



NATIONAL
ASSOCIATION of
REALTORS®



Birmingham Commercial REALTORS® Council
of the Birmingham Association of REALTORS®

Commercial Innovation Grant Executive Summary

July 2015

Innovation Name: “How to Become a Top Producer - Half Day of Education & Networking”
Association Name: Birmingham Association of REALTORS®
Contact Persons: Josh Harris / Dave Mace
Contact Email: josh@birminghamrealtors.com & dave@birminghamrealtors.com
Contact Phone: 205-871-1911

1. Project Summary:

Statement of purpose: To provide a half day of education and networking for commercial members that would appeal to both members and non-members (promoting both member retention and member recruitment).

Original Goals: The original goal was to plan and host an education and networking event that would be “bigger and better” than last year.

Objectives: To plan and host an education and networking event that would demonstrate membership value that would connect and engage the BCRC leadership with commercial members and non-members.

Success criteria: To plan and host an education and networking event that would attract a larger number of members, bring in non-members and establish BCRC as a provider of quality sales training.

2. Project Financials:

Project Budget Overview: A \$3,000 Budget was set aside for this event. Costs included rental of meeting facility, lunch, coffee, snacks, rental of audio visual equipment and CE class instructor fee

Income: \$2,000 NAR Innovative Grant and income from receipt of non-member registration fees

Expenses (how was the money spent):

\$3,384.70	CE Instructor’s fee
\$2,464.32	Lunch for 84 persons, rental of facility, coffee & snacks
<u>\$ 160.00</u>	Audio visual rental of equipment
\$6,009.02	Total Costs

Income: \$2,000 NAR Innovative Grant and Registration Fees from 7 non-members @ \$40 each
\$2,280.00 Total Income

(More on next page)

Financials Summary:

\$3,000.00	Budgeted funds for event
<u>\$2,280.00</u>	Income from NAR Grant and from receipts of 7 Non-Member Registration Fees
\$5,280.00	GRAND TOTAL INCOME
- <u>\$6,009.02</u>	TOTAL EXPENSES
\$ 729.02	LOSS

3. Performance Measures & Benchmarks:

How many attended the event? 73 persons registered. 67 attended.

What level of success was achieved? The program was well received with 67 persons attending.

4. Project Timeline:

- January** Grant application was submitted to NAR. Location for event was secured; caterer was contacted; CE Course and Instructor were confirmed
- February** Directors approved agenda including CE instructor, Luncheon Speaker and CE Course Save the Date emails were sent to all BCRC members and non-members and placed on Website.
- March** Registration Forms were sent by email; promoted on Website; flyers were distributed
- April** Registration appeals were sent by email; promoted on Website; flyers were distributed
Co-sponsorships were sought. Invitations were sent to the Alabama CCIM Chapter, IREM North Alabama Chapter, the SIOR Chapter as well as the Alabama Center for Commercial Real Estate, ACRE, the local chapter of NAIOP and Birmingham CREW.
Responses were received from all co-sponsors. Each agreed to help promote the event by emailing event date/time/place/cost and registration form to their membership.
- May** The original planned location for the event was Vulcan Park. The contract became void when it was determined that the event could not be held there at the contracted start time.
A new location was sought. The Club was selected as the new location.
The course was approved for 3 hours Continuing Education credits.
- June** "A Half Day of Education & Networking" was held at The Club.

- 5. Project Management:** The project management team was headed up by BCRC President Tim Blair and Education Chair Len Shannon who also serves on the BCRC Board of Directors. The Board approved of the plan and delegated the project management to Mr. Blair and Mr. Shannon with assistance from Association Staff members. Josh Harris is Director for Commercial Services. Dave Mace is Vice President for Public Relations.

