

Rochester Area Chapter NYSCAR

December 2023 Newsletter



Volume 15 | Issue 4

Happy Holidays!



President's Message

From the Desk of Christopher McCarthy:

Dear Members:

Thank you for contributing to the success of our Annual Awards Gala, setting records with 170 participants. We appreciate your presence at the Awards Gala and look forward to seeing you at our 2024 Kick-Off Luncheon on January 18. Explore sponsorship options early for visibility at upcoming 2024 events by contacting Events Co-Chairs [Chris Passero](#) and [Dexter Craig](#) to get on the 2024 Events Calendar.

As we approach the New Year, it's crucial to stay informed about key updates affecting our industry:

1. US Corporate Transparency Act (CTA): Starting January 1, 2024, reporting companies must submit a report to FinCEN detailing beneficial owners' information. Ensure your clients are aware, as reporting companies formed before January 1, 2024, have until January 1, 2025, to file their initial report: <https://www.fincen.gov/boi>.
2. Cold Calling Regulations in New York: NYS maintains restrictions on cold calling for non-business lines. Regularly update your DNC account, and keep records of permissions for texting, automated dialing and other technologies. Consult your attorney for specific record-keeping procedures. <https://telemarketing.donotcall.gov/>.
3. Licensee Compliance in New York: Review and adhere to NYS compliance requirements for licensees. Ensure SOPs, NYS Fair housing disclosures and fair housing posters are prominently displayed. Confirm license type compliance with the DOS to avoid unauthorized titles: (1) [Fair Housing Notice Sign](#); (2) [Checklist for every listing or advertisement regarding licensees](#); (3) [SOP Sample from NYS Association of REALTORS](#); 4) [DOS Search site to confirm correct titles are used and accurate Brokerage Names are used](#).
4. NAR Benefits: Explore enhanced benefits from NAR, including improvements to RPR®, partnerships with CompStak, AARP, ESRI and

Natural Disaster scores. NAR offers REALTOR and Real Estate domain names for members, and certificates often include CE credits that don't expire:(1) [RPR®: If you are not using it yet - try it now](#) and (2) [.REALTOR](#) and [.REALESTATE](#).

Stay informed and proactive for a successful year ahead!

RAC NYSCAR's Membership is Thriving!

From the Desk of Justin Merriam, RAC NYSCAR Membership Chair:

Over the last year, RAC NYSCAR membership has experienced steady growth, a testament to our vibrant community of Real Estate professionals. As we reflect on our achievements, we look forward to expanding our organization further in the coming year, welcoming new Affiliates and Brokerages to join us and continue to grow our great organization. [Please contact me for any questions on membership.](#)

[Download an application to invite a colleague to join our membership.](#)

RAC NYSCAR PR/Marketing Report

From the Desks of Alex Amorese & Pete Gillett, PR/Marketing Co-Chairs:

2023 was a remarkable year for the Rochester Area Chapter of NYSCAR from a growth, public relations and events perspective.

Social media engagement continued to grow and our Chapter name was strategically aligned with numerous impactful organizations at their events such as the Rochester Downtown Development Corporation, Rochester Chamber of Commerce and ROC2025.

We also proudly leveraged the impact and success of our Brokerage members by hosting our Awards Gala at Rochester's newest marquee event venue, [Arbor Midtown](#), in which they were instrumental in the launch of -- all while shattering attendance records for the event.

It continues to be onward and upward for RAC NYSCAR, and we look forward to more of the same in 2024.



Our 2023 Award Gala Honorees from left to right: **Roger T. Brandt, Jr.**, Allan D. Moore Lifetime Achievement; **Scott DeVinney**, Affiliate of the Year; **Mercedes Brien**, Lease of the Year; **Alex Amorese**, Deal of the Year; **Evan Schaefer**, Best New Talent; **John Antetomaso**, Sale of the Year; **Pete Gillett**, Commercial Realtor of the Year, **Matt Drouin**, Meritorious Service.

RAC NYSCAR Treasurer's Report

From the Desk of Pete Gillett, RAC NYSCAR Treasurer:

The Rochester Area Chapter of NYSCAR had a fantastic year in 2023, particularly with the success of its flagship events, the Golf Tournament, and the Awards Gala.

We had positive net incomes for both events, which is a great accomplishment. It indicates not only successful events but also effective financial management. The significant overall assets show stability and potential for further growth or investment in the association's initiatives for future events.

A successful year like this often reflects strong community support, engagement from members and effective planning and execution by the team involved in organizing these events. It's a positive sign for the health and growth of the Rochester Area Chapter.

If any member would like more information, please don't hesitate to contact me at PGillett@flaummgt.com

What is Retail Live? Why Should RAC NYSCAR Members Support It?

We're reaching out to secure your support in bringing Retail Live, a revolutionary event, to Rochester, NY. What sets Retail Live apart is its focus on retailer exhibitors, with an impressive 90% comprising retailers, offering a unique opportunity for Brokers, Landlords, and Developers to engage directly with Retailers in a relaxed and festive atmosphere.

Unlike traditional industry events, Retail Live is a laid-back, casual affair where impromptu meetings and genuine networking take center stage. The highlight of the event is a four-hour trade show that operates like speed dating. Attendees have the chance to pitch their projects directly to Retailers on a first-come, first-serve basis, fostering dynamic connections.

With over 1,000 attendees, tenants can attend at no cost by submitting their site criteria, creating a valuable directory for streamlined networking and tenant searches. By hosting Retail Live in Rochester, we aim to create an environment where industry professionals can seamlessly present their projects or services to active retailers. In less than a day, participants can build valuable connections, transforming the typical industry event experience into a vibrant and engaging affair.

Your letter expressing support for this initiative will play a pivotal role in making Retail Live in Rochester a reality. Join us in elevating the Commercial Real Estate scene in our city and the Northeast! [Download the letter.](#)

For questions, contact Christopher McCarthy at crmccart@kw.com.

You Can Still Apply for an Education Scholarship in 2023 Apply by December 31!

There's still time to apply in 2023 to be reimbursed for the cost of a Continuing Education class.

All RAC NYSCAR members in good standing are eligible to be compensated for Continuing Education taken in 2023 by applying for an Education Scholarship -- [see criteria details here](#). It's quick and easy! [Submit your application online](#). For questions or information, [contact Tom Latta](#).

**This Scholarship program is made possible by the generosity of
The Glazer Memorial Foundation,
which continues to partner with RAC NYSCAR to support our members'
Educational endeavors.**

Free NYSCAR Education Opportunities Continue in 2024

The State NYSCAR will, again, be offering free education in 2024 to NYSCAR members each month via Zoom. [Check the RAC NYSCAR calendar](#) each month to find out content and registration details.

Monthly RAC NYSCAR Technology Tips

[View our Technology Tips for October, November and December](#) on RPR® (Realtors Property Resource®) Commercial, ChatGPT and access to the Free NAR Library.

SAVE THE DATE! 2024 RAC NYSCAR GOLF TOURNAMENT



Mark your calendars NOW for our 23rd Annual RAC NYSCAR Golf Tournament, Tuesday, July 16, 2024. We'll be at [The Links at Greystone](#) once again. All are welcomed to join a day of golf and fun!

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Please forward our Newsletter to any professional in the Commercial Real Estate Community.
New members and guests are always welcomed and encouraged.



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