

**National Association of REALTORS®
2014 NAR Commercial Innovation Grant
Executive Summary**

Innovation Name: Expanding Commercial Services to Treasure Coast Counties

Association Name: Realtors® Commercial Alliance, Realtors® Association of the Palm Beaches

Contact Person: Belinda Krause/ 561-727-2773/ bkrause@rapb.com

1. Project Summary (purpose and concept)

- a. **Statement of purpose** - Our Innovation Project involved bringing commercial real estate education and programs to an area to our north that was not currently offering any services to the commercial real estate practitioner.
- b. **Original Goals** - Our goals were to not only provide educational information relevant to the industry, but to also bring awareness of our organization and the services that we can offer to encourage a deeper participation in the Realtor® commercial experience.
- c. **Objectives** - The objectives were to provide educational classes and networking opportunities in order to grow the membership in St. Lucie County.
- d. **Success criteria** - Success criteria was based on attendance at the classes and events and the number of members joining the group.

2. Project Financials

- a. **Project Budget Overview** - The intent was to use the grant from NAR to pay for refreshments for the networking events so that there was no charge for attending the events, in an effort to encourage greater attendance. Classes were offered at the member discounted price.
- b. **Income (fees, grant, etc)** – We applied for and received a grant for \$1,800 from NAR. A sponsor covered the refreshments for two Breakfast/Marketing meetings.
- c. **Expenses (how was money spent?)** We spent \$100 for the refreshments for the additional 4 Breakfast/Marketing meetings. We spent \$681.60 for two After Hours Networking events. Refreshments were also purchased for the classes.

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?** We offered 6 Breakfast/Marketing meetings, 3 classes and 3 After Hours Networking Events. We also had attendees from St. Lucie and Indian River counties attend events at our West Palm Beach classroom. The RCA group in that area now has 29 members.

4. Project Timeline (how long did it take) – This was a year-long project with classes and events offered throughout the year.

5. Project Management

- a. **Marketing Strategy** - A weekly e-newsletter was sent out to all members and targeted emails were sent out to all Realtors® members in St. Lucie and Indian River counties. Also, class/event flyers were developed and distributed at classes and breakfast/marketing meetings. Events and classes were also listed on our website.
- b. **Planning Meetings** - The first planning meeting was held in person in Port St. Lucie. Due to the distance, further planning meetings were held via video conference and conference calls.
- c. **Day-to-Day Project Management** - RCA's Executive Director handled all day to day project management- class/event scheduling, flyers, marketing, coordinating speakers and sponsors, on-site event/class set-up and registration.

6. Lessons Learned/Outcomes

- a. **Who Benefitted From Your Project?** Commercial practitioners in the northern counties benefited by attending the classes and networking opportunities that we provided.
- b. **Project Highlights** – We coordinated with the local CCIM Chapter members for our first After Hours Networking event which brought additional exposure for our group. We also enlisted a few CCIM Chapter members as speakers for some of our breakfast/marketing meetings.
- c. **Project Best Practices** – Kept in contact with the members in our targeted area to find out what topics most interested them and then provided a class or a speaker at our breakfast/marketing meetings on those topics.
- d. **What processes worked well** – Video conferencing some of the classes and planning meetings worked well, however, having live on-site

instructors and presenters at the breakfast/marketing meetings worked best.

- e. **What could have been improved, and how?** – It is an ongoing process, adapting as we go.
 - f. **Advice/Comments for Implementing in Another Association** – Identify areas around your Association that may not be currently offering commercial programs and services. Reach out to them to see if there is an interested in partnering with them to offer these programs and services.
7. **Supporting Documents** – Class flyers, After Hours Networking flyers, Breakfast/Marketing Meeting flyers. E-newsletter announcing the revival of the northern commercial group.



Commercial Contract Class

Date:
January 30, 2014

Time:
9:00am-12:00noon

Location:
Live- RAPB Classroom,
One Harvard Cir, 2nd Floor,
West Palm Beach
Video Conferenced-
Port St. Lucie Classroom,
6666 S. US Hwy 1.

