

# 2013 NAR/RCA Innovation Grant Executive Summary/Final Report

## INNOVATION TITLE

“Sacramento Real Estate Connect – 2014 Economic Review and Forecast” event for SAR members and the commercial real estate and investment communities.

## Association Name

Sacramento Association of REALTORS® -- Commercial Division

## Introduction

The goal of this event was to provide a superior new member and community event designed specifically to bring the commercial AND residential real estate communities together to dissect the economic prospects of the region plus offer a networking opportunity like none other before it.

## Purpose

The industry of commercial real estate is well known to be dog-eat-dog in nature. In our market, most of the large commercial real estate houses are not a part of the REALTOR® family and have been ambivalent to become a part of the organization, let alone participate in joint projects with us. Also, there had traditionally been economic forecasts produced by some of the large commercial companies and are available by invitation only. There was not a real estate-specific forecast available for the residential group or commercial companies who don't have in-house research companies. Plus, our members from time-to-time need referrals from other real estate specialists outside of their area of expertise. Our association did not provide alternate opportunities to get commercial and residential practitioners in the same room to network and make these connections happen.

At the “Sacramento Real Estate Connect – 2014 Economic Review and Forecast” we met our goal which was to gather and disseminate information for the ENTIRE real estate community. We brought the commercial and residential communities (REALTOR® and non-REALTOR®) together to network and share data on real estate trends in the region and helped them with investment and marketing forecasting for 2014. The objective of the SAR commercial division is to provide the small and independent commercial brokers and practitioners with resources similar to what can be received at traditional large commercial brokerages and thereby help make them competitive. This event certainly helped to accomplish that goal and so many other benefits in doing so.

## How did we get started?

We brought the heads of the largest and most successful commercial brokerages together and invited them to participate with us in the project. Once most of them were on board, we formed a committee of representatives from these companies along with a number of our residential real estate members. The committee helped to determine a panel of speakers in the various genres of real estate (residential, multi-family, industrial, office, land/new homes, Sacramento macroeconomics and investments.). We hosted a website for the event ([www.sacreconnect.com](http://www.sacreconnect.com)) which includes event information and registration capabilities. The website also contained a post-event blog for comments and speaker questions as well as a post-event stats password protected area for attendees to download event slideshows and stats. We found a neutral location for the event, produced a sponsorship brochure and nine months later, we had an event!

## **Project Funding**

We requested \$2,000 from NAR to help seed the event.

## **Expense Tracking**

See attached budget

## **Performance Measures and Benchmarks**

We had 489 individuals registered for our event, all from various genres of the real estate profession. There were 14 speakers and 17 sponsors. The overall comments and feedback about the event were outstanding.

## **Project Timeline**

The program was initiated in January and the event was held in late October.

## **Project Meetings**

The SacRec committee met on a monthly basis.

## **Marketing Strategy**

We acquired a media sponsor (The Sacramento Bee) who provided us with free print advertising for the event and an e-mail campaign to their readers. We negotiated a sponsorship with a local magazine who also provided us with complimentary advertising space. Additionally, we purchased advertising in the local business paper and on the local real estate radio show. We marketed to our members through e-mail blasts, flyers, regional office visits and newsletters. Our local MLS broadcasted the notice to their membership on the welcome screen. And finally, our sponsors, speakers and members disseminated the information to their customers and clients.

## **Day-To-Day Project Management**

- Determine companies/individuals willing to participate (not necessarily REALTOR-only)
- Schedule committee meetings
- Determine speakers panel and topics
- Hire local talent as emcee
- Host event website with registration capabilities, event info, blog capabilities and link for post-event materials
- Find location large enough for presentations and networking event
- Solicit sponsorships
- Market event
- Invite local dignitaries
- Hold pre-event meeting for speakers
- Prepare event program
- Coordinate speaker slide presentations
- Host event and provide evaluations
- Hold post-event meeting to dissect program

## **Final Deliverable**

The program, from a public relations and community relations perspective, was fantastic! We definitely added value to membership in the REALTOR® organization and provided brand recognition to a very large circle in the Sacramento business community. We offered an opportunity to network to a large group of people and gave data to help in their investment analyses for the coming year. Most of all, we opened doors and relationship with companies and organizations where there previously was none.

The individuals who attended found the information to be extremely beneficial and the networking session to be invaluable. The evaluations were great (other than some acoustical issues).

All in all, we believe that providing such an innovative and superior community event boosted the perception of our organization and gave our members a feeling of being part of a bigger picture. It also looks like we will be co-hosting this event with the local commercial real estate association next year and our premium sponsor has asked to come back.

### **Who Will Benefit From Our Project**

SAR members, the commercial real estate community and the Sacramento investment community benefit from our project. SAR members benefit, specifically because they received great information, made new real estate alliances and had the REALTOR brand exposed to an even larger audience. The commercial real estate and Sacramento investment communities benefit because they now have a place to go get investment data and an opportunity to meet others in the same forum. We also hope that our event helps more real estate deals transpire and the business of building Sacramento to continue to move forward and out of a tough economic period.

