

Instructions

For Investment Marketing Session – Tuesday, June 4, 2019, 9:00 am

18th Annual New York State Commercial Real Estate Conference – Turning Stone Resort & Casino

Attendees to the June 4th “Marketing Session” planning to make a property presentation are required to input their properties into the Marketing Session database on or before May 24th.

Once the properties are all input, we will create an electronic PDF version of the marketing session book that will be emailed to all attendees prior to the event. This will be your primary working copy. Attendees who do not own a computer or are unable to print their own copies in advance may request that we print them a copy of the book, but we are trying to limit the amount of paper used to complete this event.

To Enter Packages for the Marketing Session, go to the following link:

https://www.secounselors.com/cgi-bin/sec_portal.cgi. Enter your email address and click “Continue” When you get to the next page, enter your contact information and click Continue. You will now be directed back to your personal page area. From that page, you may enter, edit or delete packages. Just follow the instructions provided. You may input as many properties as you would like to.

Those marketing session attendees who have submitted their properties to the Marketing Session Database will have the opportunity to make their property presentations first. Thereafter, those not having submitted their properties may have the opportunity to make moderated property presentations, but following those that were presented from the “Marketing Book.”

Backup Property Information: It is suggested that you bring “backup property information on your properties” that can be distributed to those attendees having expressed an interest in your property presentation (ideally, you should have at least 6 backup property packages for distribution). Also one “overhead transparency” showing a picture or site plan of your property for illustration to attendees.

Important information to have when submitting your property to the database

- a. **Control:** Indicate the nature of the “control of your listing”
- b. **Title of Offer:** Insert a “title” to your package that may “generate interest” in your property, e.g. “Cash Flow Generator,” “Development Opportunity,” etc.
- c. **Property Type:** Describe your property, e.g. 24 Unit Apartment Complex, 25 Acres Vacant Land for residential development, 5,000 Square Foot Free Standing Commercial Building,” etc.
- d. **Location:** Provide address of property
- e. **Benefits to New Owner:** What will it do or provide for a new owner
- f. **Income/Expenses:** For “investment/income property” summarize the income and expenses of the subject property and the “Net Operating Income”
- g. **Encumbrances:** List all of the applicable “mortgage ”information “in detail”
- h. **Benefits Sought by Owner:** Describe what owner wants to accomplish, e.g., retire, moving, wants cash for new opportunity, etc.
- i. **Can Add:** Is there something the owner can add to the offering to make it larger, etc.
- j. **Remarks:** Clarification of data, or marketing area information, etc.