(More on next page)

Marketing Strategy: The project management team relied on Association Staff to create a registration form. Birmingham Association of REALTORS® Communications Director Andrew Sims designed all promotions including electronic messages going out to all BCRC members. In addition, the BCRC Board of Directors asked that local and state chapters of NAR Institutes, Societies and Councils be contacted and asked to help with the promotion of the event. ACRE, Birmingham CREW, CCIM, IREM, NAIOP and SIOR all agreed. They placed the event on their education calendars.

Planning Meetings: The BCRC Board of Directors approved various aspects of the planning of the event at their January 20 and May 7 meetings. All other planning was accomplished through group emails.

Day-to-Day Project Management was accomplished by Association Staff with approval of BCRC President Tim Blair and Education Chair Len Shannon. Phone calls and emails were sent.

6. Lessons Learned / Outcomes:

Who benefitted from your project? The 67 commercial practitioners who attended

The membership gained a better understanding and appreciation for the kind of commercial real estate member services that are offered them.

Project highlights:

CE Instructor Robert McComb was selected because of his reputation as being among the best in the business. Andrew Sims demonstrated features found on the BCRC Website and talked about the best apps in the industry.

CE instructor Robert McComb was outstanding. Many favorable comments were received.

Luncheon Keynote Speaker Marc Eason was candid, humorous and inspiring. He made a big impression.

Project Best Practices: The choice of venue, CE instructor and luncheon keynote speaker proved to be good ones. No complaints or disappointments were noted.

What processes worked well: The Club staff was professional and accommodating to our needs and requests. CE class instructor Robert McComb is an expert sales trainer and easy to work with. Luncheon keynote speaker Marc Eason delivered his message in a relaxed speaking style and told stories that held the interest of the audience. The event Co-Sponsors helped promote the event by adding it to their education calendars and emailing the registration flyer to their members.

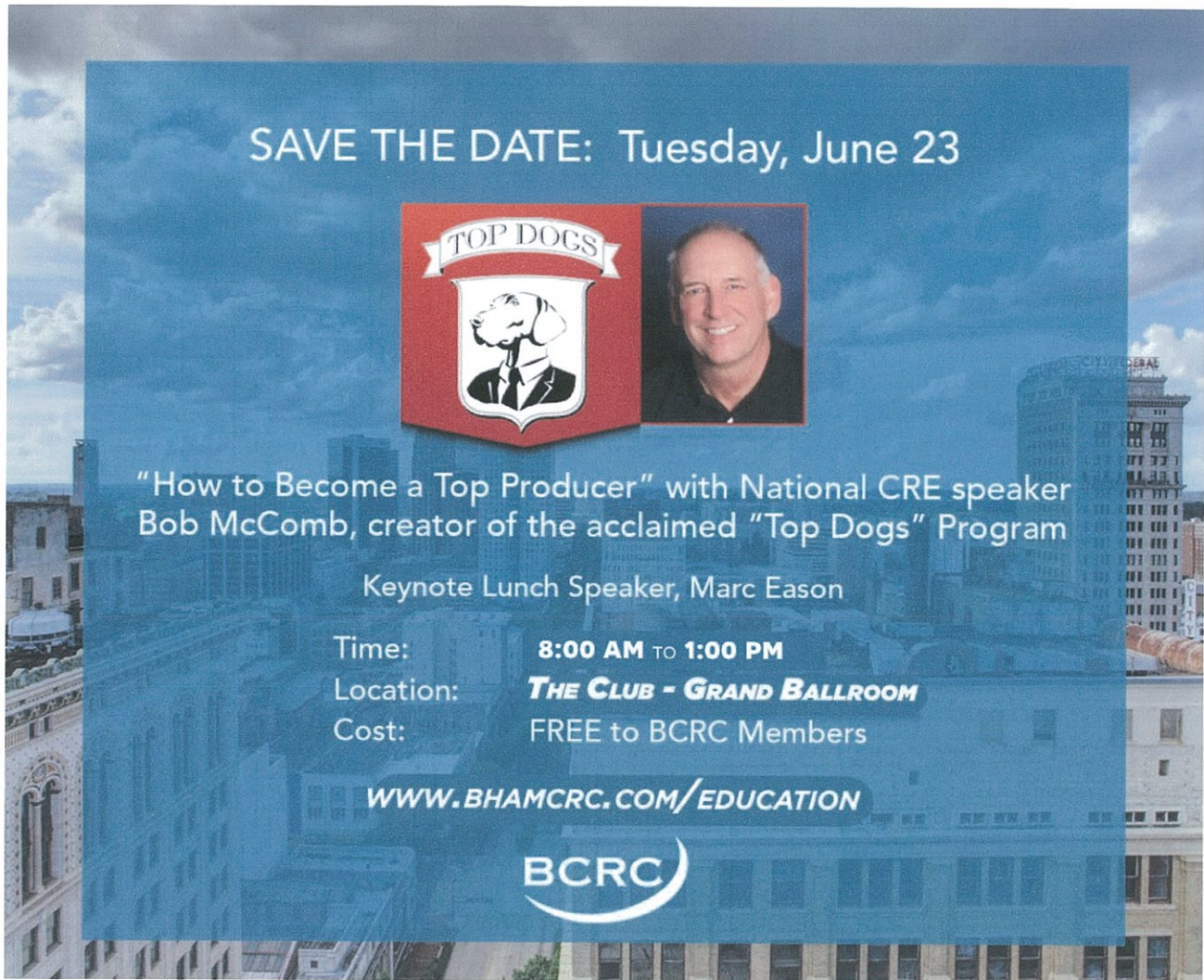
What could have been improved and how?

