE

INVOICE

206 W. Fourth Street
Winston-Salem, NC 27101
P: 336-724-1715 | f: 336-724-1713

DATE: 3/23/15

TO:
WSRAR
195 Executive Park Blvd.
Winston-Salem, NC 27103

COMMENTS OR SPECIAL INSTRUCTIONS:

		TOTAL
Triad RCA Social at Wells Fargo Center		
Kings Crab Shack	Catering	\$500.00
Willows Restaurant	Catering	\$500.00
Fourth and Trade	Wine Caterer	\$120.00
AirType	Koozies/Giveaway	\$127.03
Foothills Brewing	Beer Caterer	\$125.00
Hauser Rental	Rental - linens, etc.	\$133.44
Harris Teeter	Party Supplies	\$10.63
Carrie Logan	Bartender	\$60.00
Ben Bloodworth	Ice Reimbursement	\$6.09
	TOTAL	\$1,582.19

Make all checks payable to:
Linville Team Partners, LLC
Federal Tax ID # 46-1344012

Payment is due upon receipt.

If you have any questions concerning this invoice, please contact Aubrey Linville at 336-724-1715 or aubrey@LTMcommercial.com.

Thank you for your business!

