



MERCEDES R. BRIEN NAMED NYSCAR'S REALTOR OF THE YEAR FOR 2019!

From the Desk of Ginny Squire, RAC NYSCAR 2019 President:



I am absolutely thrilled to announce that our own Mercedes Brien, RAC NYSCAR Past President, has been named the New York State Commercial Association of REALTORS® Realtor of the Year!! The NYSCAR Realtor of the Year recognizes and honors those who have served not only in the Commercial Real Estate profession but also within their community. Mercedes' award was presented to her at the Board of Governors General Session, held on Tuesday, February 12, 2019, in the King Street Ballroom at the Desmond Hotel and Conference Center in Albany, NY. Congratulations, Mercedes!!

Mercedes is also serving as this year's Secretary on the NYSCAR Board of Governors.



2019 RAC NYSCAR PRESIDENT'S MESSAGE FROM GINNY SQUIRE

RAC NYSCAR has a great deal of momentum going forward this year, and I'm proud to be a part of it. I look forward to serving as your President. Please don't hesitate to contact me with any recommendations or questions at 585-455-3352 or at ginny@missioncommercialrealty.com.

Two CCIM Courses to be Offered in Rochester in October -- SAVE THESE DATES!

We were disappointed to announce that CCIM 103, originally scheduled for March 4-7, had to be canceled. However, we are happy to announce that we will be offering two courses this Fall, both to take place at the Hyatt Regency Rochester. Choose to take one or both of these classes. Registration details will be forthcoming.

- **"Foundations for Success in Commercial Real Estate" will be offered on October 28 & 29.** This two-day class provides agents, brokers, students, and allied professionals with an understanding of the skills, resources and business practices that pave the way for

success in Commercial real estate. Through real-world case studies, you will learn how to analyze leases and investment value and develop a plan to kick-start your career.

- **"Commercial Real Estate Negotiations" will be offered on October 30.** Learn and apply the CCIM Interest-based Negotiations Model to your most challenging transactions. Learn new, proven strategies to client acceptance that will get you out of the "high/low game" and other tactics that can derail a successful transaction. This class is a prerequisite for CCIM 103, "User Decision Analysis for Commercial Investment Real Estate."

CCIM Excel Classes to be Offered at the NYS Real Estate Conference at Turning Stone, June 3-5:

Two Excel classes will be hosted by CCIM for real estate professionals interested in expanding their knowledge of financial concepts and Excel tools. Details and registration will be available on the [NYSCAR website](#) on April 1 -- no foolin'!

NYSCAR Broadcast Email Feature Updated on the NYSCAR Website:

The State has updated this website feature to allow for more detailed property and location descriptions to be included.

Discount for RAC NYSCAR Members for JCPenney's Commercial Services Division:

At our February 14 RAC NYSCAR Member Breakfast, our host, Christopher McCarthy from Keller Williams Realty Greater Rochester, introduced our attendees to the Commercial Services Division of JCPenney's. Email Chris at crmccart@kw.com or crmccart@jcp.com for details in getting a discount coupon and/or bulk purchase information. The coupon is for Commercial use and can save you up to 65% off original prices for just walking in the store. Digital copies of the handouts are also available via PDF on request.



RAC NYSCAR TECHNOLOGY UPDATE

From the Desk of Carly Rohlin, RAC NYSCAR Technology Committee Chair:

Based on the results of the Membership Technology Survey, members expressed an interest in learning about the new and changing technology trends that will affect Commercial Real Estate in the coming year. Therefore, [the RAC NYSCAR Technology Committee has prepared a handout with six quick trends to watch out for in 2019.](#) There is also a link to one of the sources used to prepared the handout if members would like a more in-depth picture of what's to come; [check it out!](#)

Also, as a result of the formation of our RAC NYSCAR Technology Committee, the State has decided to form their own Statewide Technology Committee, of which Mercedes Brien will be the Chair.