Corporate Co-Sponsors might have been asked to make a financial contribution to cover event costs. More non-members might have registered if additional efforts were made to contact them. Also, we could have offered sponsorship opportunities to affiliated firms to defray more costs.

What advice/comments for implementing in another Association:

The formula for a "Half Day of Education & Networking" was simple to construct, promote and host. We were extremely pleased with the outcome and would recommend this type of event to any local real estate board for their commercial members.

7. Supporting Documents are attached



“How to Become a Top Producer”

Half Day of Education & Networking

Tuesday, June 23 • The Club, Grand Ballroom

FREE to BCRC Members • \$40 Non-Members • 3 Hours CE Credit School Number 69648

8:00 a.m. REGISTRATION

8:30 a.m. – 11:30 a.m.

“How to Become a Top Producer” CE Class with Instructor Robert McComb

11:30 a.m. – 11:45 a.m.

The Top 10 real estate apps/tools for 2015

Noon – 1:00 p.m.

LUNCH with Keynote Lunch Speaker Marc Eason

CHECK BOX: I will attend the CE Class AND Lunch I will attend CE Class ONLY

Name: _____ Firm: _____ Cell: _____

Email: _____ Signature: _____

VISA / MASTERCARD / American Express / Discover No. _____ Exp.Date: _____

Email: josh@birminghamrealtors.com FAX: 802-6074





How to Take Your Business to the Next Level!

Presented by Bob McComb, Creator of Top Dogs

Bob@mccomb.com 888 894 2039

“Success is not a result of spontaneous combustion...you must set yourself on fire!” Fred Shero, Calgary Flames Coach.

The real question is not “Do I already know this stuff.” – “It’s am I doing it?” Success is doing more of what works and less of what does not, consistently and repeatedly.

Our challenge is to be more proactive because most CRE agents are too good at reacting to the opportunities that show up on their doorstep. The key is to budget time to work on your business for yourself, and keeping appointments with yourself to improve your practices.

The best proactive strategy is to set short-term easily achievable business development goals. Begin with the end in mind, knowing what you want to achieve. Then create a specific approach to each goal, with near-term rewards.

Make it a rule that you NEVER get to Friday without creating new business! To do that, use the concept of taking five swings at new business daily or weekly. Brainstorm a list of swings you can take and pick five that become your rituals.

Prospecting is your fastest path to cash! Use a real CRM made by and for CRE agents, so you will be prepared to use the information you gather effectively!

