

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

Innovation Name: REALTORS with Heart

Association Name: Cincinnati Area Board of REALTORS/Commercial Real Estate
Council of Greater Cincinnati (CRECGC)

Contact Person: Jim Abele, CEO

1. Project Summary (purpose and concept)

- Statement of purpose

To host an educational event for the CABR membership to raise funds to purchase Automated External Defibrillators for placement in local commercial buildings.

- Original Goals

Our goal was to provide two AED's for the community and as we market the event and have photos and testimonials following the event we believe that the number of participants will increase next year.

- Objectives

To provide CPR and training on how to use AED's and to educate our members on the importance of obtaining and placing AED's throughout our community.

- Success criteria

Providing at least two AED's for commercial buildings and increasing awareness of the need for additional AED's.

2. Project Financials

- Project Budget Overview – Our goal was to spend under \$500 and we accomplished this by purchasing only food items for the event.
- Income (fees, grant, etc) - \$2500 from NAR, one donated AED from our sponsor (Cintas Corporation), and one AED donation from the CRECGC
- Expenses (how was money spent?) – Our only major expense was staff time. A nominal cost of \$370 was for a continental breakfast at the venue. A CRECGC member donated the meeting space at a local country club.

3. Performance Measures & Benchmarks (i.e. how many attended your event, how many used your product or outcomes from your meeting). To what level of success was achieved?

We had 22 event attendees that added \$660 to our income. We had additional interest in having the instructor present at local REALTOR offices to do additional CPR and AED training. We were pleased to have sponsorship of two additional AED's from CRECGC and Cintas Corporation.

4. Project Timeline (how long did it take)

March/April – secured speaker and venue, began drafting event flyer

July/August – completed continuing education application and sent for review, began marketing event via email and website and taking reservations

September/October – final marketing efforts via email, website and social media, finalized sponsorship

5. Project Management

- Marketing Strategy – invited members, affiliated associations, community organizations, targeted emails
- Planning Meetings – REALTORS with Heart Committee meetings, Commercial Real Estate Council Education Committee meetings, Board of Governor meetings where the REALTOR with Heart Committee members came to discuss their organization and efforts
- Day-to-Day Project Management – phone calls and email updates weekly between REALTORS with Heart Committee and Commercial Education Committee

6. Lessons Learned/Outcomes

- Who Benefitted From Your Project? - Not only the REALTORS who attended and received valuable CPR and AED training, but also the three (3) establishments that will receive a free AED
- Project Highlights - Securing a sponsor to donate an additional AED was the best thing possible. This donation lessened the burden to come up with additional funds to secure an additional AED.
- Project Best Practices – the established REALTORS with Heart Committee is making a difference in the community on several fronts: AED awareness, AED registration and education of REALTORS and consumers.

- What processes worked well – having the CABR and the CRECGC committees working together on a project that increased benefits for all.
- What could have been improved, and how? - The program was a definite success and the perfect venue, sponsors & amount of people. The only area for improvement for the next program would be potentially having a second instructor available so we could invite the Northern KY Realtors and do a “joint” Cincinnati-Northern KY CE class. With a second instructor, we could host twice the number of participants and still allow for enough hands-on training to occur during the class. There may be an opportunity during the joint Ohio / Kentucky Real Estate Convention in 2017.
- Advice/Comments for Implementing in Another Association - Make sure you have your board and committees on board with your mission and goals and that they are ready, willing and able to assist with the event. It is always great to have ambassadors to help get the word out to potential attendees and sponsors.

7. Supporting Documents



MISSION:

To make Greater Cincinnati a more Heart-Safe City through CPR Training, AED Placement & Advocacy

OBJECTIVES:

- ♥ To make the Public aware of the importance of CPR (Cardiopulmonary Resuscitation) & AED (Automated External Defibrillator) Training in saving the lives of more Sudden Cardiac Arrest victims by giving immediate bystander CPR/AED help
- ♥ To get as many folks trained in CPR & AED use as possible
- ♥ To make the public aware that just one person can make a difference & save a life by immediately calling 911, starting CPR & using an AED, ideally, all within 3-5 minutes of a collapse
- ♥ To strive to have AEDs become as common as fire extinguishers- to register all public AEDs & encourage AED Link for 911 Systems
- ♥ To have REALTORS® participate in & champion this universal life-saving initiative
- ♥ To have the Public identify REALTORS® as “REALTORS® with Heart”
- ♥ To launch “REALTORS® with Heart” initiative state-wide through OAR (Ohio Association of Realtors)
- ♥ To launch “REALTORS® with Heart” initiative ultimately nation-wide through NAR (National Association of REALTORS®)