### **Financial & Staff Resourcing**

Staff resources included scheduling and staffing the committee meetings, sending invitations to speakers, dignitaries and sponsors, meeting with potential sponsors, scheduling the location and all of the details contained with the event, marketing the event, taking registrations, building the website with blog and post-event area, developing the program, marketing the event, securing sponsors and dealing with the benefits of sponsorship, print badges, write/produce program, manage event, coordinate slideshow slides with the speakers and schedule/staff event follow-up meeting. Financial resources include revenue from the registration fees, sponsorship fees and NAR innovation grant. Expenses included marketing, event facility rental and food/beverage, a/v, speaker gifts, etc.

### **What was the single most important thing you want members to take away from the “innovation?”**

That the SAR Commercial Division responds to the current trends and service needs of its members and the real estate community in the best and most innovative manner possible.

### **Sample Documents**

Attached



Mayor Kevin Johnson  
Sacramento City Council  
915 I Street, 5<sup>th</sup> Floor  
Sacramento, CA 95814

September 24, 2013

Dear Mayor Johnson:

The time is ripe to build Sacramento! I'm pleased to invite you as my guest to the inaugural "Sacramento Real Estate Connect" on Thursday, October 17 from 4:00 – 6:30 p.m. at the newly renovated McClellan Conference Center.

Leading commercial and residential real estate companies throughout the Sacramento region, along with the Sacramento Association of REALTORS®, have developed this exciting event.

**"Sacramento Real Estate Connect – 2014 Economic Review and Outlook,"** moderated by Kelly Brothers, will feature presentations from a number of highly regarded specialists who will report on trends in the diverse areas of real estate (residential, office, multi-family, retail, industrial, investments, land). The information will help attendees gauge the region's real estate pulse and help guide their investment decisions for the coming year.

Following the 90-minute program, to get deals flowing, a networking session will give attendees a rare opportunity to mingle and foster working relationships with industry associates whom they otherwise would not meet.

There has never been a dedicated real estate forecast that includes both the residential and commercial markets for the Sacramento region. Excitement is already building from brokers and agents, attorneys, title and mortgage companies, investors, contractors, financiers and elected officials. Once again, the goal is to build Sacramento through the dissemination of information and relationships.

The Sacramento Bee, Business Journal and Comstock's magazine will all be there to cover the event.

Please e-mail Janelle Fallan at [jfallan@sacrealtor.org](mailto:jfallan@sacrealtor.org) or call her at 916-437-1208 if you are able to attend. She will process your registration and ensure that you are introduced at the event.

Please help us build a better Sacramento. Your attendance at the event will certainly be a positive indication for the real estate community and greatly appreciated by all.

Kindest regards,

Anthony Scotch  
Chairman, Sacramento Real Estate Connect Organizing Committee

# Get the Big Picture on Real Estate

## from Sacramento Area Experts



**Doug Bayless**  
Bayless Properties



**Paul Boudier**  
Keller Williams



**Garrick Brown**  
Cassidy Turley



**Robert Burris**  
SACTO



**Rob Cole**  
Jones Lang LaSalle



**Matt Cologna**  
Cushman Wakefield



**Ryan DeMar**  
Marcus & Millichap



**Randy Getz**  
CBRE



**Tom Heacox**  
Cornish & Carey



**Scott Reynolds**  
Scott Reynolds RE



**Anthony G. Scotch**  
Select Real Estate  
Services, Inc.



**Todd Sanfilippo**  
CBRE



**Pat Shea**  
Lyon Real Estate



**Dan Wald**  
Cassidy Turley



### SACRAMENTO REAL ESTATE CONNECT

## 2014 Regional Economic Review & Outlook

[www.sacreconnect.com](http://www.sacreconnect.com)

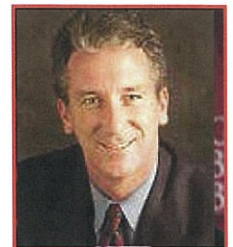
**Thursday, October 17, 2013**  
**McClellan Conference Center**  
McClellan, CA

3:30 - 4:00 | Registration  
4:00 - 5:30 | Program  
5:30 - 6:30 | Networking Reception

**\$30 prior to October 10 (\$45 after)**

Join top real estate industry executives and investors at this collaborative and innovative industry-specific economic review and forecast event like no other before it.

- » Residential, commercial, land and investments drivers highlighted for 2014 and beyond
- » Networking reception and rare opportunity to build relationships with industry colleagues
- » Online industry statistics and program presentations
- » Non-profit and dedicated to building Sacramento and improving investment opportunities
- » Supported by numerous industry companies and allies throughout the region
- » Free parking. Register now for this sure to be sold out event!



**Kelly Brothers**  
MASTER OF CEREMONIES

### SPONSORS

