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ASSOCIATION *of*
REALTORS®

COMMERCIAL INNOVATION GRANT
EXECUTIVE SUMMARY

Innovation Name: GTAR's Commercial Ambassadors Program (CAP)
Association Name: Greater Tampa Association of REALTORS
Contact Person: Carol Austin, CEO / Rebecca Lopez, Dir. of Education
Contact Email: carol@gtar.net / rebecca@gtar.net
Contact Phone Number: 813-879-7010

NOTE: Project is comprised of (3) Panel of Experts Sessions. Two (of the 3) sessions took place in June and September 2013 and a third one is scheduled in January 2014.

I. Project Summary

a. Purpose & Concept:

The purpose of CAP (the Program) is two-fold: 1) Prepare the next generation of top successful commercial REALTORS®, and 2) Prevent business losses (from all sides) created by naïve, inexperienced real estate agents. The target populations are residential REALTORS® with less than five commercial listings in a joint setting with seasoned commercial REALTORS® and industry-related experts. The Program is a series of interactive activities – a combination of group of panel of expert panels, peer, and one-on-one support - that will serve as a conduit for upcoming predominantly residential Realtors to undertake an informal apprenticeship from commercial practitioners who share their knowledge, experience, and business savviness.

CAP consists of three (3) Panel of Experts Sessions, each session approximately 2-3 hours long, staged by a panel of seasoned commercial real estate experts (identified by the Commercial Committee), and lead by a Program Moderator and committee volunteers. Topics addressed are current business trends, opportunities, and challenges: (1) Timeline for Commercial Transactions, (2) Due Diligence and Risk Management, and (3) What is “Hot” in Commercial Real Estate?.



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- b. Objectives:
 1. Brand the CAP program to create identity and build excitement and novelty;
 2. Serve as the means for seasoned and upcoming agents to come together in an educational setting;
 3. Transmit the message of relationship-building, support and network; and
 4. Generate business that otherwise may be missed.

2. Project Financials: See attachment, *"Income/Expense vs. Budget Report"*
 - a. Project Budget Overview
 - b. Income (fees, grant, etc.)
 - c. Expenses (how was money spent?)

3. Performance Measures & Benchmarks
 - a. Outline task, meetings and activities required to close the project.
 1. Held at least 3 committee planning meetings per Session, total of at least 6-7 meetings.
 2. Disseminated online surveys following each Session.
 3. Obtained list from My Florida Commercial Real Estate of active Realtors with less than 5 commercial listings.
 4. Pending:
 - a. Hold 3rd Panel of Experts Session in January 2014.
 - b. Sample target population by holding one-on-one interviews to learn how well the Program worked for them and willingness to share where they are in their real estate career.

- b. To what level of success was achieved?

While there is one more pending Panel of Experts (Jan. 2014), the Commercial Committee considered the Project as having complete success:

1. Target population: 75% of attendees had less than 3 years' experience in commercial real estate
2. Total number of attendees from 1st and 2nd sessions: 150
3. Quality of speakers, diversified, highly experienced experts:
 - Carlos Fuentes, CCIM, 2013 Commercial Achievement Award



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- Hillsborough County Planning and Zoning Department, senior management level representatives
- Anand Patel, RE Broker, Florida REALTORS® Leadership Graduate
- Marjorie Hensel, Esq., Partner at Hinshaw & Culbertson LLP
- Nancy Scott, Environmentalist, President of Earth Resources, Inc.
- Bruce Jonas, Principal and Counsel, Masters Construction & Dev.
- Ron Donalson, Director of Marketing, Universal Land Title
- Connie Kazakowitz, My Florida Commercial MLS
- Lisa Shasteen, Esq., RE Broker/President, Shasteen-Sizemore Co.
- Paul T. Willies, Sr. Commercial Appraiser, Appraisal Dev. Int'l.

