CONTINUING EDUCATION PROGRAMMING*

When
Wednesday, November 13, 2019
12:45 – 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
12:45 – 2:45 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 vs. 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.

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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 $ ________
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Name (as it appears on credit card) Signature
Credit Card Number (include all digits) Expiration Date (month/year)