

## CONTINUING EDUCATION PROGRAMMING\*

### When

Wednesday, November 13, 2019

1:00 – 5:00 pm

\*Pending approval, Real Estate Continuing Education Credit will be available in the following states: Alabama, Florida, Georgia, New York, North Carolina, South Carolina and Tennessee.

### Tools to Understand Your Market

1:00 – 3:00 pm

Understanding people, income and jobs is the key to being able to articulate demand for real estate and the secret to making more money in the commercial real estate business. This session will explain how to identify the demographic and economic factors associated with your local market and understand the relationship to demand that will make you more effective in your practice of commercial real estate.

INSTRUCTOR

**Gary Ralston, CCIM, SIOR, CPM, CRE, CLS, CDP, CRX, CRRP, FRICS**

Managing Director, Owner

SVN | Saunders Ralston Dantzler Real Estate

### Key Measurements to Determine Lease v. Own

3:00 – 5:00 pm

Whether an investor, operator, or a broker, it's important to approach real estate problems from the perspective of the user/occupant.

This session will focus on the key concepts needed to determine if it's best to lease or buy. Following a brief overview of Retail as an asset type, the content will address market rents and vacancies, Cap Rates, tenant quality, Net Present Value (NPV), Cash on Cash, and other key measurements needed to analyze occupancy cost, and ultimately decide if it's best to lease or buy.

INSTRUCTOR

**Cynthia Shelton, CCIM, CRE**

Senior Managing Director of Investments/Capital Markets

LandQwest Commercial

### Fee

\$30 (non-refundable)

### Deadline

The deadline to register for this event is **November 12, 2019**.

### ICSC Contact

**Catherine O'Hare**

+1 646 728 3504

cohare@icsc.org

### Terms, Conditions and Rules

This Registration Form is subject to ICSC Terms, Conditions and Rules for Event Registrants available at [www.icsc.com/event-terms-and-conditions](http://www.icsc.com/event-terms-and-conditions), which are hereby incorporated by reference

Name	Title	
Company		
Address		
City	State/Province	Zip/Postal Code
Telephone	Fax	
Email	Your Membership I.D. #	(2019SE)
REQUIRED FOR NON-U.S. APPLICANTS:		
	Date of Birth	Country of Citizenship

Please check here if any of the above information has recently changed.

### Method of Payment

Check made payable to ICSC enclosed for \$ \_\_\_\_\_

MasterCard  Visa  AMEX  Discover \$ \_\_\_\_\_

Name (as it appears on credit card)

Signature

Credit Card Number (include all digits)

Expiration Date (month/year)