4. On-target topics:

- Title: Roadmap to Commercial Real Estate: *Timeline, Doesn't need to be overwhelming, just need to know how it flows.* Provided an overview of the timeline and key components of the commercial transaction, in particular, inspections, zoning, and financial analysis.
- Title: The Risk of Improper Due Diligence: *When to Know You are In Over-Your-Head.* Experts shared their experienced and knowledge on how to avoid serious problems and have successful transactions.
- Third session is scheduled in January 2014. The Committee initially determined to hold a program on how to list and sell commercial real estate. After reviewing attendees' feedback from the online surveys the Committee decided to present a Panel of Experts session on the state of Commercial Real Estate, to include information on "hot" sectors of the market, products (video marketing), and trends.

4. Project Timeline (how long did it take):

It took 6 months to produce the first two Panel of Experts programs, approx. 2 to 2.5 months per session. Planning, Development, and Marketing occur simultaneously.

5. Project Management

a. Marketing Strategy:

1. In order for the Program to be recognizable and build excitement and novelty, promotional materials (ads, flyers, e-list) were branded with the motto of "***Timing is everything ... Time is right for commercial real estate***" and an image of hands holding the world imprinted with the word "CAP" (acronym for the Program).



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2. Committee identified potential panelists who are well-known local experts
3. Developed promotional program ad and flyers.
4. Began advertising sessions with 'save the date' to create interest.
5. Promotional campaign included newspaper, weekly e-list, social media sites.
6. Targeted residential agents with commercial listings by using list from My Florida Commercial Real Estate MLS.
7. Reached out to association's Young Professional Network (YPN), Professional Development Committee and other committees.
8. Contacted CCIM Florida West Chapter and Florida Gulfcoast Association of Realtors.

b. Planning Meetings:

Commercial Committee held 6 live planning meetings and at least one virtual meeting.

1. April: Association received notice of award. Committee held its first planning meeting.
2. May – June: Committee held three planning/follow-up meetings and one virtual meeting.
3. June 26: Held 1st Panel of Experts Program, "Timeline: Roadmap to Commercial Real Estate".
4. July: Committee met to evaluate 1st Panel of Experts Program and began to plan for the 2nd Panel of Experts Program.
5. July – September: Committee held three planning/follow-up meetings.
6. September 25: Held 2nd Panel of Experts Program, "The Risk of Improper Due Diligence ... When to know you are in over your head".
7. October: Committee met to evaluate 2nd Panel of Experts Program.

c. Day-to-Day Project Management:

1. Committee Members identified and secured panelists;
2. Committee Members identified and secured sponsors;
3. Committee Members approved promotional material and ensured correct information was disseminated
4. Committee Members responsible for program logistics on day of sessions, including room set-up and registration
5. Under the guidance of the Committee, Association personnel:
 - Served as liaison between committee members, presenters, sponsors, and general membership



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- Developed promotional material
- Set registration site
- Disseminated promotional material through Association's outreach, weekly e-mails, newspaper, and announcements at various events
- Provided instructions to panelists and sponsors
- Kept committee members informed as to the status of panelists, sponsors, number of attendees, and any other related matter
- Secured food vendor
- Sent reminders to registered attendees
- Assisted committee members with room set-up and any other requirements
- Sent 'thank you' to panelists and sponsors on behalf of the Committee

6. Lessons Learned/Outcomes

a. Who Benefitted From Your Project?

The Project aimed to attract real estate agents with minimum, if any, experience in commercial real estate. Seventy-five of attendees had less than 3-years' experience in commercial real estate.

b. Project Highlights

1. Quality of topics
2. Top-notch guest panelists with different backgrounds and expertise.
3. No-cost education.
4. Follow-up with online survey identified attendees' needs by learning what topics would be of interest.
5. Very well-prepared, enthusiastic, and informed Program Moderators; one was a former Radio Talk Host.

c. Project Best Practices

1. Extensive Marketing:
 - a. Usage of Association's outreach means, i.e. weekly e-mails, newspaper advertising, promotional flyers distributed at all other events, lobby display.
 - b. Usage of My Florida Commercial Real Estate MLS e-list
2. Topics selected by Commercial Committee were right on-target with needs/wants of the target population.



