



Commercial Innovation Grant Executive Summary

May, 2014

Innovation Name: "Learn the Secrets to Making Money in Commercial Real Estate - A Day of Education & Networking"
Association Name: Birmingham Association of REALTORS®
Contact Person: Dave Mace
Contact Email: dave@birminghamrealtors.com
Contact Phone: 205-802-6079

Project Summary:

Statement of purpose: To provide a day of education and networking for commercial members that would appeal to both members and non-members (member retention and member recruitment).
Objectives: To show membership value, to provide a unique CE opportunity and to connect and engage with commercial members.
Success criteria: One year ago a networking event attracted 60 attendees. The goal this year was to increase this number by 20 percent and max out the meeting room capacity which was 75 persons.

Project Financials:

Project Budget Overview: Rental of meeting facility, lunch, coffee, snacks, and CE class instructor fee
Income (grant and non-member registration fees)

Expenses (how was the money spent):
\$1,071.75 Lunch for 75 persons
\$ 942.50 Rental of facility
\$ 675.00 CE Instructor's fee
\$ 123.50 Coffee, snacks
\$ 100.00 Miscellaneous expenses (bottled water, gratuity)
\$2,912.75 Total Costs

Income: 15 Registration Fees from non-members @ \$30 each = \$450.00

Financials Summary:

\$2,450.00 Income from NAR Grant and Non-Member Registration Fees
\$2,912.75 Expenses
\$ 462.75 Loss

Performance Measures & Benchmarks:

How many attended the event? 74 persons registered.
What level of success was achieved? The program was well received with maximum attendance .

Project Timeline:

January	Grant application was submitted to NAR
February	Location for event was secured; caterer was contacted; CE Course and Instructor were confirmed Directors approved agenda including Top Producer Panel, Luncheon Speaker and CE Course Save the Date emails were sent to all BCRC members and non-members and placed on Website Invitations were sent to the Alabama CCIM Chapter and IREM North Alabama Chapter
March	Registration Forms were sent by email; promoted on Website; flyers were distributed
April	Registration appeals were sent by email; promoted on Website; flyers were distributed “A Day of Education & Networking” was held at Vulcan Park

Lessons Learned / Outcomes:

Who benefitted from your project?

The 62 BCRC members and 12 non-members who attended

The general membership gained a better understanding and appreciation for the kind of member services that can be offered them in their area of specialty which is commercial real estate.

Project highlights:

The panel members were chosen because of their reputation as being the best in the business.

Their comments were very helpful in answering questions from the audience.

The “Top 10 Apps” presentation was very well received (see handout).

Luncheon Speaker Eddie Lumpkin was a surprise highlight. He was candid and both funny and inspiring. He made a big impression.

The CE instructor and class were outstanding. Many favorable comments were given. He was immediately scheduled to teach another CE class in June.

Project Best Practices:

The choice of location and caterer were very satisfactory. The instructors and speakers were excellent. No complaints or disappointments were noted.

What could have been improved and how?

Corporate Sponsors were not pursued to cover additional costs. Snacks and refreshments could be expanded upon and provided with Sponsor support. This will be added next time.

What advice/comments for implementing in another Association:

The formula for a “Day of Education & Networking” was simple to construct, promote and host.

We were extremely pleased with the outcome and would recommend this type of event to any local real estate board for their commercial members.

Supporting Documents are attached

Learn the Secrets to Making Money in Commercial Real Estate



Wednesday, April 16

Vulcan Park / The Electra Room

11:00 a.m. until 4:15 p.m.

FREE to BCRC Members / \$30 for non-members



SCHEDULE OF EVENTS FOR A DAY OF EDUCATION & NETWORKING

- | | |
|--------------------------------|--|
| 10:50 a.m. | Registration & Networking |
| 11:00 a.m. – 11:45 a.m. | Top Producers Panel: Sonny Culp, Ogden Deaton and Joe Sandner III |
| 11:45 a.m. – Noon | Top Ten Apps that will help you make money in commercial real estate |
| 12:15 p.m. – 1:00 p.m. | LUNCH with Guest Speaker Eddie Lumpkin "The Art of Real Estate Investing" |
| 1:00 p.m. – 1:15 p.m. | Break / Registration for afternoon CE Course |
| 1:15 p.m. – 4:15 p.m. | "Risk Management: Avoiding Violations" 3 Hours CE with Charles R. Sowell |

CE CLASS REMINDERS:

