

2014 NAT Commercial Innovation Grant

Executive Summary

Innovation Name: SAR Commercial/ Norcal CCIM combined 2015 meeting

Association Name: Sacramento Association of Realtors Commercial Division

Contact Person: Carol Cunha

1. Project summary, Goals and Objectives: The original proposal was to provide a bus trip to a Napa winery for lunch and conduct an education class on the bus that qualified for continuing education.
2. Due to the difficulty getting sponsorship commitments at the REConnect event and the five other winery tours offered by area's commercial associations, I asked the residential services group if they would be able to offer assistance in getting participants. I was told that live CE classes were being dropped from their schedule due to the new requirement of testing online, and the \$85 price for a bus and lunch would be difficult to sell. I concurred with this because I found that my attendance tripled with lunch time classes @ \$10 bring your own vs \$25 lunch included.
3. In a conversation with Shara, I was told that the focus of the bus trip should be networking and the continuing education requirement could be ignored.
4. In Sacramento there are 125 CCIM members and meetings have not been held for several years now. I reached out to the CCIM group to propose a bus trip to attend the Nor-Cal meeting in Oakland which is 2 hours away. While the Bay Area markets are burning up, our Sacramento markets are still depressed and lack jobs. It was the intent of the trip to help our local members build alliances with seasoned commercial Bay Area CCIM's with clients who may want to invest in a market with more upside. CCIM brought in their local instructor Bill Mohr to give a shorten version on a new class most of them had not taken.
5. While it was very difficult to get my CCIM local members to commit a entire day to go to a meeting, the members that attended loved not having to drive 4 hours to go to the meeting and instead of listening to an instructor on the bus trip we had a lively conversation regarding the pitfalls of commercial transactions. Each person on the bus gave a long bio of their experience and back ground and some good relationships were born. Most would pay to ride to a meeting again but there needs to be 40 people to have the dollars make sense.
6. The biggest challenge was the length of the event and the resistance to public transportation that is pretty strong in California. Ten agents cancelled at the last minute due to conflicts that came up. Many people would have loved to have gone, but school pick up and drop off were an issue and they could not make the proposed 9:00 departure. Traffic extended the trip to over 9 hours.
7. While putting everyone on a bus does foster networking, we needed to work the crowd to make that happen. Making everyone switch seats. Pushing everyone to the microphone to talk about themselves.