REALTORS® WITH HEART RATIONALE:

- ♥ REALTOR® membership in our area alone numbers between ~4,000 to 5,000 REALTORS® offering the scale & ability to make a significant difference & impact the city
- ♥ REALTORS® are inherently “people” persons
- ♥ REALTORS® cover our entire geographic region
- ♥ This initiative has the potential to impact ALL of our clients and ALL of our members- young, old, rich, poor, all ethnicities, etc.
- ♥ REALTORS® are good ambassadors for Greater Cincinnati. They can be effective in saving lives through “REALTORS® with Heart
- ♥ ”
- ♥ State-wide, there are over ~27,000 REALTORS®
- ♥ Nation-wide, there are over ~1 Million REALTORS®

SUMMARY:

REALTORS® have the scale in numbers, the geographic presence and diversity, the salesmanship and the heart to succeed in this effort to positively affect everyone in a significant way.



WHO: Several graduates of The 2011 CINCINNATI AREA BOARD OF REALTORS® LEADERSHIP ACADEMY got together and wanted CABR REALTORS® to become involved in "A SIGNIFICANT, UNIVERSAL, PHILANTHROPIC, VOLUNTEER PROJECT."

WHAT: The concept of "REALTORS® with Heart" was suggested--

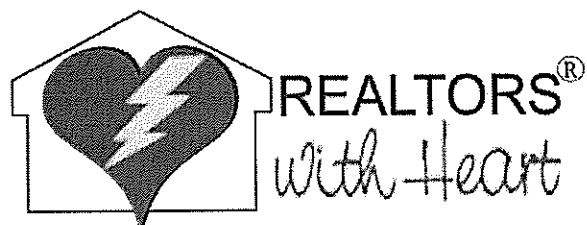
TO TRAIN AS MANY FOLKS AS POSSIBLE IN CPR AND HOW TO USE AN AED.

WHEN: REALTORS® WITH HEART BECAME AN OFFICIAL CABR STANDING COMMITTEE IN 2013 BY A UNANIMOUS VOTE OF THE CABR Directors in 2012. This is the first purely philanthropic Standing Committee of the 103 yr. old CABR.

WHERE: REALTORS® with Heart (RWH) has partnered with non-profit Project Heart ReStart to offer CPR & AED Training at Christ Hospital; Powel Crosley, Jr. YMCA; Cin. Area Board of REALTORS®; N. Ky. Assn. of Realtors; Cin. Home Builders Assn.; Madisonville Recreation Center; Clifton German School Girl Scout Troop; Gateway Community College; Twin Lakes Retirement Home; Mt. Airy Elementary Community Outreach; Power & Faith Ministries; Westwood United Methodist Church; Faith Presbyterian Church; Berkshire Club Residents; St. Mary's; Jr. League of Cin.; Findlay Market; Oasis; Castellini Co.; Krogers; Cin. Sports Mall; Equity; Middletown Water Maint., Finn's, J McLaughlin; Sibcy Cline; Coldwell Banker; Star One; Huff; Keller Williams; Hoeting; Comey & Shepherd; Real Living; Exit Realty, ReMax, & RPM

WHY: JUST ONE TRAINED PERSON CAN MAKE SUCH A DIFFERENCE! JUST ONE PERSON CAN SAVE A LIFE! About 300,000+ people a year experience Sudden Cardiac arrest – about 1,400 a year in our area. This is especially a need in Greater Cincinnati according to a Cincinnati Enquirer article because only 11.5% of people in our area participate in bystander CPR while other cities range from 35% bystander CPR participation to well over 60% in Seattle. Overall chance of survival is about 6% but the common link among survivors is that they received prompt bystander CPR prior to arrival of EMS. CPR alone can increase survival chances by 25% but if someone receives CPR & AED help within 3-5 minutes of having Sudden Cardiac Arrest, they can have as much as a 50-75% better chance of survival. To date, over 803 people have been trained in 75 classes since Oct., 2011 through REALTORS® with Heart in many diverse geographic locations throughout the entire Greater Cincinnati Area.

