

National Association of REALTORS®
2015 NAR Commercial Innovation Grant
Executive Summary

Innovation Name: The California Commercial Real Estate Luncheon & Expo
Association Name: Southland Regional Association of REALTORS
Contact Person: Valerie Biletsky

1. Project Summary (purpose and concept)

- a. **Statement of purpose** To provide relevant information to members and highlight Commercial/Investment service providers.
- b. **Original Goals** Provide a cost efficient event/forum of value to the members.
- c. **Objectives** To incorporate speakers from a large geographical area to discuss different types of commercial/investment real estate successes/specialties.
- d. **Success criteria** Attendance and feedback. Exhibitor interest.

2. Project Financials

- a. **Project Budget Overview** Original Budget set at \$6500
- b. **Income (fees, grant, etc)**

| | |
|--------------------|------------|
| Innovation Grant: | \$2,500 |
| Exhibitor Fees: | 4,600 |
| No Show Attendees: | <u>220</u> |
| Total | \$7,320 |

- c. **Expenses (how was money spent?)**

| | |
|--------------------------------|------------|
| Venue/Luncheon: | \$5,246 |
| Printing/Promo | 677 |
| Prize Drawings | 530 |
| Speaker Airfare/Transportation | 160 |
| Overhead @ 10% | <u>661</u> |
| Total | \$7,274 |

3. Performance Measures & Benchmarks (i.e. how many attended your event, how many used your product or outcomes from your meeting)

- a. **To what level of success was achieved?** We planned for 110 attendees and drew 137. All feedback was positive. The speakers (some of whom came from north and south of our area) gave great feedback at the opportunity to present and interact with the attendees. Exhibitors were pleased with their ability to "Spotlight" their services and had three sessions devoted to attendee interaction. Additionally, this forum allowed the SRAR C&I

Division to promote and distribute materials for upcoming networking meetings as well as educational classes being held for the rest of the year.

4. **Project Timeline (how long did it take)** Planning began as soon as the grant decision was received and continued to the day before the event.

5. **Project Management**

- a. **Marketing Strategy** Promotion included SRAR membership as well as all contiguous associations, major local newspaper media, independent flyer company distribution. Having both AIR and CREW involved in the event allowed for greater exposure.
- b. **Planning Meetings** Monthly Division meetings, monthly subcommittee event meetings as well as several speaker meetings were held. Regular email contact ensured the moderators and speakers were prepared for Q & A.
- c. **Day-to-Day Project Management** Association staff handled registrations (including collecting payment from all registrants and issuing refunds to those who attended), promotion of the event, delivery of furniture to and from the venue and coordination with venue.

6. **Lessons Learned/Outcomes**

- a. **Who Benefitted From Your Project?**
Exhibitors: promoting their companies and services
Attendees: enjoyed excellent speaker panels, information from exhibitors and a great lunch
Association: highlight member services/education
- b. **Project Highlights** Bringing speakers in to discuss what yields success in other parts of the state.
- c. **Project Best Practices** Early identification of project ideas to ensure planning time. Often speakers are calendared so far in advance they may be difficult to obtain.
- d. **What processes worked well** Charging a registration fee with a refund to those who attended the event.
- e. **What could have been improved, and how?** It is always a challenge to gauge the # of attendees and provide contingency for at the door registrations. This is a trial and error issue that we are continually trying to improve.
- f. **Advice/Comments for Implementing in Another Association** Since this forum was specific to different areas/specialties, it could be duplicated at any other association whose member base is interested in understanding the industry in a more expanded territory.

7. **Supporting Documents** Attached pdf file.

ARVAY/DREW ROBE [Join or Add #](#) 5262114991802 Jun 4, 2016 390
RT

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| Date | Flight | Departure/Arrival |
|------------|--------|--|
| Tue Aug 25 | 3237 | Depart SAN JOSE, CA (SJC) on Southwest Airlines at 07:00 AM Arrive in BURBANK, CA (BUR) at 08:00 AM Travel Time 1 hrs 0 mins Wanna Get Away |
| Tue Aug 25 | 2040 | Depart BURBANK, CA (BUR) on Southwest Airlines at 4:30 PM Arrive in SAN JOSE, CA (SJC) at 5:30 PM Travel Time 1 hrs 0 mins Wanna Get Away |

What you need to know to travel:

- Don't forget to check in for your flight(s) 24 hours before your trip on southwest.com or your mobile device. This will secure your boarding position on your flights.
- Southwest Airlines does not have assigned seats, so you can choose your seat when you board the plane. You will be assigned a boarding position based on your checkin time. The earlier you check in, within 24 hours of your flight, the earlier you get to board.
- WiFi, TV, and related services and amenities may vary and are subject to change based on assigned aircraft. [Learn more.](#)

Remember to be in the gate area on time and ready to board:

- 30 minutes prior to scheduled departure time: We may begin boarding as early as 30 minutes prior to your flight's scheduled departure time. We encourage all passengers to plan to arrive in the gate area no later than this time.
- 10 minutes prior to scheduled departure time: All passengers must obtain their boarding passes and be in the gate area available for boarding at least 10 minutes prior to your flight's scheduled departure time. If not, Southwest may cancel your reserved space and you will not be eligible for denied boarding compensation.
- If you do not plan to travel on your flight: In accordance with Southwest's No Show Policy, you must notify Southwest at least 10 minutes prior to your flight's scheduled departure if you do not plan to travel on the flight. If not, Southwest will cancel your reservation and all funds will be forfeited.

Air Cost: 98.02

Carryon Items: 1 Bag + small personal item are free. [See full details.](#) Checked Items: First and second bags fly free. [Weight and size limits apply.](#)

Fare Rule(s): 5262114991802: NONREF/NONTRANSFERABLE/STANDBY REQ UPGRADE TO Y.

Valid only on Southwest Airlines. All travel involving funds from this Confirmation Number must be completed by the expiration date. Unused travel funds may only be applied toward the purchase of future travel for the individual named on the ticket. Any changes to this itinerary may result in a fare increase. Failure to cancel reservations for a Wanna Get Away fare segment at least 10 minutes prior to travel will result in the forfeiture of all remaining unused funds.

SJC WN BUR32.47TZNUNNR WN SJC32.47TZNUNNR 64.94 END ZPSJCBUR
XT11.20AY9.00XFSJC4.5BUR4.5



Learn About Our
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Get EarlyBird
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Cost and Payment Summary

 AIR - HBIXZ9

| | |
|-----------------------------|-----------------|
| Base Fare | \$ 64.94 |
| Excise Taxes | \$ 4.88 |
| Segment Fee | \$ 8.00 |
| Passenger Facility Charge | \$ 9.00 |
| September 11th Security Fee | \$ 11.20 |
| Total Air Cost | \$ 98.02 |

Payment Information

Payment Type: Visa XXXXXXXXXXXX5198
Date: Jun 5, 2015
Payment Amount: \$98.02



Useful Tools

[Check In Online](#)
[Early Bird Check-In](#)
[View/Share Itinerary](#)
[Change Air Reservation](#)
[Cancel Air Reservation](#)
[Check Flight Status](#)
[Flight Status Notification](#)
[Book a Car](#)
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Know Before You Go

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* All travel involving funds from this Confirmation Number must be completed by the expiration date.

* Security Fee is the government imposed September 11th Security Fee.

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Southwest Airlines

P.O. Box 209441, DFW

Dallas, TX 75226

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16900 Sherman Way # 2 Van Nuys, CA 91406

OFFICE: 818-908-9126

FAX: 818-902-0896

expressmediausa@gmail.com

TIME OF ORDER: CLERK'S NAME

11:44 Duice

T K CLR:

MARKETING - ADVERTISING - GRAPHIC DESIGN

COMPANY: Southland Regional Association CONTACT: Valerie
 ADDRESS: 12833 Ventura Blvd CITY: Studio City ZIP: 9
 PHONE: 818-947-2255 FAX: _____
 DATE: 08-21-15 E-MAIL: _____

| QUANTITY | PROJECT DESCRIPTION | SIZE | MATERIAL | ITEM PRICE |
|----------|---------------------|----------------|----------|------------|
| 1 | Sticker | 8 1/2 x 20 1/2 | | 20 |
| | | | | |
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EXPRESS MEDIA GROUP
 16900 SHERMAN WAY STE 2
 VAN NUYS, CA 91406
 818-908-9126

Sale

IG: 1234
 Merchant: 010036542
 08/21/15

MASTERCARD

XXXXXXXXXXXX3356

Appr Code: 641651

Total:

Invoice#:

1

\$ 21.80

Customer Copy
 THANK YOU

APPROVE THE LAYOUT AS IS

DATE:

DEPOSIT:

DATE:

CLERK:

BUSINESS CARDS: 3-4 BUS. DAYS POSTCARDS: 3-4 BUS. DAYS

DAYS

AFTER DESIGN APPROVAL

BALANCE:

DATE:

CLERK:

NOTES:

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 Price above pertain to specifications received at the time of
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 w to have a valid resale permit for California customers who
 vers the items you intend to re-sale only. I hereby authorize

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wish to purchase name
 job per specifications and terms agreed

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TIME OF ORDER: CLERK'S NAME

3:15 Duke

T K CLR:

MARKETING - ADVERTISING - GRAPHIC DESIGN

COMPANY: Southland Regional Association CONTACT: Valerie

ADDRESS: _____ CITY: _____ ZIP: _____

PHONE: 818-947-2255 FAX: _____

DATE: 07.23.15 E-MAIL: _____

| QUANTITY | PROJECT DESCRIPTION | SIZE | MATERIAL | ITEM PRICE |
|----------|---------------------|------|----------|------------|
| 2 | coroplast signs 2x3 | | | 96 |
| | | | | |
| | | | | |
| | | | | |
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(clip in folder)

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SIGNATURE _____ DATE: _____

DEPOSIT: _____ DATE: _____

CLERK: _____

ROUND TIME: BUSINESS CARDS: 3-4 BUS. DAYS POSTCARDS: 3-4 BUS. DAYS

IES: 5-7 BUS. DAYS AFTER DESIGN APPROVAL

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ustomer marketing material, logos, and tag lines ("Customer's Proprietary Material"). Express
ill not use Customer's Proprietary Material for any other purpose than those expressly set forth in

| | PRICE |
|----------------|--------|
| PRINTING | |
| GRAPHIC DESIGN | |
| SET-UP | |
| OTHER | |
| SUB TOTAL | 96.00 |
| TAX | 8.64 |
| TOTAL | 104.64 |
| DEPOSIT | |
| BALANCE | |

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is it is due upon the signing of this agreement. Balance is due upon delivery.
ement only and are not guaranteed to be the same on any further service,
d and signed by the customer before taken to print or production. \$35 fee on
nd conditions. Price above pertain to specifications received at the time of
ange if specifications or instructions change. Cash, company checks,
stercard, American Express and Discover cards are accepted. Express
ifornia State Law to have a valid resale permit for California customers who
job per specifications and terms agreed

Customer Signature

ID: 1234

Merchant

07/24/15

VISA

XXXXXX

CVV2 Code

Appr Code

Total:

Activation Status Receipt
Purchased from Ralphs 721

BEST BUY BLUE VAR 100.00
Card Number: *****3442
APPROVED
Auth#: 880820
Balance: 100.00

MACYS GIFT CARD 100.00
Card Number: *****5703
APPROVED
Auth#: 030000
Balance: 100.00

AMAZON GC 100.00
Card Number: *****1100
APPROVED
Auth#: 865865
Balance: 100.00

ARCO \$50 GC 50.00
Card Number: *****4014
APPROVED
Auth#: 000000
Balance: 50.00

ARCO \$50 GC 50.00
Card Number: *****4022
APPROVED
Auth#: 000000
Balance: 50.00

HOME DEPOT \$50 50.00
Card Number: *****7511
APPROVED
Auth#: 000000
Balance: 50.00

HOME DEPOT \$50 50.00
Card Number: *****2996
APPROVED
Auth#: 000000
Balance: 50.00