Cost:
RCA Member—\$15
Non-member—\$20
At the door—\$25

3 hours Continuing
Education Credit

Come to increase your knowledge of how to properly fill out a commercial contract. Your speaker, Lloyd Granet, Esq., Attorney at Law will cover the Florida Realtors® Commercial Contract. Mr. Granet will give you real world examples of how the contract is applied.



To Register:
On-line - RAPB/RCA Members may register on-line through the member portal at www.rapb.com.
FAX - Fill out the form below and fax with your credit card info. to 561-727-2273.
MAIL - Mail the form below with your check or credit card info. to Realtors Commercial Alliance, 3200 N. Military Trail, Ste. 102, Boca Raton.

Real estate license # for cont. educ. credit: SL or BK _____
 (circle one) (license number)

Commercial Contract Class
RCA Member -\$15, Non-Member- \$20
At the door—\$25

Name _____

Method of Payment

Company _____

- Check MasterCard
 Visa American Express
 Discover

Total: _____

Home address with zip code _____

CVC# _____ Credit Card Exp. _____

Contact Phone _____

Credit Card # _____

E-mail _____

Signature _____

For questions, contact Belinda Krause at bkrause@rapb.com or 561-727-2773. Refunds will be given if written cancellation is received at least three (3) days prior to scheduled event. If you would like confirmation of your registration, please provide your email address.

Commercial Leasing - Strategies For Success

Date:
 March 27, 2014

Time:
 9:30am-12:30pm

Location:
 LIVE-RAPB Classroom
 3200 N. Military Tr. Ste. 102
 Boca Raton
 VIDEO CONFERENCE-PSL
 Board Room, 6666, US Hwy. 1,
 Port St. Lucie

Cost:
 RCA Member—\$15
 Non-member—\$20
 At the door—\$25

3 hours Continuing
 Education Credit

Topics to be covered include:

- **How agents structure listing agreements/receive commission in commercial lease transactions**
 - Different Types of Commercial leases
 - Nuances of CAM Charges.
- **Lease terms unique to various property types (office, retail, industrial, etc.)**
 - Default provisions

Speaker: Steven Wallace, Esq., Law Offices of Steven Wallace



To Register: fill out the form below and fax with your credit card info. to 561-727-2273 or you may mail the form with your check or credit card info. to Realtors Commercial Alliance, 3200 N. Military Trail, Ste. 102, Boca Raton, FL 33431.

Real estate license # for cont. educ. credit: SL or BK _____
 (circle one) (license number)

_____ **Attend in Boca Raton**
 _____ **Attend in Port St. Lucie**

Name _____

Company _____

Billing address with zip code _____

Contact Phone _____

E-mail _____

Method of Payment

- Check MasterCard
 Visa American Express
 Discover

Total: _____

CVC #: _____

Credit Card Exp. date _____

Credit Card # _____

Signature _____

For questions, contact Belinda Krause at bkrause@rapb.com or 561-727-2773. Refunds will be given if written cancellation is received at least five (5) days prior to scheduled event. If you would like confirmation of your registration, please provide your email address.



RCA/CCIM Networking Event

June 11, 2014

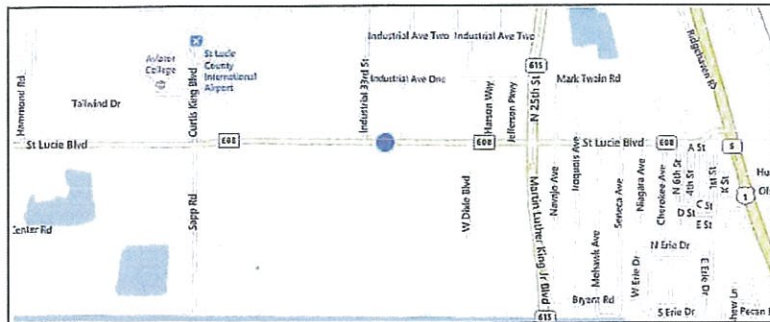
RUNWAY'S END COMMERCE CENTER
3200 ST. LUCIE BLVD., FT. PIERCE
**5:00PM - 6:00PM-CHECK-IN AND NETWORKING/
REFRESHMENTS/ PROPERTY TOURS**
6:00PM - 6:30PM - PRESENTATION
6:30PM - 7:00PM - NETWORKING/PROPERTY TOURS