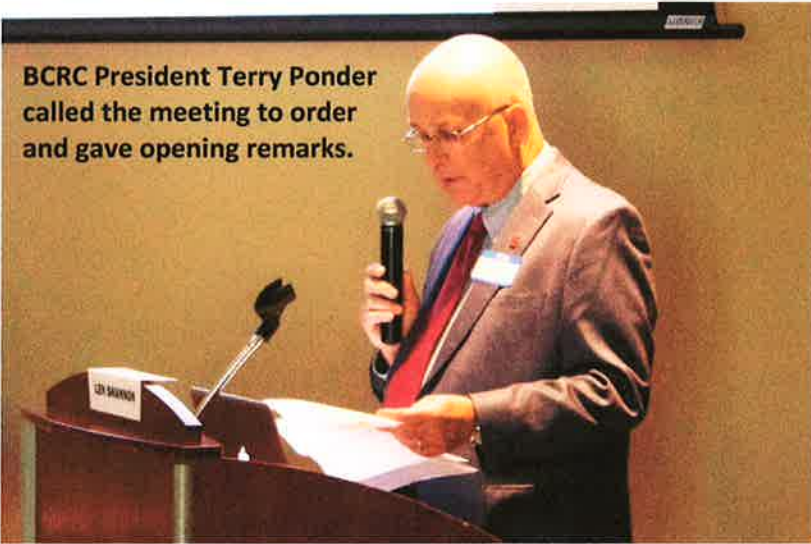
The CE class will start promptly at 1:15.

To be awarded CE credit, you must be on time and in class 100% of the time.

You must also follow the Alabama Real Estate Commission's rules for attendance in CE classes.

It pays to be a member of BCRC

BCRC "Day of Education & Networking" Wednesday, April 16, 2014



BCRC Day of Education

LEARN THE SECRETS TO MAKING MONEY IN COMMERCIAL REAL ESTATE
WEDNESDAY, APRIL 16
 11:00 A.M. UNTIL 4:15 P.M.
VULCAN PARK AT THE ELECTRA ROOM
FREE TO BCRC MEMBERS

10:30
 REGISTRATION

11:00 – 11:45
TOP PRODUCERS PANEL
 SONNY CULP, OGDEN DEATON, JOE SANDNER III

11:45 – 12:00
TOP 10 APPS THAT WILL HELP YOU MAKE MONEY
 (SPEAKER TO BE ANNOUNCED)

12:15 – 1:00
 LUNCH WITH GUEST SPEAKER EDDIE LUMPKIN
 "THE ART OF REAL ESTATE INVESTING"

1:15 – 4:15
 3 HRS. CE WITH CHARLES R. SOWELL
 MANDATORY-- "RISK MANAGEMENT LVL 1: AVOIDING VIOLATIONS"

TOP PRODUCERS PANEL
LEARN THE SECRETS TO SUCCESS
 SONNY CULP
 OGDEN DEATON
 JOE SANDNER III

DOWNLOAD REGISTRATION FORMS
 BCRC MEMBER FORM – DOWNLOAD PDF
 NON-MEMBER FORM – DOWNLOAD PDF
Submit finished forms to Dave Mace
Dave@BirminghamRealtors.com or send via fax to 205-802-6074

Dave Mace

Subject: Learn the Secrets to Making Money in Commercial Real Estate . . . forwarded by Dave Mace
Attachments: Signup_DayofLearning_Mem.pdf; Signup_DayofLearning_NonMem.pdf

Don't miss this "Day of Education & Networking" . . .

What: ***Learn the Secrets to Making Money in Commercial Real Estate***

When: **Wednesday, April 16**

Where: **Vulcan Park / The Electra Room**

Time: **11:00 a.m. until 4:15 p.m.**

COST: **FREE to BCRC Members / \$30 for non-members**

Check the appropriate box ON THE FORM to tell us which sessions you plan to attend. You are welcome to attend *all* sessions.

Here are the Registration FORMS for your use. The **Blue FORM** is for BCRC Members. The **Red FORM** is for Non-Members.

The forms can also be accessed at the Web Page address provided here.

<http://birminghamrealtors.com/bcrc-education/>



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"THE ART OF REAL ESTATE INVESTING"

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3 HRS. CE WITH CHARLES R. SOWELL
MANDATORY - "RISK MANAGEMENT: AVOIDING VIOLATIONS"

ATTENDING TOP PRODUCER PANEL AND LUNCH ONLY CE CLASS ENTIRE EVENT

SIGN UP TODAY

My name: _____

Firm: _____

Phone: _____ Fax: _____

Email: _____

EDUCATION POLICIES: Phone registrations not accepted. There will be no refunds or transfers to another class. If you register for a class and do not attend, you will not receive a refund. You must be on time and in class 100% of the time in order to receive CE credit.