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3. Program Moderator/s: Well-prepared; Informed on panelists background; Communicated with panelists prior to Session; Dynamic host ready to step-in to maintain discussion and draw audience participation.
4. Panel Format: 4-5 panelists who are well-known and experienced, recommended and selected by Committee, a diverse group of seasoned practitioners and upcoming agents.
5. Quality meal with formal service/display showed care for attendees.
6. Program kept on time.
7. Analysis of online survey report by the Committee.

d. What processes worked well

1. Hold sessions late morning, starting time between 9:30 a.m. and 10 a.m. and include lunch.
2. Length of program/s, 2 to 2.5-hour sessions.
3. Adequate facility to accommodate number of attendees, sponsors displays/banners, and food.
4. Send an online survey immediately after each program for evaluation analysis.

e. What could have been improved, and how?

1. Central P.A. System: Need a P.A. system suitable for panel discussions, where controls can adjust volume of each panelist voice.
2. Expand Marketing to neighboring counties.
3. Video tape the sessions to post on Association's website and archive.

f. Advice/Comments for Implementing in Another Association

1. Local panelists are willing to participate at no cost.
2. Panel of experts programs require Program Moderators who are involved in the development of the agenda, in-communication with panelists prior to the sessions, pleasant personality, ability to connect with panelists and draw audience participation, and even have certain showmanship.
3. In addition to Program Moderators, it is highly advisable to have at least two Floor Moderators (with microphones) to assist the Program Moderator/s with questions from the audience.

7. Supporting Documents:

See attachments.



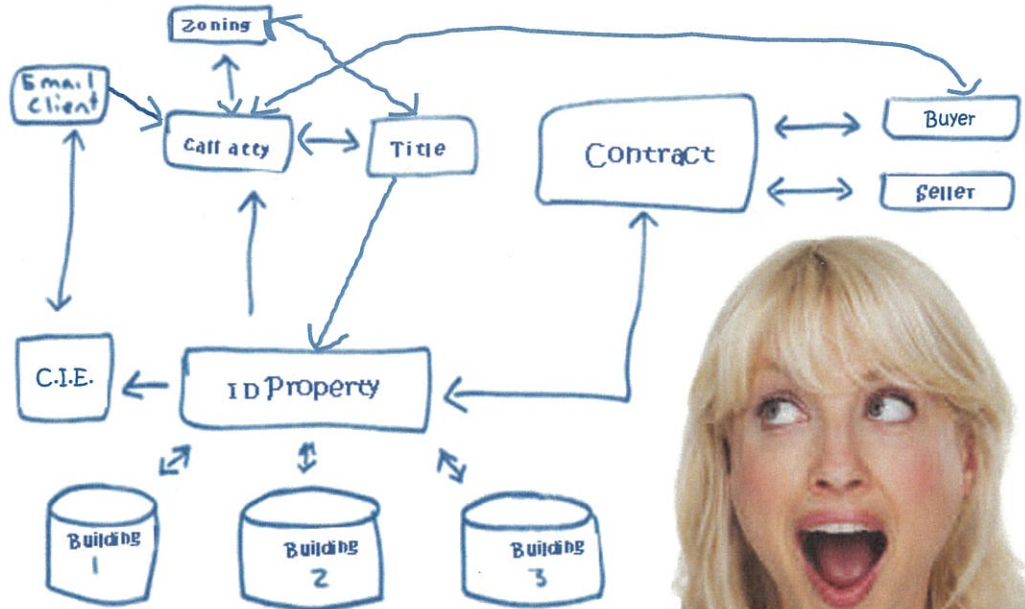
Roadmap to Commercial Real Estate: Timeline

... doesn't need to be overwhelming ... just need to know how it flows

Commercial Panel of Experts

GTAR's REALTORS® Commercial Alliance (RCA) presents ...

a GTAR Commercial Ambassadors Program (CAP)



A panel of seasoned real estate experts will provide an overview of the timeline and key components of the commercial real estate transaction, in particular, inspections, zoning, and financial analysis. This program is for the newer commercial agent who needs additional mentoring and guidance as well as for those who are curious to know what it takes to be a top commercial agent.