When you speak with a prospect, the call is successful if you set a appointment, and or gather good information, and/or get permission to market to them, and always ask the “who else question”.

Create lists of the information you want to gather from your calls. Brainstorm what you can offer them to get prospects into a marketing program. Use news and market intelligence to know whom to call. Make fewer, well targeted calls. Know your song well before you start singing, and remember confused minds always say NO!

How do we get the prospect’s attention? Use scripted attention-grabbing statements.

Turn cold calls into gold calls? Ask everyone “the who” else question!

“I’m sorry team, but I just don’t have the time to prospect”. Prospecting is a moral obligation to your clients, the company, people on your listing teams and your fellow agents.

Script your opening:

- Slow down and speak clearly
- Tell them what you are in the business of helping them do
- Transition to them doing the talking
- Have a real conversation, stop pitching

How to do more and get more from networking? Learn to communicate your message in an interesting and memorable way.

Before:

- Create a more powerful elevator speech
- Commit to a minimum number of events
- Set an hourly goals

During:

- Get them talking
- Know how to disengage

After:

- Follow up immediately

Find the back door to prospects and meet them where the guard is down. Get more business from your professional advisors by asking for more referrals. Teach them what a good referral is for you.

Rename the office, ‘the dugout’ and spend less time there! The key is to automate, outsource and delegate more of the indirectly productive work. Your job is to list, lease and sell, everything else except new account development, is indirectly productive work.

How can you get prospects excited about working with you? Answer: Become the “Expert” educator on the Internet? Build an idea file of topics to narrowcast. Conduct Teleseminars; use Youtube, present webinars, and record podcasts.

Brainstorm a list of the resources that you have to educate your ideal client. Your clients are looking for solutions to their problems. Demonstrate that you know the solutions to their problems.

What are the tools and skills do you need to add? If there is a tool or a skill you need for your business, it is your job to get it. Create short term learning goals.

Two last tips:

It may be time to prune the low hanging fruit, and get rid of the listings and accounts that are holding you back.

An easy way to guaranty more revenue is to direct all new business callers to a number that gets answered in the first call to ensure you get the first shot at the business.

Thank you for the opportunity to be of service to you!

“How to Become a Top Producer” CE Class

BCRC Half Day of Education & Networking

The Club, Tuesday, June 23, 2015 – Birmingham, Alabama



On Tuesday, June 23, 2015 the members of the Birmingham Commercial REALTORS Council, BCRC, hosted a 3-hour continuing education class “How to Become a Top Producer” at The Club in Birmingham, Alabama. **Robert McComb** of “Top Dogs” was the instructor. Seventy-five commercial real estate brokers and sales professionals signed up for the class.



BCRC President **Tim Blair** (left) and Education Chair **Len Shannon** (right) welcomed **Robert McComb** to Birmingham to teach a three hour continuing education course entitled “How to Become a Top Producer”.



Dave Mace

From: Dave Mace
Sent: Tuesday, May 12, 2015 4:33 PM
To: 'ablair@lahcommercial.com'; 'samc@grahamcompany.com'; 'Bryan Holt (bholt@southpace.com)'; 'Tim Blair (tb@shanwalt.com)'; 'ls@shanwalt.com'; 'terry@ponderproperties.com'; 'Wes Cline (wcline@cbcmcr.com)'; 'Gayle Kahn'; 'Hal Tillman (htillmanjr@charter.net)'; 'Jerry Grant (jerryg@grahamcompany.com)'; 'Thornton Hydinger'; 'Thomas Carruthers (tcarruthers@redrockrg.com)'
Cc: 'Grayson Glaze'; 'sharon@irem43.org'; awaters@egsinc.com; 'Rich Vanchina'; Jerry Grant (jerryg@grahamcompany.com); Cliff Long; Andrew Sims; Josh Harris; Susan Harless; 'amy@alabamaccim.com'; 'Glenn Ponder'
Subject: Approved for 3 Hours CE . . . BCRC Education Course . . . forwarded to you by Dave Mace
Attachments: Flyer Top Dogs June 23, 2015.pdf
Contacts: Austin Blair; Sam Carroll; Bryan Holt; Tim Blair; Len Shannon; Terry Ponder; Wes Cline; Gayle Kahn; Hal Tillman; Jerry Grant; Thornton Hydinger; Tom Carruthers

To: BCRC Directors and Education Course Co-Sponsors . . .