REALTORS® with Heart * Selling Cincinnati, Saving Lives



Contact Information

CHAIR:

Laurie Nippert Leonard, ABR, CRS, SRES, SRS
Senior Sales Vice President

Comey & Shepherd REALTORS® at 6901 Wooster Pike; Cin., Ohio 45227

Email: LaurieLeonard@Realtor.com

Cell: (513) 561-7979

www.CABR.org/RWH

N. Kentucky CHAIR:

Carolyn Oblinger of Huff Realty

Email: coblinger@huff.com

Cell: (859) 380-3892

CPR/AED INSTRUCTOR:

Mark Johnston

Emergency Medical Services Coordinator &
Project Heart ReStart Coordinator

The Christ Hospital Health Network at

237 William Howard Taft Rd.-CBOG-1.; Cin., Ohio 45219

Email: Mark.Johnston@TheChristHospital.com

Office: (513) 263-1420

www.ProjectHeartReStart.org



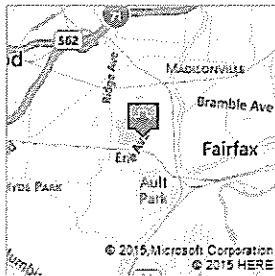
When

Thursday October 1, 2015 from 8:30 AM to 12:00 PM EDT

[Add to Calendar](#)

Where

Hyde Park Country Club
3740 Erie Ave
Cincinnati, OH 45208



[Driving Directions](#)

Contact

Michelle Moeller
Commercial Real Estate Council

Please Join Us for a 3 Hour Continuing Education Class and Help Save Lives!

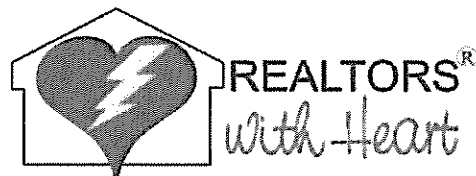
You will gain life saving information AND earn 3 Ohio CE credits. Plus, you will help provide 2 AED's in our community!

WHEN: October 1, 2015

WHERE: Hyde Park Country Club

TIME: 8:30 am - 12:00 pm

COST: \$30/Member & \$40/Non-Member



CPR TRAINING, PLACEMENT & ADVOCACY

Help make Greater Cincinnati a Heart Safe Community! Realtors with Heart (a CABR committe) provides CPR, AED training, and AED placement in our community. They are currently working with local and state legislators to change the building code policies to make AED's as common as fire extinguishers. .

Let's make a difference! What a great opportunity to bring both Commercial and Residential Realtors together to maximize awareness that will help advocate to developers the need for AED's as part of the new building codes.

Confirm your attendance and help us fund more AED's for Cincinnati!

Register Now!

THANK YOU TO OUR SPONSORS!

We would like to thank our sponsors and NAR for helping us to fund this event!
Thank you for your support in making Cincinnati a Heart Safe Community!



NEW PROGRAM ANNOUNCEMENT... **Commercial Speaker Series**

Thursday, September 17 - Health Care Panel: An overview of current and future developments in the medical industry

Time: 3:45pm—5:00pm at Rookwood Tower, 5th floor

(Happy Hour immediately following at The Pub at Rookwood Mews)

Guest speakers: Craig Self, Sr. Vice President, Chief Strategy Officer, Premier Health and Jim Neyer, Executive Vice President, Real Estate Development, AL Neyer

Wednesday, October 14th - Industrial Properties Panel:

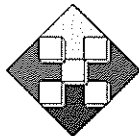
10 New Buildings Totaling 6,383,000 sq. ft.

Time: 3:00pm - 5:00pm— Queen City Club

(Happy Hour immediately following)

Guest speakers: Greg Arnold of Dermody Partners (DP Partners), Brian Marsh of Prologis, and Andy Weeks and Bill Baumgardner from VanTrust

Thanks to our
Sponsor!

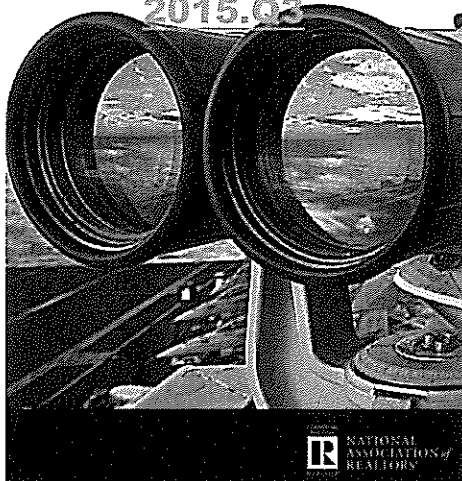


RELOCATION
STRATEGIES®

To RSVP for either of the above simply email - michelle@crecgc.org

Commercial Real Estate Outlook:

2015.03



NAR Survey finds Like-Kind Exchanges Promote Job, Economic Growth

WASHINGTON (July 9, 2015) — Real estate like-kind exchanges are an important vehicle for disposing of and acquiring properties and support the nation's financial growth, job creation and economy, according to a new report from the National Association of Realtors®.

