



REALTOR® Commercial Alliance  
of the  
REALTOR® Association of Acadiana

"The Leading Advocate of the Commercial Real Estate Industry"

January 2010

RCA 2010 Membership Social



***Don't Be a Stooge!***

Join Us for our  
RCA Annual Membership Social

Tuesday, February 2nd  
4pm - 6pm  
Carriage House Hotel  
River Ranch

Free Beer & Wine  
Appetizers will be served

RSVP to [MaryS@RealtorAcadiana.com](mailto:MaryS@RealtorAcadiana.com) by January 25th.

*Thanks to our sponsor, Carriage House Hotel!*

2010 RCA Invoices Mailed

RCA annual dues invoices were mailed in December. Payments are due by **January 20th**. In case you did not receive your invoice, below are the links:

[Active & Associate REALTOR® invoice](#)

[Affiliate invoice](#)

Interested in paying your invoice online? REALTOR® members can follow the directions [here](#) to pay your invoice online.

#### In This Issue

#### RCA Member Benefits

RCA Membership Social

RCA Annual Dues

#### **\*\*\*RCA Member Benefits\*\*\***

Upcoming RCA Events

Member Benefits

- Reduced monthly fees for LACDB access (**new benefit for 2010**)

From NAR

NAR Webinars FREE

- Unified Community Commercial Presence

#### Upcoming RCA Events

- Continuing Education

RCA Board of Directors  
Planning Session  
January 12th  
RAA Office

- Networking Opportunities

- Information Sharing

LACDB Board of Directors  
Meeting  
January 12th  
10:30am  
via VideoConference  
RAA Office

- Strategic Unified Voice for Legislation

- Data Sharing

- Advertising Opportunities

RCA Membership Social  
February 2nd  
4pm - 6pm  
Carriage House Hotel

- Commercial Specific Benefits for REALTOR® members

- Increased Financial Opportunities

What's New from the National Association of REALTORS®

#### **Field Guide to Commercial Green Buildings**

This newly posted resource provides REALTORS® with information on green buildings and their benefits. [Read more>>](#)

#### **2010 Commercial Real Estate Overview and Outlook**

NAR Economist George Ratiu provides an overview of current commercial market conditions and a glimpse ahead at 2010. [Read more>>](#)

#### Commercial Webinars Offered

#### **FREE Webinars from NAR:**

#### **January Webinars**

Speaker: Dr. Mark G. Dotzour, Chief Economist, Texas A&M University

Topic: **"Economic Outlook for 2010: Commercial Real Estate"**

**Session Description:** Dr. Dotzour will present his outlook for commercial real estate in the coming year. He will discuss the likely trends in absorption and values and present a timeline for the recovery of the commercial real estate market.

**Length:** 44 minutes

Access Dr. Dotzour's webinar and .PPT presentation. [View and listen now >](#) or [Download presentation >](#)

**Speaker:** Rod N. Santomassimo, founder and president, The Massimo Group

**Topic:** **"Today's Brokerage Strategies for Tomorrow's Market Leaders"**

**Session Description:** What drives true success in commercial real estate brokerage? Ever wonder why one broker dominates his market while his or her peer continues to struggle? What elements should you focus on to ensure that you not only survive, but you thrive in today's opportunistic marketplace? Your production and ultimate success is dependent on four factors - Your Role, Your Area, Your Monetary Infrastructure and Your Presence.

**Length:** 41 minutes

Access Rod N. Santomassimo's webinar. [View and listen now >](#)

### **February Webinars**

Speaker: Bob McComb

Topic: "121 Ways to Market Yourself"

Speaker: Andy Zezas, SIOR

Topic: "Getting The Tenant Rep Agreement Signed is Easy!"

### **March Webinars**

Speaker: Marsha Petrie Sue, MBA, CSP

Topic: "Smart Moves in Tough Times"

Speaker: Todd Clarke, CCIM

Topic: "Profit from the Latest in Technology Trends"

### **Quick Links**

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

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