*** ALL PREPAID CARD SALES FINAL ***

FOR PREPAID CARD QUESTIONS CALL
1-866-544-8062

08/24/15 05:52pm 721 3 306 116

get real
{low prices}
@ Ralphs

22333 Sherman Way
(818) 883-1230
YOUR CASHIER WAS Rosana R

| | | | |
|-------|-------------------------|-----------|--------|
| MR | PRLM ROSE MINI | 5.99 | T |
| GE | PRLM ROSE MINI | 5.99 | T |
| MR | MILG CHRYSANTHEMUM | 5.99 | T |
| GE | AG GIFTWRAP | 1.99 | T |
| MR | AG GIFTWRAP | 1.99 | T |
| GE | AG GIFTWRAP | 1.99 | T |
| MR | AG GIFTWRAP | 1.99 | T |
| GE | AG GIFTWRAP | 1.99 | T |
| MR | BEST BUY BLUE VAR | 100.00 | |
| GE | *****3442 | 100.00 | Binc |
| MR | ARCO \$50 GC | 50.00 | |
| GE | *****4014 | 50.00 | Binc |
| MR | ARCO \$50 GC | 50.00 | |
| GE | *****4022 | 50.00 | Binc |
| MR | HOME DEPOT \$50 | 50.00 | |
| GE | *****7511 | 50.00 | Binc |
| MR | HOME DEPOT \$50 | 50.00 | |
| GE | *****2996 | 50.00 | Binc |
| MR | MACYS GIFT CARD | 100.00 | |
| GE | *****5703 | 100.00 | Binc |
| MR | AMAZON GC | 100.00 | |
| GE | *****1100 | 100.00 | Binc |
| MR | RALPHS rewards CUSTOMER | *****8365 | |
| GE | TAX | 2.51 | |
| MR | **** BALANCE | 530.43 | |
| CA | 91303 | | |
| AMEX | Purchase | *****2001 | |
| REF#: | 521258 | TOTAL: | 530.43 |

AMEX 530.43
CHANGE 0.00
TOTAL NUMBER OF ITEMS SOLD = 8
08/24/15 05:54pm 721 3 306 116

AUGUST FUEL POINTS
100PTS EARNS 10 PER GAL.
200PTS EARNS 20 PER GAL.
ON ONE PURCHASE OF UP TO 35 GAL.

FUEL POINTS THIS ORDER = 1028
FUEL POINTS THIS MONTH = 1028

THIS MONTH'S POINTS EXPIRE 09/30/15.
VISIT WWW.RALPHS.COM FOR DETAILS

NEAREST PARTICIPATING LOCATIONS
Shell Company (1.01 mi.)
7801 TOPANGA CANYON BLVD
CANOGA PARK, CA 91304

Shell Company (1.09 mi.)
21404 SHERMAN WAY
CANOGA PARK, CA 91303

Participating locations subject
to change

Valerie Biletsky

From: noreply@payjunctionmail.com
Sent: Wednesday, August 26, 2015 5:20 PM
To: valerieb@srar.com
Subject: Signature Required - Flyerus.com

Flyerus.com

CBS Media One Inc

07/27/2015 06:53 PM EDT

5830 Coral Ridge Drive Suite 240

Coral Springs, FL, 33076

954-471-2804 (Office)

<http://www.flyerus.com>

customerservice@flyerus.com

BILLED TO

Tim Johnson

7232 Balboa Blvd

Van Nuys, CA, 91406 US

DETAILS

DETAILS

TYPE

APPROVAL

TRANS ID

MID

TID

TERMINAL

Approved

Charge - Capture

06632G

12530853

*****0188

00006655919

149593

Signature Required

Signature Required

Customer acknowledges receipt of goods and/or services in the amount of the total
shown herein and agrees to perform the obligations set forth by the cardmember's
agreement with the issuer.

ACCOUNT **VISA** ... 7090

Entry Mode Manual

AMOUNT **USD\$94.45**

TOTAL **\$94.45**

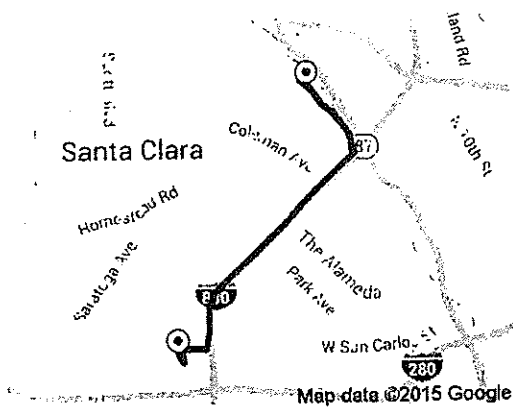
S.J. Airport to office

Nelson, Kasey

From: Uber Receipts <receipts.san francisco@uber.com>
Sent: Tuesday, August 25, 2015 6:07 PM
To: Arvay, Drew
Subject: Your Tuesday evening trip with Uber

