



WA State Commercial Association of REALTORS® Presents: WSCAR Education Day—Thursday, November 3, 2011

to the Next Level

Take Your Business

Bellevue Hilton

300 112th Avenue SE
Bellevue, WA 98004

7.5 CE Hours

Early Registration Price \$129 for REALTOR®/CBA members

Non Members: \$150

Special Discount for groups of 4 or more only \$99 each!

Improve your knowledge and enhance your skills by attending this year's Commercial Education Day. We are bringing in speakers who are nationally known for their own deal-making and success in the marketplace. You will walk away with specific tools and strategies that will make a difference in your business.

7:30 to 8:15AM

Registration

8:15AM

Welcome, David Magee, Cushman & Wakefield President, Washington State Commercial Association of REALTORS®

8:20—9:20AM

Set the Stage: An Economic Snapshot of the Puget Sound Region Michael J. Parks, Editor Emeritus, Marple's Northwest Business Letter

The economic news has been so depressing for so long—it seems like there is light at the end of the tunnel for Washington State. Find out one economist's take on the next 12-18 months.

9:30AM-12:00PM

Sales Tools and Skills. "Developing a Prosperous Tenant Representation Practice"

You won't want to miss this incredible session! Sam Foster, CCIM, Jones Lang LaSalle—Los Angeles, serves as the Executive Vice President of their Tenant Representation Group. Amy Nawrocki, CCIM is the Director of Real Estate for Cogent Communications—a multi-national, facilities based Internet Service Provider that has more than 1,500 locations and a 2011 real estate budget of approximately \$25 million. In this unique session, you will hear from an expert Tenant Rep Broker (Sam) and a Managing Director of Real Estate for an International firm (Amy). They will demonstrate the tools that they use to manage the tenant rep process.

12:15-12:50PM

Lunch

1:00– 3:30PM

Latest and Greatest Technology: "Expanding Your Market with cutting edge technology and Social Media." Todd Clarke, award winning international CCIM Instructor who has authored and taught courses around the globe to thousands of students. Always a hit when he comes to Seattle, his courses are energetic, dynamic and focused on adding value to the client. You'll learn about internet trends, social networking platforms and the do's and don'ts of marketing in the digital era. Todd is a fourth generation Commercial Realtor® and a second generation CCIM designee who owns NM Apartment Advisors, Inc., a regional apartment brokerage firm, and Cantera Consultants & Advisors, a full service international consulting firm.

3:45– 4:45PM

The Investment Market: Where are we Headed? A Panel Discussion Rob Aigner, Moderator Top investment brokers in from the Puget Sound Region will share their take on the current status of the investment market, review what has worked and hasn't worked over the past 18 months, and changes that they have made in their approach to business.

See Next Page for Registration Details



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Registration Options:

Members May Register Online at <http://ims.commercialmls.com> (username/password required)

Non-Members and Group Registrations by Fax, Phone or Email or Mail only

Payment options: Checks payable to WSCAR. We accept Visa, MasterCard and American Express
Fax: 425.821.9494. Mailing address: WSCAR—12131 113th Ave NE, Suite 100 Kirkland, WA 98034
Phone: 425.820.3348 or 1.800.275.2522. Email: vim@commercialmls.com

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