Re: Approved for 3 Hours CE Credit

See revised flyer indicating course is CE approved.

Thanks to ALL for Your help. Please talk up and promote.

FREE to BCRC Members \$40 for Non-Members

Regards,

Dave Mace

dave@birminghamrealtors.com

802-6079



On Tuesday, June 23, 2015 the members of the Birmingham Commercial REALTORS Council, BCRC, hosted a “Half Day of Education and Networking” event at The Club in Birmingham, Alabama. Accomplished commercial real estate developer **Marc Eason** was the Luncheon keynote speaker. The top real estate apps and a tour of the BCRC Website were featured.



Commercial Real Estate LUNCHEON

BCRC Half Day of Education & Networking

The Club, Tuesday, June 23, 2015 – Birmingham, Alabama

Dave Mace

From: Tim Blair <tb@shanwalt.com>
Sent: Sunday, June 21, 2015 10:44 AM
To: Dave Mace; Len Shannon
Subject: RE: Bob McComb . . . from Dave Mace

Dave

Len or I can meet him at airport and get him to/from the club. What hotel is he staying at?

Tim



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Timothy S. Blair, CCIM, CPM | PRINCIPAL

1616 2nd Avenue South / Suite 100 / Birmingham, AL 35233

p) 205-914-2332 / w) shanwalt.com / t) @shanwalt / [linkedin](https://www.linkedin.com/in/topdogs)

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From: Dave Mace [<mailto:dave@birminghamrealtors.com>]

Sent: Friday, June 19, 2015 3:02 PM

To: Len Shannon; Tim Blair

Subject: Bob McComb . . . from Dave Mace

Len . . . I spoke with **Bob McComb** this afternoon to confirm his **travel arrangements and needs for the CE class** on Tuesday.

He will arrive on United flight #4392 at 3:49 p.m. on Monday, June 22nd.

BAR Staff has offered to meet him at the airport and take him to his hotel.

QUESTION: would you prefer to meet him and take him? Let me know. Josh Harris or I will be glad to do it.

He and his girlfriend will be traveling together.

They don't need dinner plans for Monday night.

They will stay in Birmingham through Thursday. They plan to take in some of the city sights and would like suggestions on what to see and do.

COMMENT: I told him that you and Tim would be glad to give him some ideas on this on Tuesday when he is at The Club.

He plans to email me later today the balance for final payment. I will order a check and have on Tuesday.

He will bring a USB flash drive for his PowerPoint presentation.

BAR Staff has asked The Club to provide projector and screen. I will ask for use of The Club's laptop as well.

I will email him the address for The Club.

Bob says please use his bio from his **Linked In** site: <https://www.linkedin.com/in/topdogs>

He said he plans to send me a two-page document that will serve as the handout for the students. I will make copies when I receive this from him.

Let me hear back from you about any of the above, especially who picks him up at the airport.

Regards,

Dave Mace

dave@birminghamrealtors.com

802-6079

Dave Mace

From: Tim Blair <tb@shanwalt.com>
Sent: Sunday, June 21, 2015 10:49 AM
To: Dave Mace; Len Shannon
Cc: Josh Harris; Cliff Long; Andrew Sims
Subject: RE: I am reserving 14 tables of 6 for Top Dogs on Tuesday at The Club . . . from Dave Mace

Dave, Josh:

I want to thank y'all for all the hard work you've done to bring this program to fruition. It is going to be great – and it simply couldn't have become a reality without you. Many thanks !!