AUGUST 25, 2015

\$9.91



05:54pm
1554 Airport Boulevard, San Jose, CA

06:06pm
301-333 South Redwood Avenue, San Jose, CA

| CAR | MILES | TRIP TIME |
|-------|-------|-----------|
| uberX | 4.16 | 00:11:54 |

FARE BREAKDOWN

| | |
|--------------------|--------------|
| Base Fare | 1.9 |
| Distance | 4.5 |
| Time | 2.3 |
| Subtotal | \$8.9 |
| Safe Rides Fee (?) | 1.0 |

\$9.9
CHARGED
Personal **** 3721



You rode with Khalid

Burbank Airport
to
Studio City

UNITED TAXI
(800)892-8294
UNITEDTAXI.COM

PASSENGER COPY
CARD RECEIPT

CAB#: 0506
PASS#: 1
DATE: 08/25/2015
St. TIME: 08:05
End TIME: 08:40
TRIP#: 3918
DIST: 8.84 mi
Rate 1
Fare : \$ 35.05
Extra : \$ 2.50
TIP : \$ 5.63
TOTAL : \$ 43.18
CARD#: ****3721
AUTH#: 381560

THANK YOU
BOOK ONLINE
UNITEDTAXI.COM

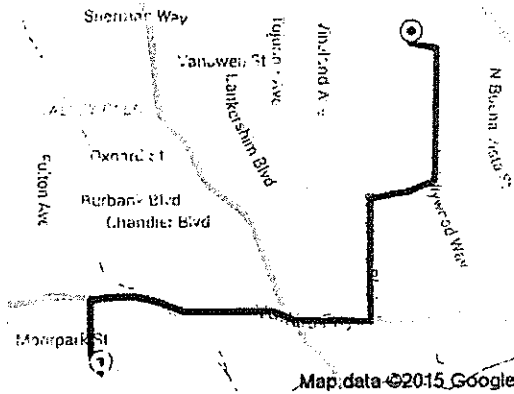
STUDIO CITY TO AIRPORT

Nelson, Kasey

From: Uber Receipts <receipts.los.angeles@uber.com>
Sent: Tuesday, August 25, 2015 2:01 PM
To: Arvay, Drew
Subject: Your Tuesday afternoon trip with Uber

AUGUST 25, 2015

\$9.44



● 01:38pm
12825 Ventura Boulevard, Studio City, CA

● 02:00pm
Bob Hope Airport (BUR), Airport, Burbank, CA

| FAIR | MILE | TRIP TIME |
|------|------|-----------|
| POOL | 7.77 | 00:21:40 |

FARE BREAKDOWN

Trip fare 9.

Subtotal \$9.

CHARGED
Personal **** 3721 \$9.44



You rode with GABRIEL



(818) 947-2244
FAX: (818) 786-0404

| COMPANY/NAME | COMMERCIAL INVESTMENT | | JOB # | C554 |
|---------------------------------|-----------------------|-----------------|--------------------|-----------------|
| ADDRESS | | | DATE ORDER | |
| BUS: | | FAX | ID | 221 |
| DESCRIPTION | | QUANTITY | PRICE | SUBTOTAL |
| PRESENTATION FOLDER \$168.00 | | 135 | \$420.00 | \$420.00 |
| 8.50 X 11 COLOR FLYERS \$289.00 | | 600 | | |
| COMMENTS | | | DISCOUNT | \$0.00 |
| | | | TOTAL | \$420.00 |
| | | | TAX | \$37.80 |
| | | | SHIPPING | \$0.00 |
| | | | GRAND TOTAL | \$457.80 |