The Like-Kind Exchanges: Real Estate Market Perspectives 2015 survey of NAR's commercial and residential members found that real estate investors and commercial property owners place a very high priority on current like-kind exchange tax rules; 40 percent indicated that transactions would not have occurred in the absence of the tax provision, and 56 percent said even if the project would have occurred it likely would have been smaller in scale.

[read more here](#)

EXCITING PROGRAM ANNOUNCEMENT... CE FOR YOU ... DEFIBRILLATORS FOR CINCINNATI

Join us for this informative CE session and the opportunity to help fund AED's for commercial buildings. Thanks to NAR for a grant to help us fund one for Cincinnati.

[REGISTER HERE](#)

Please Join Us for a 3 Hour Continuing Education Class and Help Save Lives!

You will gain life saving information AND earn 3 Ohio CE credits.
Plus, you will help provide 2 AED's in our community!

WHEN: October 1, 2015

WHERE: Hyde Park Country Club

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NAR Commercial REALTOR® member services

COMMERCIAL SERVICES

NAR helps you and your business thrive by providing member services and resources developed specifically for commercial real estate professionals.

[read more here](#)

Commercial Council Board of Governors

Joe Gilligan, Chair
Chip Sudbrack, Vice Chair
Larry Bergman
Rob Calabrese
Jeff Chamot
John Condorodis
John Eckert
John Gartner III
Don Murphy
Peter Snow
Amy Westheimer

Jim Abele, CABR CEO

The Commercial Real Estate Council of Greater Cincinnati (CRECGC) is affiliated with the Cincinnati Area Board of Realtors®, a regional trade association dedicated to serving commercial and residential real estate interests throughout the Greater Cincinnati, Tri-State region.

We strive to make this region's commercial real estate community a more conducive environment for business.

Comprised of more than 300 commercial brokers and affiliated professionals, we are a member-driven, customer-focused service organization that exists to enhance members' ability to serve the public ethically, professionally and successfully.

We are dedicated to preserving and enhancing the rights of property owners.

We are affiliated with both the Ohio Association of Realtors® and the National Association of Realtors®, representing more than 26,000 and 1,000,000 Realtor® members respectively.

Are you a Commercial Top Producer?



To qualify for the **2014-2015 CRECGC Top Producer Club**, your application must demonstrate **involvement in \$2.5 million in listings, sales or leases.**

Qualification period: **October 1, 2014 through September 30, 2015.**

Rules and applications will be emailed to Designated REALTORS and Office Managers by September 1, 2015.

Applications must be received at the CABR board office (14 Knollcrest Drive, Cincinnati, OH 45237) by October 15, 2015.

Questions? Contact michelle@crecgc.org



The Ins and Outs of Tenant Representation

NAR member Deena Zimmerman joined the show to talk about the ins and outs of tenant representation. At the time of taping, Deena was a Senior Associate at Jameson Commercial, where she specialized in finding high quality sites throughout Chicagoland and surrounding areas for national operators, franchisees, and first-time entrepreneurs. She recently joined Sperry Van Ness Chicago Commercial as Vice President.

[Listen to podcast here](#)

Economy Watch: Does the Fed Forsee a CRE Bubble:



A Commercial Real Estate Blog by



Commercial Property Executive, July 21, 2015 – Fed reports to Congress that underwriting standards for commercial deals are slipping. A precursor to finally raising the cost of money?

[read more here](#)

Commercial Real Estate Marketing Alternative



For too long your options for marketing and finding commercial real estate online have been limited. It didn't matter what side of the deal you were on. Escalating fees, waning technology and a lack of competition increased your costs and reduced your ability to compete. You had to accept this though because there wasn't any other choice.

CommercialSearch was built in collaboration with the industry to offer a better commercial real estate marketplace alternative. It's free, easy to use and packed with features. It's embraced by the world's largest firms so the content is great. It's endorsed by NAR and [Realtor.com](#) so your marketing reach is unparalleled. And it's created by Xceligent who has built its business by partnering with the community and people like you.

CommercialSearch is the ideal alternative to help you take back control of your business. See for yourself and [sign up for a free account today.](#)



Commercial Lending with David Manshoory

[Read more here](#)