

Rochester Area Chapter NYSCAR September 2023 Newsletter

Volume 15 | Issue 3



RAC NYSCAR Awards Gala November 16, 2023 Take Advantage of Early Bird Ticket Pricing Ending September 30!

Don't miss our premier event of the year! RAC NYSCAR's 22nd Annual 2023 Awards Gala (formerly the President's Dinner) will be on Thursday, November 16, at the new Arbor Midtown, located on East Main Street in Downtown Rochester. Get ready to mingle with real estate professionals, enjoy delicious food and honor the outstanding achievements in the industry.

[To RSVP, go to our Eventbrite link](#) to register, pay and select your entrée. Early Bird Ticket pricing of \$120 is available until September 30. After that, ticket price is \$145.

RSVP deadline is November 7

Seeking Awards Nominations for RAC NYSCAR Awards Gala Deadline for Submissions is October 2

From the Desk of Ginny Squire, RAC NYSCAR Awards Nominations Coordinator:

We are looking for Awards nominations from our membership to celebrate and honor this year's best and brightest -- Brokers as well as Affiliates -- within Rochester's Commercial Real Estate community. These Awards will be presented at the November 16 Awards Gala, and **WE NEED YOUR HELP!!** Do you know someone who made an extraordinary real estate transaction this year? Or, someone who goes above and beyond in their business as well as their personal life? If you do, let's honor them!

[Here are the Awards Criteria that are necessary to be nominated.](#) It's very easy to submit a nomination; [simply use this Google Form](#). I am also available to answer any questions or to take your nominations at (585) 455-3352 or at gsquire@cbcwny.com. The deadline for Awards submissions is October 2.

RAC NYSCAR's Next Two Events: September 27 Luncheon October 12 Happy Hour!

September 27, 2023 Luncheon Hosted by Konar Properties

We're excited to add another lunch event on Wednesday, September 27, hosted by Konar Properties at 75 Thruway Park Drive. A Constant Contact invitation went out to members on September 15. Please note the new time of 11:30AM-1:00PM. [More details.](#)

October 12, 2023 Happy Hour Hosted by Benchmark Realty Advisors

We're mixing it up and making October's monthly event a Happy Hour! Benchmark Realty Advisors will host at Nine Spot Brewing at 190 Monroe Avenue from 4:00-6:00 p.m. Happy Hour snacks and non-alcoholic beverages will be provided. There will also be a Cash Bar. More details are forthcoming.

RSVP to admin@rochesternyscar.com to attend each event.
All are welcomed to attend.**

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**If you've been a guest at one of our events and have interest in continuing to network within our member community, join our organization. We have a lot to offer to those in the Commercial real estate industry! [More about us can be found on our website](#) or [contact our Membership Chair, Justin Merriam.](#)

RAC NYSCAR 2023 Golf Tournament Wrap Up Note



**From the Desk of Scott DeVinney,
2023 Golf Chair:**

I would like to thank all the NYSCAR members for their overwhelming support and assistance. We ended up with 30 different sponsors and 80 registered golfers and raising \$1,000 for the Greater Rochester Habitat for Humanity!

Big shout out to the Golf Tournament Committee: Joe Rowley, Jr., Dexter Craig, Justin Merriam, Scott Sydelnik and TJ Cashette. Last but not least, a big Thank You to Caroline Rohlin! Without her, this would not have even been possible.

Don't Forget! Apply for a Continuing Education Scholarship

We've already given out one Education Scholarship already this year! And, there's always room for more! Why not be the next to get 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 details here](#). It's quick and easy! [Submit your application online](#). For questions or information, [contact Tom Latta](#).

Thank you to **The Glazer Memorial Foundation** for their generosity in partnering with us to support our members' Educational endeavors.

Technology Tips

Don't forget about our Technology Tips! Our Team has great tips to enhance your business. Check them out below. [Keep up-to-date on new tips each month on the Technology section of our website](#).

Technology Tip for June:

Use the Monroe County Mapper Systems Measuring Tool

Worthy of repeating, want to know how best to estimate the size of a floor plate at a Downtown office building? Use the Monroe County Mapper System's measuring tool. This tool allows you to measure both distance and area with a variety of different unit types. [Use this link](#) to the Monroe County Mapper System.

Technology Tip for July:

How to Make Your Website Accessible to the Visually Impaired

[Click this link](#) for an important article listing "Seven Factors that Make Websites Accessible to the Visually Impaired." Learn more about accessibility features and considerations for designing websites that can be used by people with blindness and low vision.

Technology Tips for August:

Realtors Property Resource® (RPR) -- A Commercial Practitioner's Secret Weapon!

[Learn more](#)

Eleventh Circuit Rules that One Text Message Is Sufficient for Standing

Marketing in the digital age we are in, people constantly receive and send text messages. A more recent court ruling has strengthened the concept of one wrong text message could be construed as a violation of the TCPA laws. [See this article for the full story.](#)

Technology Tip for September:

Turning the Tables: New Data Sets Come to RPR® Commercial

RPR® (Realtors Property Resource®) offers Commercial practitioners a wealth of data and tools, including access to over 850K Commercial listings and 56M off-market properties. Plus, consumer data insights, site selection and mapping tools, Trade Area Reports, POIs, traffic count data, and the list goes on. But, you know what? There's always room for more! We're bringing even more data sets to the Commercial side of our platform. [Find out more](#)

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Please forward our Newsletter to any professional in the Commercial Real Estate



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