Speaker: Tom Flynn, JD, MBA, Principle
Quantum Engineering Associates
Topic: Cost Segregation

Come hear a short presentation by Tom Flynn and learn how to use cost segregation to identify and maximize federal depreciation deductions for tax purposes.

- Network with fellow RCA and CCIM Chapter Members and guests
- Appetizers and 1 free drink provided by Catering Revolution
- Tour of available spaces at Runway's End



For questions on Runway's End Commerce Center contact:
Tery Torres, CCIM
SLC Commercial Bird Realty Group
772-778-2131
terrytorres@birdrealty.com

Please RSVP by June 4th. ▶▶▶

Email Belinda Krause, RCE
REALTORS® Commercial Alliance
bkrause@rapb.com
or call 561-727-2773



RCA Treasure Coast Networking Event August 20, 2014

RENAISSANCE CENTER

130 INDIAN RIVER DR., STE. 405,
FT. PIERCE

5:00PM - 6:00PM-CHECK-IN AND NETWORKING/
REFRESHMENTS

6:00PM - 6:30PM - PRESENTATION

Speakers: Stephen Boyle, Boyle & Drake
Stephen Neill of Callaway & Price
Scott Powell, Integra

Topic: Trends in Commercial Real Estate Appraising

- Network with fellow RCA Members and guests
- Appetizers and drinks complements of Renaissance Center
- Presentation by Renaissance Center
- Panel Discussion

The panel will be discussing trends in appraising in Indian River County, St. Lucie County and Martin County.



Please RSVP by August 15th.

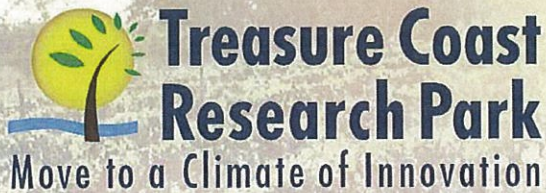
Email Belinda Krause, RCE
REALTORS® Commercial
Alliance
bkrause@rapb.com
or call 561-727-2773

Treasure Coast *Real Estate Social*

Join us for a trolley tour of the Treasure Coast Research Park followed by a short trolley ride to the local Endless Summer winery for a wine tasting accompanied by the Fort Pierce Jazz & Blues Society Band.