FORKS AND SKIS CHARITY SKI EVENT TO BENEFIT FOODLINK MARCH 1, 2019 AT HUNT HOLLOW SKI CLUB IN NAPLES, NY



Forks and Skis is a ski event open to the public for those interested in hitting the slopes while helping Foodlink fulfill its mission of a healthy, hunger-free community. Skiers, non-skiers and boarders are all welcomed! BBQ lunch is at Noon and the band starts at 4:30

p.m. Fat Tire and snowboard demos will be done through-out. Beverages are provided courtesy of Constellation, Three Heads Brewing and NY Beer Project. [More details and registration.](#)



RAC NYSCAR'S NEXT MEMBER LUNCHEON EVENT IS MOVED TO MARCH 21

Please note that our March member event has been moved to Thursday, March 21. It will be hosted by SVN|Realty Performance Advisors, Inc., at the Kodak Tower Commons in Downtown Rochester.



SAVE THESE IMPORTANT EVENT DATES!



eighteenth annual
**NEW YORK STATE
COMMERCIAL REAL ESTATE
CONFERENCE**

June 3-5, 2019
Turning Stone Resort & Casino
5218 Patrick Road
Verona, NY 13478

MAKE CONNECTIONS. GAIN KNOWLEDGE. CLOSE DEALS.

Monday, June 3, 2019 - 8:00 a.m. to Wednesday, June 5, 2019 - 5:00 p.m.

[Sponsorship Opportunities Available](#)

REGISTRATION AND BROCHURE COMING APRIL 1



RAC NYSCAR's 18th Annual Golf Tournament is Monday, July 22, 2019

Our golf outing will be held at the Links at Greystone in Walworth, NY, this year. Join us for a fun day of great golf, food and fabulous prizes!



RAC NYSCAR STILL LOOKING FOR 2019 COMMITTEE MEMBERS

Be a part of our remarkable organization. If you'd like to become more involved in RAC NYSCAR, we've got a place for you! Contact Ginny Squire, RAC NYSCAR President, at 585-455-3352 or at ginny@missioncommercialrealty.com.



EDUCATION SCHOLARSHIPS TO HELP WITH THE COST OF YOUR 2019 EDUCATION

From the Desk of Joe Rowley, Jr., RAC NYSCAR Awards & Scholarships Chair:

Education Scholarship funds are available to any RAC NYSCAR member in good standing to help defer the cost for any education course taken in 2019. Applying is easy. [Download details](#). Contact me with any questions at joe.rowley@svn.com or at 585-820-3153.

Again, many thanks to Buckingham Properties for their gracious generosity each year in supporting our Education Scholarships with their Glazer Memorial Scholarship in memory of Larry Glazer.



INTERESTED IN HIGHLIGHTING A NON-PROFIT/CHARITABLE ORGANIZATION AT ONE OF OUR MEMBER EVENTS?

If you are an active RAC NYSCAR member, in good standing, and wish to give a two- to three-minute announcement at an event on a non-profit/charitable organization, please submit your request to TJ Cashette, RAC NYSCAR PR/Marketing Chair, at anthony@leveragepropertiesllc.com.



GET YOUR DUES PAID BY RAC NYSCAR PARTICIPATE IN OUR BROKER INVITATIONAL

Invite a Broker to a meeting and receive one entry for a drawing for 2020 free member dues to be paid by RAC NYSCAR. You must be an RAC NYSCAR Broker or Affiliate member in good standing to participate. Our winner of last year's Broker Invitational was Ginny Squire! [More details](#). For questions, please contact Harry Gleason, RAC NYSCAR Membership Chair, at 585-240-8080 or at harry.gleason@cbre-rochester.com.



Rochester Area Chapter NYSCAR
admin@rochesternyscar.com
(585) 967-8028
<http://roc.nyscar.org>



Please feel free to forward our newsletter to any professional in the Commercial Real Estate community. New members are welcomed and encouraged.