



NATIONAL
ASSOCIATION *of*
REALTORS®

Commercial Innovation Grant Executive Summary

Innovation Name: Investment Real Estate Symposium
Association Name: Southland Regional Association of REALTORS
Contact Person: Valerie Biletsky
Contact Email: valerieb@srar.com
Contact Phone Number: 818-947-2255

1. Project Summary (purpose and concept)
 - a. **Statement of purpose** Provide relevant education and information to members as relates to Commercial & Investment Real Estate.
 - b. **Objectives** Address the needs of those real estate professionals now handling residential properties as investment transactions.
2. Project Financials
 - a. **Project Budget Overview** See attached.
 - b. **Income (fees, grant, etc.)** \$2,500 NAR Grant.
 - c. **Expenses (how was money spent?)** See attached.
3. Performance Measures & Benchmarks
 - a. **Outline task, meetings and activities required to close the project:** To educate real estate professionals about all aspects of investment real estate. Investment real estate can be as small as an SFR to as large as an office building or shopping Mall. This was accomplished in three sections – Identify the Property, Purchase the Property and Manage the Property.
 - b. **To what level of success was achieved?** This event brought in over 110 residential and commercial practitioners. Additionally, a networking component was included and very well received.
4. **Project Timeline (how long did it take)** Once notification of the grant decision was made (March 2013) the event was finalized and approved by SRAR Leadership (May 2013) promotion began June, event held August 27, 2013.
5. Project Management
 - a. **Marketing Strategy:** Publicized through Association newsletters, member blast emails, and flyers, meeting announcements, local newspaper articles in Real Estate supplements, SRAR Commercial website, C.A.R. Commercial page and notifications to surrounding AORs.
 - b. **Planning Meetings:** Bi-monthly until event was finalized. After that at the call of the subcommittee chair.



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- c. Day-to-Day Project Management: Subcommittee chair with staff support for event administration.
6. Lessons Learned/Outcomes
- a. Who Benefitted From Your Project? Residential and Commercial members.
 - b. Project Highlights: Offering a high caliber Keynote speaker. Organizing the content of the event into three panels, each addressing in sequential order, the process of an investment transaction.
 - c. Project Best Practices: Identify the target audience. Review current market conditions/hot topics. Formalize format and procure speakers.
 - d. What processes worked well: Honing in on real time issues facing members. Adding a networking session to facilitate idea and problem solving discussions. Drawings held for “those present to win”.
 - e. What could have been improved, and how? While the attendance was very good, we always strive to reach and attract as many people as we can.
 - f. Advice/Comments for Implementing in Another Association: While local speaker availability would vary, this format or a similar prototype should work well for other associations given the current market situation.
7. Supporting Documents

In case of questions, contact: Melanie Sligh msligh@realtors.org or 312-329-8282

COMMERCIAL INVESTMENT COMMITTEE
RECOMMENDATION/BUDGET

SUBJECT: Investment Real Estate Symposium

FINANCIAL IMPACT:

INCOME:

Innovation Grant	\$ 2,500.00
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EXPENSES:

Marketing/Promotion/Prizes/Printing	\$ 575.00
SRAR Auditorium	\$ 425.00
Breakfast/Refreshments 120 Attendees	\$ 1,500.00

Total All Expenses	\$ 2,500.00
Total All Income	<u>\$ 2,500.00</u>
PROFIT (Loss)	\$ 0

Investment Real Estate Symposium

August 27, 2013

Income:	NAR Grant	\$2,500.00
Expenses:	Room Rental	\$355.00
	Posters/Promo	\$78.48
	Prize Drawings	\$317.85
	Rise & Shine Catering (Breakfast)	\$1,403.24
	Flyers/Programs/Mailing	\$318.75
	Expense Total	\$2,473.32