Tim



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Timothy S. Blair, CCIM, CPM | PRINCIPAL

1616 2nd Avenue South / Suite 100 / Birmingham, AL 35233

p) 205-914-2332 / w) shanwalt.com / t) @shanwalt / [linkedin](https://www.linkedin.com/in/shanwalt)

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From: Dave Mace [<mailto:dave@birminghamrealtors.com>]
Sent: Friday, June 19, 2015 2:17 PM
To: Tim Blair; Len Shannon
Cc: Josh Harris; Cliff Long; Andrew Sims
Subject: I am reserving 14 tables of 6 for Top Dogs on Tuesday at The Club . . . from Dave Mace

Tim / Len . . . I plan to reserve 14 tables of 6 for Tuesday's education event and lunch. – Dave Mace

TOP DOGS CE & LUNCHEON

The Club, Grand Ballroom

Tuesday, June 23, 2015

8 a.m. Networking

8:30 a.m. – 11:30 a.m. CE

Noon to 1:00 p.m. Lunch

75 Registered:

Karen Ameen
Dan Anderson
Keith Arendall
Gayle Belcher
Seth Berry
Austin Blair
Tim Blair
Ron Bourdages
Connie Bradford
Tyler Bradford
Stan Bussey
Mark Byers
Meredith Calhoun
Rich Campbell
Tom Carruthers
W. A. Casey
Casandra Chandler
Sorrell Chew
Wes Cline
Van Corr
Donna Cox
Dick Darden
Stephen Deal
Abigail Dorman
Rebecca Early
Marc Eason
Sterling Edwards
Durham Ellis
Brent Falkenhagen
Jim Gardner
Rachel Garrett
Julie Geiger
Grayson Glaze
Daniel Goff
Raymond Gotlieb
Michael Gould
Gerald Grant
John Hardin
Eddy Harris
Price Hightower
Mark Hollis
Bryan Holt
Steve House
Keith Kelley
Jim Kovakas
Walter Lagroue
Ira Levine
Ron Lewis
Steve Lichter
James Lomax
Lina May

Jessyca McKnight
Anne Michaels
Arnold Mooney
Phil Mulkey
Bart Nelson
Bob Nesbitt
Nick Nesmith
Jerry Norman
Mike Perry
Glenn Ponder
Terry Ponder
Chuck Robertson
Debbie Seale
Henry Seibels
Len Shannon
Lochrane Smith
John Tally
Rob Tate
Bill Warren
Andy Watkins
Tish Weaster
Jonathan Weimer
Barry Wiginton
Ali Wilburn

BAR Staff:

Cliff Long
Susan Harless
Josh Harris
Dave Mace
Andrew Sims

Guests:

Bob McComb, Instructor
Cindy Lambert, CREW (co-sponsor)

Regards,

Dave Mace

dave@birminghamrealtors.com

802-6079

Dave Mace

From: Tim Blair <tb@shanwalt.com>
Sent: Wednesday, June 24, 2015 11:03 AM
To: Bob McComb; Len Shannon
Cc: Dave Mace
Subject: RE: Birmingham, Alabama Top Dogs seminar . . . from Dave Mace

Bob,
I've heard nothing but glowing praise for your presentation. No joke – you absolutely nailed it. Congrats and great job.
Tim



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We love real estate: | 

Timothy S. Blair, CCIM, CPM | PRINCIPAL

1616 2nd Avenue South / Suite 100 / Birmingham, AL 35233

p) 205-914-2332 / w) shanwalt.com / t) @shanwalt / [linkedin](https://www.linkedin.com/in/tblair)

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From: Bob McComb [<mailto:bob@mccomb.com>]
Sent: Tuesday, June 23, 2015 8:53 PM
To: Len Shannon
Cc: Tim Blair; Dave Mace
Subject: Re: Birmingham, Alabama Top Dogs seminar . . . from Dave Mace

Thank you all for a warm and gracious welcome and for organizing the event. We ate at the Highland Bar and it was outstanding. Also went to the civil rights museum and it too was excellent. I am old enough to remember some of the events of the 60s and being a history reader, I am well read on the subject. It was quite a moving experience and although deep cultural change takes five generations, we have all come a long way to realizing the true American values and philosophy.