LEARN THE SECRETS TO MAKING MONEY IN COMMERCIAL REAL ESTATE

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MANDATORY - "RISK MANAGEMENT: AVOIDING VIOLATIONS"

ATTENDING TOP PRODUCER PANEL AND LUNCH ONLY CE CLASS ENTIRE EVENT

REGISTRATION FOR NON-MEMBERS \$30

Charge to: Visa / MasterCard / Amex / Discover \$ _____ TOTAL

Card No. _____ My name: _____

Exp Date _____ Firm: _____

Address: _____

City _____ State _____ Zip: _____

Phone: _____ Fax: _____ Email: _____

EDUCATION POLICIES: Phone registrations not accepted. There will be no refunds or transfers to another class. If you register for a class and do not attend, you will not receive a refund. You must be on time and in class 100% of the time in order to receive CE credit.

TERRY PONDER's REMARKS:

Good morning and welcome to this "Day of Education and Networking" sponsored by the Birmingham Commercial Realtors Council.

We are glad you are here. . . AND we are pleased to provide you with this quality real estate training.

Len Shannon, our Moderator, will introduce our Panel shortly. They will share the secrets to making money in commercial real estate.

We all want to hear about that. When we are successful at what we do . . . our customers and clients benefit.

Next we will discover the Top 10 Apps that can help us make money. This will be a brief presentation so get ready to take some quick notes.

Lunch is catered by LaNetta. During lunch we will hear from Eddie Lumpkin who will describe "The Art of Real Estate Investing".

After lunch is the 3 hour CE Class.

"Risk Management: Avoiding Violations" is the Level One course that every licensee must take for license renewal.

Instructor Charles Sowell is the former Chief Counsel for the Alabama Real Estate Commission and is ably qualified to talk about the mistakes we might make. He is an engaging and entertaining speaker and we will learn a lot from him today.

Today's program should demonstrate that membership in BCRC has value. This Day of Education and Networking is being offered at NO COST. . . no cost if you are a BCRC Member.

If you wish to join . . . we have membership application forms at the table.

The red REALTOR "R" Lapel Pin that I am wearing . . . is our symbol. We have one for you. Let us know if you would like one.

If all Realtor members will raise your hands, we will give you a lapel pin. Remember you must be a dues paying REALTOR member to wear the pin.

Len Shannon will now introduce the Panel.

10 APPS TO IMPROVE YOUR BUSINESS

1. ROOMSCAN

IPHONE - [HTTP://GOO.GL/UIlHAX](http://goo.gl/UilHAX)

2. CYCLORAMIC

IPHONE - <http://goo.gl/E4laNK> ANDROID - <http://goo.gl/ql46c3>

3. COLORSNAp

IPHONE - <http://goo.gl/q2rnFm> ANDROID - <http://goo.gl/743GPh>

4. EASYMEASURE

IPHONE - <http://goo.gl/s9FHyZ> ANDROID - <http://goo.gl/0Mak04>

5. HAMMERPOINT

IPHONE - <http://goo.gl/KHs211> ANDROID - <http://goo.gl/33z6wT>

6. BUSINESS ANALYST ONLINE

IPHONE - <http://goo.gl/miKIF0>

7. BIGGER POCKETS

IPHONE - <http://goo.gl/S4mNgA>

8. SHAKE

IPHONE - <http://goo.gl/y9572b>

9. CONTACTUALLY

IPHONE - <http://goo.gl/96Kfil> ANDROID - <http://goo.gl/ZzRAR3>

10. SPRINGPAD

IPHONE - <http://goo.gl/KxLNam> ANDROID - <http://goo.gl/wqdo43>

Dave Mace

From: Dave Mace
Sent: Wednesday, April 09, 2014 12:33 PM
To: Hal Tillman (htillmanjr@charter.net); Tom Casey (tcasey@redrockrg.com);
Is@shanwalt.com; ablair@lahcommercial.com; Tim Blair (tb@shanwalt.com); Wes Cline
(wcline@cbcmcr.com); bcrowe@southpace.com; terry@ponderproperties.com; Gayle
Kahn; jgrant@danielcorp.com; Thornton Hydinger; Jerry Dent
(jdent@alvarezandmarsal.com)
Cc: Chip Watts (chip@wattsrealty.com); cliff@birminghamrealtors.com;
susan@birminghamrealtors.com; Andrew Sims; caterlanetta@msn.com;
snewman@visitvulcan.com
Subject: We are "SOLD OUT" for April 16th "Secrets" program at Vulcan Park . . . from Dave
Mace

Contacts: Hal Tillman; Tom Casey; Len Shannon; Austin Blair; Tim Blair; Wes Cline; Blake Crowe;
Terry Ponder; Gayle Kahn; Jerry Grant; Thornton Hydinger; Alvarez and Marsal

74 to attend this event. . . WE ARE SOLD OUT. Congratulations on planning such an interesting program.

