



REALTORS® Commercial Alliance
of the
REALTOR® Association of Acadiana

"The Leading Advocate of the Commercial Real Estate Industry"
January 2011

RCA New Members

Welcome New Members:

Randy Gonsoulin, Latter & Blum
Jordan Johnson, Beau Box Commercial Real Estate
Jeffery DeRouen, Century 21 DCG/Aguillard
Raymond Aguillard, Century 21 DCG/Aguillard

Over 100 members strong and growing!

2011 RCA Dues

NOTICE: 2011 DUES INVOICES MAILED NEXT WEEK

The 2011 REALTOR® Commercial Alliance dues invoices will be mailed next week. Due date for the invoice will be February 1st. RAA members can pay online by following the directions on the invoice. Make checks payable to the REALTOR® Association of Acadiana. Visa, MasterCard, American Express and Discover cards also accepted. Contact Mary at (337) 233-0086 for payment questions or further information about your invoice.

in this issue

What's New from the National Association of REALTORS®

From NAR

Commercial Podcast: The Year Ahead and NAR's Promise

Member Benefits

2011 NAR Treasurer Bill Armstrong reports on the state of the commercial market and NAR's promise to commercial practitioners for the new year.

Upcoming RCA
Events

[Listen now>>](#)

2011 RCA Planning
Session

Member Education

Wednesday, January
12th
9:00am
RAA Office

NAR Commercial has archived all FREE webinars on the [Commercial Education Homepage](#) for you to access ON DEMAND! Tenant Representation, Marketing and Communications and Lease Negotiations are just a few of the many topics available.

LINK: www.realtor.org/commercial/commercial_education

ACO Committee
Meeting

Podcast: Commercial Brokers can add Value when Sustainability Features Arise

Thursday, January
13th
9:00am
RAA Office

This month's [Technology and Intelligence Briefing](#) features Tom Shircliff, Co-Founder of Intelligent Buildings. Tom has 20 years of experience in technology working with commercial businesses, real estate developers, government, medical and educational university clients. His insights will help brokers offer value to all parties involved in commercial transactions. (17 minutes)

LINK:

Acadiana
Commercial Outlook

http://www.realtor.org/commercial/technology_and_intelligence_briefings_podcast

Wednesday, March
16th
8:30am - 12:30pm
LITE Center

Legislative Advocacy

NAR Submits Comments to FASB on Proposed Lease Accounting Rule Change

On December 1, 2010, NAR submitted comments to the [Financial Accounting Standards Board \(FASB\)](#) on a recently proposed accounting rule change that, if implemented, could severely impact liquidity for the commercial real estate industry. Under this proposal, companies would be required to capitalize all leased real estate assets back onto their balance sheets. Therefore, business of all sizes would be negatively impacted, especially lessees and lessors of commercial real estate.

LINK: <http://tinyurl.com/FASB-Letter>

Commercial Webinars Offered

FREE Webinars from NAR:

January Webinar

Topic: Introduction to Tenant Representation

Speaker: Greg Schenk, SIOR

Description: Gregory P. Schenk, SIOR, is President of the Schenk Company, Inc., central Ohio's exclusive tenant advisory brokerage/consultation firm. Greg has over 20 years of experience in the business ranging from representing tenants and buyers in locating and negotiating office, medical space, and investment projects as well as 1031 exchanges, lease buy outs, and termination options. His expertise is in the area of site selection and "win win" negotiation strategies.

Duration: 54 minutes

[Listen to Gregory's session now >](#)

RCA Member Benefits

RCA Member Benefits

- Reduced monthly fees for LACDB access (new benefit for 2010)
- Unified Community Commercial Presence
 - Continuing Education
 - Networking Opportunities
 - Information Sharing
- Strategic Unified Voice for Legislation
- Advertising Opportunities
 - Data Sharing
- Commercial Specific Benefits for REALTOR® members
- Increased Financial Opportunities

Click [here](#) for your Commercial Member Benefits from through the National Association of REALTORS®.

Quick Links

[CCIM](#) [CRE](#) [IREM](#) [SIOR](#) [RAA Website](#) [MLS](#) [REALTORS Land Institute](#) [LACDB](#)

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