



REALTORS® Commercial Alliance
of the
REALTOR® Association of Acadiana

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

RCA Member Luncheon

Join Us

RCA Membership Luncheon

Tuesday, February 22nd

11:30am - 1:00pm

City Club at River Ranch

Cost: \$20

Limited Seating! Reserve your spot today!

RSVP to MaryS@RealtorAcadiana.com.

Welcome New Members!

Welcome New Members:

Mathew Laborde, Beau Box Commercial Real Estate
Harry Fuselier, Keller Williams Realty Acadiana
Stacy Folse, Keller Williams Realty Acadiana
Kristy Anderson, Grandmark Realty
Bob Barber, Grandmark Realty

Over 100 members strong and growing!

In This Issue

Membership Luncheon

New Members

Upcoming RCA Events

RCA Dues

Commercial Forms

2011 RCA Dues

NOTICE: 2011 DUES INVOICES PAST DUE

The 2011 REALTOR® Commercial Alliance dues invoices were due on 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

Issues Affecting Comm Recovery

From NAR

NAR Webinars FREE

Member Benefits

Upcoming RCA Events

RCA Board of Directors Meeting

Thursday, February 10th
9:00am
RAA Board Room

Membership Luncheon

Tuesday, February 22nd
11:30am
City Club at River Ranch

Acadiana Commercial Outlook

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

accepted. Contact Mary at (337) 233-0086 for payment questions or further information about your invoice.

New Additions to LR's Commercial Forms Library

LR has recently expanded its library of sample commercial forms and agreements available to members. Among the new additions are a hold harmless agreement, request for proposal, general letter of intent, and exclusive representation agreement. There are now a total of 22 sample language documents for commercial transactions [available through the LR website at LAREALTORS.org](http://LAREALTORS.org) (member login required). LR thanks 2010 Commercial Team chair Beth Cristina and Stirling Properties, as well as vice chair Eddie Conner and NAI Lake Charles for their contributions and assistance on this project. For more information, contact [Kevin Calbert](mailto:Kevin.Calbert@LAREALTORS.org) at 800-266-8538.

Top 5 Issues Affecting Commercial Recovery

Here are the top five issues facing commercial real estate in 2011, according to consultant Deloitte LLP:

1. **The market remains uncertain.** The recovery isn't following previous trends. While there is some indication that the worst may be over, some markets continue to decline.
2. **Impact of "amend and extend."** Some banks are recognizing that they will never recover full value on some properties and are willing to work with borrowers. This has made it more difficult to tell when the business has hit bottom.
3. **High maturities remain a challenge.** The high level of maturing debt over the next several years remains a significant barrier to recovery. In addition to commercial mortgage-backed securities (CMBS), loan delinquencies and commercial real estate loan defaults, there is also an increase in strategic defaults as more commercial borrowers make a pragmatic business decision to exit profit-draining investments in order to divert money to performing projects or shareholders.
4. **The number of deals is increasing.** A good sign.
5. **The economy is recovering very slowly.** This increases opportunities in distressed properties, but the overall market isn't in a hurry to pick up. (*Deloitte*)

What's New from the National Association of REALTORS®

NAR Analysis: Commercial Sector to Improve in 2011

(Jan. 27) Vacancies might still be high and rents low, but NAR analysts expect 2011 to show improvements for the commercial real estate market.

[Watch the video >](#)

Podcast: Top Tips for Doing More Commercial Business from 'Mr. Shmooze'

(Feb. 4) Brett Hunsaker, executive vice president of Grubb & Ellis and commercial marketing personality 'Mr. Shmooze,' gives his top tips for doing more business along with marketing tactics and strategic reminders to help keep REALTORS® on top of their game.

[Listen now](#) >

Podcast: Why Multi-Family is Tops in Commercial Real Estate

(Jan. 25) The multi-family sector is expected to stay strong in 2011. NAR Treasurer and commercial practitioner Bill Armstrong explains why in the January edition of the commercial podcast.

[Listen now](#) >

Commercial Webinars Offered

FREE Webinars from NAR:**February Webinar**

Topic: How to Build a Thriving Practice in Commercial Real Estate

Speaker: Bob McComb, co-Founder of Top Dogs and Signature Series Speakers Bureau member

Length: 30 Minutes

Description: Commercial real estate brokerage is not tough to get into-nor does take a long time to "make it." This program provides a strategy for achieving high-level success in commercial real estate. Bob McComb, co-Founder of Top Dogs, will introduce you to the world of commercial real estate brokerage and explain how to build a thriving practice quickly. You will learn the path to mastery and the secrets of how to get exclusives!

[Listen 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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