Take care all and many thanks again.

Bob

Sent from my iPad

On Jun 20, 2015, at 8:41 PM, Len Shannon <ls@shanwalt.com> wrote:

6:30 good? I'm asking my partners to join for dinner Monday as well. One of them (Tim Blair) is the current pres of our group. Look forward to it.

Sent from my iPhone

On Jun 20, 2015, at 11:27 AM, Bob McComb <bob@mccomb.com> wrote:

Thank you for the invitation, it will be great to get to know you both. What time works for you? I get in about 4 pm so any typical dinner hour works for me.

Bob

Sent from my iPad

On Jun 19, 2015, at 6:49 PM, Len Shannon <ls@shanwalt.com> wrote:

Bob, Tim and I and my partners would like to take you out to dinner Monday night. Let me know if that works for you.

Thanks,
Len



Len B. Shannon, III, CCIM | PRINCIPAL
1616 2nd Street South / Suite 100 / Birmingham, AL 35233
p) 205-977-9797 / w) shanwalt.com / t) @shanwalt

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From: Dave Mace
Date: Friday, June 19, 2015 at 3:50 PM
To: Bob Dogs
Cc: Tim Blair, len shannon
Subject: Birmingham, Alabama Top Dogs seminar . . . from Dave Mace

To: Bob McComb

We will pick you up at the airport on Monday, June 22.
We understand that your flight is **United Airlines #4392** arriving in Birmingham, Alabama at **3:49 p.m.**
We will take you and your guest to your hotel.

The Club is the site of the seminar. It is very close to your hotel.

WHAT are YOUR plans to get to The Club on Tuesday morning? Let me know if you need a ride.

**What: How to Become a Top Producer with instructor
Bob McComb**

Date: Tuesday, June 23, 2015

Time: 8:30 a.m. until 11:30 a.m.

Where: The Club (Grand Ballroom)

1 Robert S. Smith Drive, Birmingham, AL 35209 (205)

323-5821

The Club

Website: <http://www.theclubinc.org/Club/Scripts/Home/home.asp>

Let me hear from you regarding any questions you might have.

Regards,

Dave Mace

Vice President for Public Relations

Birmingham Association of Realtors

3501 Independence Drive

Birmingham, Alabama 35209

dave@birminghamrealtors.com

205-802-6079



June 24, 2015

Robert A. McComb
DBA Top Dogs Commercial Real Estate Training
206 Washington Blvd
Half Moon Bay, CA 94109

Dear Mr. McComb:

Thank you for your excellent sales presentation at the BCRC education day held June 23 at The Club. I've received many compliments from those who attended about how much they learned and benefitted by hearing from you.

It was a real treat to have you as our guest here in Birmingham.

Thank you again and we wish you the very best.

Sincerely,

A handwritten signature in black ink, appearing to read "Tim Blair", with a long, sweeping horizontal line extending to the right.

Tim Blair
President
Birmingham Commercial REALTORS Council, BCRC



June 25, 2015

Mark Eason
Cushman and Wakefield
505 20th Street North, Suite 700
Birmingham AL, 35204

Dear Mr. Eason:

Thank you for your excellent presentation at the BCRC luncheon held June 23 at The Club. I've received many compliments from those who attended about how much they learned and benefitted by hearing from you.

It was a real treat to have you as our guest.

Thank you again and we wish you the very best.

Sincerely,

A handwritten signature in black ink, appearing to read "Tim Blair", with a long, sweeping horizontal stroke at the end.

Tim Blair
President
Birmingham Commercial REALTORS Council, BCRC