12833 VENTURA BLVD.
STUDIO CITY, CA 91604
P: 818.755.5000 | F: 818.755.5050
www.sportsmenslodge.com

END OF EVENT BILL

| | | | |
|---|-------------------|-------------|--------------------------|
| EVENT NAME: | S.R.A.R. | EVENT DATE: | TUESDAY, AUGUST 25, 2015 |
| EVENT CONTACT: | ARNIE GARFINKEL | EVENT ROOM: | STARLIGHT/ CASCADE |
| CATERING MANAGER: | MARIANA RUBALCAVA | GUARANTEE: | 100 |
| | | | |
| FOOD (Incl. Packages, Non-Alcohol Served Beverage) | QUANTITY | PRICE | TOTAL DUE |
| PER PERSON DELI BUFFET | 135 | \$ 26.00 | \$ 3,510.00 |
| | | | \$ - |
| | | | \$ - |
| | | | \$ - |
| | | | \$ - |
| FOOD SUBTOTAL | | | \$ 3,510.00 |
| BEVERAGE (Bar Pkgs, Alcohol, Hosted Bar) | QUANTITY | PRICE | TOTAL DUE |
| | | | \$ - |
| | | | \$ - |
| | | | \$ - |
| BEVERAGE SUBTOTAL | | | \$ - |
| ROOM RENTAL / FILMING | QUANTITY | PRICE | TOTAL DUE |
| | | | \$ - |
| | | | \$ - |
| ROOM RENTAL SUBTOTAL | | | \$ - |
| AUDIO VISUAL | QUANTITY | PRICE | TOTAL DUE |
| LCD SUPPORT PACKAGE | 1 | \$ 100.00 | \$ 100.00 |
| AUDIO PACKAGE | 1 | \$ 125.00 | \$ 125.00 |
| PER ADDITIONAL WIRED MICROPHONE | 3 | \$ 50.00 | \$ 150.00 |
| 4-CHANNEL MIXER | 1 | \$ 50.00 | \$ 50.00 |
| AUDIO VISUAL SUBTOTAL | | | \$ 425.00 |
| MISCELLANEOUS (Other, Linen/Chairs, Florals, Security) | QUANTITY | PRICE | TOTAL DUE |
| COFFEE STATION | 2 | \$ 38.00 | \$ 76.00 |
| | | | \$ - |
| | | | \$ - |
| MISCELLANEOUS SUBTOTAL | | | \$ 76.00 |
| SUBTOTAL | | \$ | 4,011.00 |
| SERVICE CHARGE: 20% | | \$ | 802.20 |
| STATE SALES TAX: 9% | | \$ | 433.19 |
| TOTAL BALANCE | | \$ | 5,246.39 |
| LESS DEPOSITS - RECEIPT # 18512, deposit, visa# 9441, 4.20.15 | | \$ | 800.00 |
| LESS DEPOSITS - RECEIPT # 19445, payment, visa# 7090, 8.18.15 | | \$ | 3,156.70 |
| LESS DEPOSITS - RECEIPT # 19466, payment, visa# 1698, 8.21.15 | | \$ | 340.08 |
| LESS DEPOSITS - RECEIPT # 19473, payment, visa# 7090, 8.24.15 | | \$ | 850.20 |
| LESS DEPOSITS - RECEIPT # | | | |
| BALANCE DUE: AUGUST 11, 2015 - UPON CONCLUSION | | \$ | 99.41 |
| ADDITIONAL BANQUET GRATUITY (if desired) | | | |

ACCEPTED BY: *[Signature]*

A.A.

J.P.

C.C on file



NATIONAL
ASSOCIATION of
REALTORS®



Accredited
Association



SOUTHLAND REGIONAL
ASSOCIATION OF REALTORS®, INC.

Presents

The California Commercial Real Estate Luncheon & Expo

TUESDAY, AUGUST 25, 2015

SPORTSMEN'S LODGE EVENT CENTER

12833 Ventura Boulevard • Studio City, CA

TOP CALIFORNIA COMMERCIAL REAL ESTATE BROKERS SHARE THEIR SUCCESS

• **NETWORKING** • **EDUCATION** • **TEAMWORK** • **KNOWLEDGE**



Drew Arvay
DTZ
San Jose



Laurie Lustig-Bower
CBRE
Los Angeles



John Jennings
Cushman & Wakefield
San Diego



Jared Grant
Grant & Lewis
Bakersfield



Alan Reay
Atlas Hospitality
Newport Beach

AGENDA:

- 10:00 am - 10:30 am: Registration, Expo/Spotlight Sessions
10:30 am - 11:15 am: SESSION ONE - Introductions/Successes
11:15 am - 11:45 am: Expo/Spotlight Sessions
11:45 am - 12:30 pm: LUNCHEON
12:30 pm - 1:15 pm: SESSION TWO - Roundtable
1:15 pm - 1:45 pm: Expo/Spotlight Sessions

EXPO/SPOTLIGHT SESSIONS (Learn and network with experts with all aspects of Commercial Real Estate):



TICOR TITLE™



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