November 6, 2014 @ 5:30 PM

Hosted by

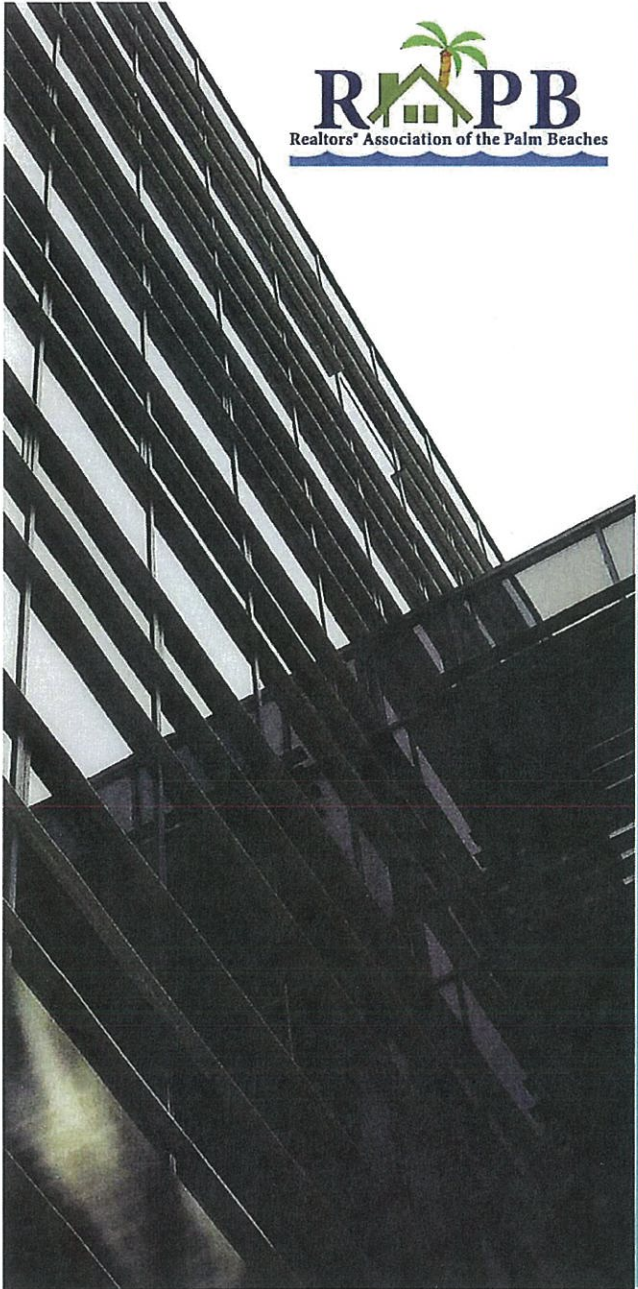


University of Florida Indian River
Research and Education Center
2199 S. Rock Rd., Ft. Pierce, FL

R.S.V.P

bkrause@rapb.com





REALTORS® OF
St. Lucie
COUNTY



A Division of the Realtors® Association of the Palm Beaches

REALTORS® ASSOCIATION OF ST LUCIE, DIVISION OF
REALTORS® ASSOCIATION OF THE PALM BEACHES

**SO YOU WANT TO
BE A
COMMERCIAL
REALTOR® (4CE)**

Thursday, November 20

Time: 1:00–5:00 p.m.

Cost: \$35 -4 CE

6666 S. US Highway 1, Suite 1

Port St. Lucie 34952

**Instructor: Linda Olson, MS degree in
Wildlife Ecology ; Commercial Realtor®**

**THERE IS A BIG DIFFERENCE IN DOING
COMMERCIAL REAL ESTATE VS. RESIDENTIAL REAL ESTATE..**

DO YOU KNOW THE DIFFERENCES?

This course is designed for today's busy residential Realtor, who may have an interest in expanding their services to include commercial real estate as well.

This course also offers great information for commercial agents just getting their feet wet. This program will acquaint you with the fundamentals of commercial real estate including the key differences real estate and types of transactions.

We will also discuss methods for valuation of commercial property and will review the documents used in commercial transactions. The overall goal of the course is to better equip you to decide if this is a specialty you want to pursue.

REGISTER TODAY!
COURSE IS WORTH 4 CE CREDITS

Email: Registrar@rapb.com • Phone: 561-727-2753 • Visit: www.RAPB.com/Education



Realtors® Commercial Alliance
Breakfast/Marketing Meeting
Tuesday,
January 14, 2014
8:30 a.m.—10:00 a.m.

Realtors® Association of the Palm Beaches Classroom
One Harvard Cir., 2nd Floor, West Palm Beach 33409
Video Conferenced to Port St. Lucie Classroom, 6666 S. US
Hwy. 1, PSL 34952
Admission: Free to Commercial Alliance Members and first time guests.

Speaker:

Brian Seymour, Attorney at Gunster

Topic:

Come learn about the Koontz Supreme Court takings case and what it means to you, your clients and all property owners throughout the country.

Sponsor:

Sabadell United Bank

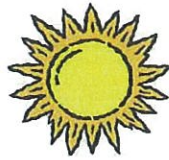
RSVP to Belinda Krause at (561) 727-2773 or
Email your reservation to bkrause@rapb.com
by Friday, January 10th.

