



REALTOR® Commercial Alliance  
of the  
REALTOR® Association of Acadiana

"The Leading Advocate of the Commercial Real Estate Industry"

March 2010

RCA Election Results

Congratulations to the newly elected RCA Members-at-Large

**Jeremy Harson, Coldwell Banker Pelican  
&  
Frank Brown, Spectrum Real Estate**

who will join the current RCA Board of Directors beginning  
immediately.

Register Today!

### **RCA Networking Breakfast**

*"Importance of the PAC"*  
featuring Norman Morris, Louisiana REALTORS®

**Tuesday, April 6th  
8.30am - 10:30am  
LEDA**

211 E. Devalcourt St.

To register, email [MaryS@RealtorAcadiana.com](mailto:MaryS@RealtorAcadiana.com).

*Thanks to our sponsor Buddy Glass, Rayne State Bank!*

Commercial REALTOR® & Developer Seminar



### ***Your Site Meets Their Vision***

A free seminar for Commercial REALTORS® and  
developers in Acadiana

Tony Tramel, Director of the Traffic and Transportation Department for the Lafayette Consolidated Government, will present what every commercial agent should know before matching a client's vision to the perfect site. During this quick presentation, you will have the opportunity to meet the traffic and transportation team as you will learn more about their services and the best ways that you can help your clients to expedite their requests for infrastructure development.

## Wednesday, March 31st 8.30am - 10:00am LEDA Resource Center

211 E. Devalcourt Street  
Lafayette

*RSVP by Friday, March 26th to David Colligan at (337) 593-1415 or  
[davidc@lafayette.org](mailto:davidc@lafayette.org).*

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### Upcoming RCA Events

#### Board of Directors Meeting

March 11th

9:00am

RAA Board Room

#### Networking Breakfast

featuring Norman Morris  
"Importance of the PAC"

April 6th

8:30am

#### Signature Series Event

"Servicing Commercial  
Tenant Needs and Marketing  
Methods for Commercial  
Real Estate"

May 11th

8:30am - 12:30pm

RAA Education Room

What's New from the National Association of REALTORS®

### **COMMERCIAL MARKET IMPROVEMENT - WILL COME SLOWLY**

NAR Chief Economist, Dr Lawrence Yun, predicts high vacancy rates and ubiquitous commercial rent concessions. Slight employment improvements will help absorption rates for office/warehouse space, and SIOR's (Society of Industrial and Office Realtors) recent survey confirms the forecast of easing in this sector. More than half the members of SIOR® expect an improvement in Q2 2010. Rents are down for Office, Industrial, Retail and Multifamily, but not by as much as in Q4 - 2009, and the trends are improving slightly. To read the February Commercial Forecast and table on specifics of four commercial sectors, click - [here](#)

### **COMMERCIAL PODCAST - MARCH EDITION**

NAR Treasurer and commercial practitioner James L. Helsel, Jr. provides an audio update on NAR's efforts to support commercial real estate. A REALTOR® for 34 years, Helsel is on our front lines for commercial advocacy. To listen to the latest efforts, click [here](#)

CCIM Joint Luncheon



The Louisiana CCIM Chapter, IREM Louisiana  
Chapter 55 and GBRAR's CID

invite you to a networking luncheon

**March 18, 2010**

11.30am - 1.00pm  
Juban's Restaurant  
Baton Rouge

Click [here](#) for more details and registration form.

2010 Signature Series Event--REGISTER TODAY

**REGISTER TODAY!!**

***"Servicing Commercial Tenant Needs and Marketing Methods for Commercial Real Estate"***

***Presented by Rob Nahigian, FRICS, SIOR, CRE***

**May 11th, 2010 8:30am - 12:30pm**

RAA Education Room  
4 CE Credits

This class is geared to educate the seasoned commercial broker on the physical and financial demands of a tenant, how to better segregate the design and construction knowledge and better assist a tenant so that he/she can make a more educated and informed real estate decision. It will cover the construction design elements relevant to both industrial and office tenants; venues to find commercial tenant needs through the indirect and direct approaches; and how to develop and implement effective methods of leasing space.

**Cost:**  
**\$35 - RCA Members**  
**\$50 - non-RCA Members**

To register, email [MaryS@RealtorAcadiana.com](mailto:MaryS@RealtorAcadiana.com).

RCA New Members

**Welcome 2010 New Members**

Terry Broussard, Broussard Realty & Appraisal  
Monty Warren, Valor Commercial  
Seth Citron, Stirling Properties  
Ryan Pecot, Stirling Properties  
Marianne Dupuis, ALC Real Estate  
Trish Adler, Keller Williams Realty Acadiana  
Stacy LeBlanc, Regions Bank  
Cindy Herring, Cindy Herring Real Estate  
Bonnie Counselman, Guidry & Co. Real Estate  
Kenny Maggard, Capital One Bank  
Paula Duncan, ERA Stirling Properties

Brett Mellington, Lafayette Economic Development Authority  
 David Colligan, Lafayette Economic Development Authority  
 Cameron Cope, Valor Commercial

## ***Over 100 members strong and growing!***

Commercial Webinars Offered

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

#### **March Webinars**

**Topic:** "Smart Moves in Tough Times"

**Speaker:** Marsha Petrie Sue, MBA, CSP

**Description:** Spend less time schmoozing and more time connecting by polishing your networking skill whether in person, using the internet (Web 2.0) or the phone with Marsha's simple to use formula. Imagine

if you could always find what you needed in just a phone call or two or establish a new client by attending a meeting. Maximize your online connections with Social Media by adapting your message to the audience you want to attract.

**Length:** 52 minutes

Access Marsha Petrie Sue's webinar and presentation. [View and listen now >](#)

[Download presentation >](#)

**Topic:** "Getting Paid"

**Speaker:** Jim Hochman

**Description:** This course is designed to survey important issues and details that accompany various agreements to protect the broker's right to claim. Join NAR Commercial Signature Series Speaker, Jim Hochman as he explores the options for listing properties, seeking court approval and more!

**Length:** 45 minutes

Access Jim Hochman's webinar and presentation. [View and listen now >](#)

[Download presentation >](#)

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

Quick Links

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

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