Panelists include:

- ▶ Hillsborough County's Planning and Zoning Services Division, Development Services
- ▶ Carlos A. Fuentes, CCIM CIPS TRC, 2007 GTAR President
- ▶ My Florida Commercial Real Estate (MFCRE)

NOTE: GTAR's Commercial Pitch and complimentary lunch will follow this program. Commercial Pitch is an opportunity to learn from the pro's. *Join us!*

Wed. June 26, 2013

9:30 a.m. to 12 p.m.

Greater Tampa Assoc. of REALTORS®

Auditorium

2918 W. Kennedy Blvd.

Tampa, FL 33609

FREE Admission

LUNCH

RSVP Required

Register online at

GTAR.org

Timing is everything ...
... Time is right for Commercial Real Estate ...



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Back
by popular
demand!

The Risk of Improper DUE DILIGENCE

... when to know you are in over your head ...

GTAR's REALTORS® Commercial Alliance (RCA) presents ...

Commercial Panel of Experts

a GTAR Commercial Ambassadors Program (CAP)



Ron Donalson
Property Title
Specialist



Nancy Scott
Environmental
Consultant



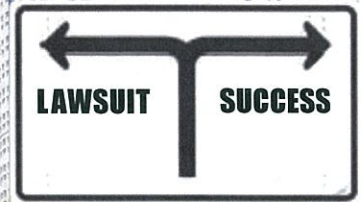
Anand Patel
Real Estate
Broker-Owner



Marjorie Hensel
Attorney-at-Law



Bruce Jonas
Construction & Development



A panel of experienced commercial real estate experts will share their experiences and knowledge on how to avoid serious problems and have successful transactions. Program is for the new/entry level commercial agent who may need mentoring and guidance as well as for those who are curious to know what it takes to be top commercial agents.



Coach Cook, Program Moderator
Radio Talk Show Host: *Coach Cook Talks Real Estate Show*.
Commercial/Residential Real Estate Practitioner

Learn about:

- ▶ Contract timelines
- ▶ Legal ramifications
- ▶ Proper agency representation

NOTE: Commercial Pitch and complimentary lunch will follow this program. Commercial Pitch is an opportunity to learn from the pro's. *Join us!*

Wednesday

September 25, 2013

10 a.m. to 12:30 p.m.

Check-in: 9:30 a.m.

Greater Tampa Assoc. of REALTORS®

Auditorium

2918 W. Kennedy Blvd.

Tampa, FL 33609

FREE Admission & Lunch

Special lunch catered by ...

Affordable Catering

RSVP Required

Register online at

www.GTAR.org

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Commercial Real Estate

Timing is everything ...

... Time is right for Commercial Real Estate ...



Sharpen your sales skills with these cutting-edge trainings by top commercial experts.

June 4	SBA Commercial R.E. Loans	1 p.m.—3 p.m.
June 26	RCA Panel of Experts: <i>Timeline for Commercial Transactions</i>	9:30 a.m.—noon
June 26	Commercial Pitch	1 p.m.—2 p.m.
July 10	The Sophisticated Commercial REALTOR®: Agency Law and Pitfalls of Knowing Too Much	9:30 a.m.—11:30 a.m.
TBD	Update on Regulatory Agencies, Compliance & Settlement Form	
Sept 5-6	How to Successfully List & Sell Commercial Real Estate	9 a.m.—5 p.m. both days
Sept 25	RCA Panel of Experts: <i>Due Diligence & Risk Management</i>	9:30 a.m.—noon
Sept 25	Commercial Pitch	1 p.m.—2 p.m.
Jan 29	RCA Panel of Experts: <i>List and Market Commercial Real Estate</i>	9:30 a.m.—noon



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