This breakfast is open to all RCA members and their first time guests. Along with enjoying a continental breakfast catered by TooJay's, you will have the opportunity to make a short presentation of one of your available commercial properties. Please bring flyers or brochures on your property. No Posters Please. Presentations during the marketing session will be limited to one property presentation per attendee.

Walk away with a deal as others have in the past!

Members—please invite a potential new member to join you at this
breakfast/marketing meeting.





Realtors® Commercial Alliance
Breakfast/Marketing Meeting
Tuesday,
March 11, 2014
8:30 a.m.—10:00 a.m.

Realtors® Association of the Palm Beaches Classroom
3200 N. Military Trail, Ste. 102, Boca Raton
Video Conferenced to Port St. Lucie Classroom, 6666 S. US
Hwy. 1, PSL 34952

Admission: Free to Commercial Alliance Members and first time guests.

Speakers:

Dr. John Hardman, Professor at FAU
Jonathan Burgess, Spinnaker Group

Topic:

US Green Building Council - Community Based Campaign
&
Climate Change - Challenges and Opportunities

Event Sponsor:
First Citizens Bank

Port St. Lucie Refreshment Sponsor:
Coastal Wide Flood Map Revisions

RSVP to Belinda Krause at (561) 727-2773 or
Email your reservation to bkrause@rapb.com
by Friday, March 7, 2014.

This breakfast is open to all RCA members and their first time guests. Along with enjoying a continental breakfast, you will have the opportunity to make a short presentation of one of your available commercial properties. Please bring flyers or brochures on your property. No Posters Please. Presentations during the marketing session will be limited to one property presentation per attendee.

Walk away with a deal as others have in the past!

Members—please invite a potential new member to join you .





Realtors® Commercial Alliance
Breakfast/Marketing Meeting
Tuesday,
April 8, 2014
8:30 a.m.—10:00 a.m.

Realtors® Association of the Palm Beaches Classroom
One Harvard Cir., 2nd Floor, West Palm Beach, 33409
Video Conferenced to Port St. Lucie Classroom,
6666 S. US Hwy. 1, PSL 34952
Admission: Free to Commercial Alliance Members and first time guests.

Speaker:

Robert Banting, Anderson & Carr

Topic:

Where Are We on Real Estate's Wild Ride?
Can we predict the future by looking at the past?

Event Sponsor:

First City Bank of Commerce

Port St. Lucie Refreshment Sponsor:

Vortex 1 Security

RSVP to Belinda Krause at (561) 727-2773 or
Email your reservation to bkrause@rapb.com
by Friday, April 4, 2014.

This breakfast is open to all RCA members and their first time guests. Along with enjoying a continental breakfast, you will have the opportunity to make a short presentation of one of your available commercial properties. Please bring flyers or brochures on your property. No Posters Please. Presentations during the marketing session will be limited to one property presentation per attendee.

Walk away with a deal as others have in the past!

Members—please invite a potential new member to join you .





Realtors® Commercial Alliance
Breakfast/Marketing Meeting
Tuesday,
June 10, 2014
8:30 a.m.—10:00 a.m.

Realtors® Association of the Palm Beaches Classroom
3200 N. Military Trail, Ste. 102, Boca Raton
Port St. Lucie Classroom,
6666 S. US Hwy. 1, PSL 34952
Admission: Free to Commercial Alliance Members and first time guests.

Speakers:

Boca Raton - Danielle Boutin, RAPB Director of Emerging Technologies
and Communications
Jon Burford, Caperion Computing Solutions
Port St. Lucie - Steve Strobridge, Florida Computer Care

Topic:

Home/Office/Mobile Tech Tips

Event Sponsor:

Handyman Matters

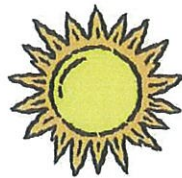
RSVP to Belinda Krause at (561) 727-2773 or
Email your reservation to bkrause@rapb.com
by Friday, June 6, 2014.