I will begin a "Waiting List".

What: *Learn the Secrets to Making Money in Commercial Real Estate*
When: **Wednesday, April 16**
Where: **Vulcan Park / The Electra Room**
Time: **11:00 a.m. until 4:15 p.m.**
COST: **FREE to BCRC Members / \$30 for non-members**

- ▶ Ask your questions: the **Top Producers Panel** features **Sonny Culp, Ogden Deaton and Joe Sandner III**
- ▶ Hear from an expert on the **Top Ten Apps** that will help you make money in commercial real estate
- ▶ Listen to Guest Speaker **Eddie Lumpkin** who will talk about "**The Art of Real Estate Investing**"
- ▶ Complete mandatory CE requirement with instructor **Charles R. Sowell** (former AREC General Counsel)
Level I "Risk Management: Avoiding Violations" is the course EVERY licensee must take for license renewal
- ▶ Network with other commercial real estate brokers and sales associates (bring your listing and selling needs with you)

Box Lunch catered by LaNetta:

Assorted cold sandwiches (choice of roast beef, smoked turkey, or cured ham on Artsian breads)
Leaf lettuce, sliced tomato
Cold pasta salad
Brownies and cookies for dessert
Assorted sodas, bottled water

Coffee service by O'Henry's - Homewood:

2 1/2 gallons to be served starting at 10:30 a.m. 2 dozen dessert brownie-type confections.

64 to attend:

Brad Adair (Non-Member PAID)
Karen Ameen
Keith Arendall
Seth Berry
Austin Blair
Ron Bourdages
Amy Bradley
Charlie Bruno
Stan Bussey
Tom Casey
Cassandra Chandler
Sorrell Chew
Wes Cline
Robert Crook III
Blake Crowe
Dick Darden
Kathy Dennis
Preston Fussell
Michael Gould
Kellie Gragg
Jerry Grant
Amanda Hardin
Edward R. Harris
Jack Hendrix
Greg Hess (Non-Member PAID)
Kevin Hilbun (Non-Member PAID)
Steve House
Thornton Hydinger
Carolyn Ivie
Gayle Kahn Belcher
Jim Kovakas
Walter LaGroue
Tamera Langford (Non-Member PAID)
Ira Levine
Katy Lincoln (Non-Member PAID)
Jonathan Lindsey
Andrew Loveman
Becky Mauldin (Non-Member PAID)
Christina McKinney
Janice Molliston
Michael Murphy
Ward Neely (Non-Member PAID)
Jeremy Norman
Jenny Palmer (Non-Member PAID)
Marc Perlman
Gary Pharo (Non-Member PAID)
Glenn Ponder
Terry Ponder
Sam Renta
Chuck Robertson
Len Shannon

Janice D. Smith
Sammy Smoke (Non-Memer PAID)
Jim Strickland
Vanessa Striplin (Non-Member PAID)
Phil Taylor
Hal Tillman
Ingram Tynes
Bill Warren
Leticia Weaster
Shandi White
Ali Wilburn
Tracy Wright
Freda York

4 Speakers:

Sonny Culp
Ogden Deaton
Joe Sandner III
Charles R. Sowell

4 BAR Officers / Staff:

Chip Watts
Cliff Long
Dave Mace
Andrew Sims

2 Media:

Bryan Davis / BBJ
Michael Tomberlin / al.com

Regrets: Tim Blair is out of town.

Regards,

Dave Mace

dave@birminghamrealtors.com

802-6079



Birmingham Commercial REALTORS® Council was organized to do the following:

1. To unite commercial real estate professionals into an organization that includes REALTOR® brokers, sales associates, Institute Affiliates, and REALTOR® members of CCIM, CRE, IREM and SIOR. NAIOP is also integrated into the plan.
2. To give commercial real estate a unique identity.
3. To promote and maintain high standards of conduct as expressed by the REALTOR® Code of Ethics.
4. To provide continuing education and networking opportunities.
5. To recognize individual and company achievement through an awards program.
6. To communicate with government officials on issues regarding commercial real estate.
7. To promote the professional image of the commercial real estate professional to the public.
8. To support a commercial real estate exchange on the Internet.
9. To promote member participation in the programs and professional designations provided by CCIM, CRE, IREM, and SIOR.
10. To encourage affiliated industries to network with members.