This breakfast is open to all RCA members and their first time guests. Along with enjoying a continental breakfast, you will have the opportunity to make a short presentation of one of your available commercial properties. Please bring flyers or brochures on your property. No Posters Please. Presentations during the marketing session will be limited to one property presentation per attendee.

Walk away with a deal as others have in the past!

Members—please invite a potential new member to join you .





Realtors® Commercial Alliance
Breakfast/Marketing Meeting
Tuesday,
November 18, 2014
9:00 a.m.—10:30 a.m.

Realtors® of St. Lucie County Education Center
6666 S. US. Hwy 1, Port St. Lucie
Admission: Free to Commercial Alliance Members and first time guests.

Speakers:

Peter Perry, SLC Commercial
Anthony Gambardella, Coldwell Banker Commercial
Linda Schlitt Gonzalez, Coldwell Banker Commercial

Topic:

**Industrial Markets in Indian River, St. Lucie and Martin
Counties**

Event Sponsor:

Realtors® Commercial Alliance

RSVP to Belinda Krause at (561) 727-2773 or
Email your reservation to bkrause@rapb.com
by Friday, November 14, 2014.

This breakfast is open to all RCA members and first time guests. Along with enjoying a continental breakfast, you will have the opportunity to make a short presentation of one of your available commercial properties. Please bring flyers or brochures on your property. No Posters Please. Presentations during the marketing session will be limited to one property presentation per attendee.

Walk away with a deal as others have in the past!

Members—please invite a potential new member to join you .



Krause, Belinda

From: Realtors® Commercial Alliance <bkrause=rapb.com@createsend5.com> on behalf of Realtors® Commercial Alliance <bkrause@rapb.com>
Sent: Tuesday, January 07, 2014 4:15 PM
To: Krause, Belinda
Subject: RSLC Commercial REALTORS®: Your Breakfast Invitation and More

Web Version Update
preferences Unsubscribe

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Reviving Treasure Coast Commercial Group

With the new year starting, the Realtors® Commercial Alliance (RCA) would like to reintroduce a former commercial networking favorite. The Commercial Society of the Research Coast has been revived as the Realtors® Commercial Alliance of the Treasure Coast and quarterly late afternoon/early evening networking programs are being planned for various locations throughout the Treasure Coast. We will start off with an educational program followed by a cocktail hour (same format as before). Stay tuned for details.

RCA Breakfast/Marketing Meeting (Video Conference)



Tuesday, January 14, 8:30 a.m. - 10:00 a.m., RSLC Port St Lucie

Speaker: Brian Seymour, Attorney at Gunster.

Topic: Learn about the Koontz Supreme Court Takings Case and what it will mean to you, your clients and all property owners throughout the country. The speaker will be live in our West Palm Beach classroom and video conferenced to the Port St. Lucie classroom.

Cost: No cost to RCA Members and first time guests

[View flyer](#) | [Register for video conference](#)

3 Hrs. CE Commercial Contract Class (Video Conference)

**Thursday, January 30, 9:00 a.m. - 12:00 p.m., RSLC
Port St Lucie**

Speaker: Lloyd Granet, Esq.

Topic: Our speaker will guide you through the Florida Realtors® Commercial Contract by giving you real world examples of how the contract is applied. Mr. Granet will be live in West Palm Beach and video conferenced to the Port St. Lucie Boardroom.

Cost: RCA Member - \$15/ Non-RCA Member - \$20/ At the door - \$25.

[View flyer](#) | [Register for video conference](#)



Join the REALTORS® Commercial Alliance

COMMERCIAL
Real Estate



REALTOR®

Connect with commercial real estate professionals in your area and learn about what is happening in the commercial real estate industry. RSLC members may join the RCA for only \$40. [Click here](#) for the application.

Questions? Email [Belinda Krause](#), Executive Director, REALTORS® Commercial Alliance, or call 561-727-2773. Or visit us at [RCAPB.com](#).

561-585-4544 Boca Raton, PB Gardens, West Palm
Beach
772-465-6080 Port St. Lucie

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