

Guidelines for Marketing Session Preparation, Completion & Submission of Marketing Packages

Attendees for the “Marketing Session” having properties that they may want to present and to be “formally” moderated need to complete and submit the “Marketing Form” that is in the attachment:

Preparation of the Marketing Form:

This form needs to be completed online and submitted “electronically” or typed and faxed to the NYSCAR office as per the instruction in the “attachment” **by May 23rd**, in order to have the package included in the package “marketing book” which will be distributed to all attendees upon arrival at the marketing session.

Instructions for inserting the property data for the “Marketing Form” are also in the “attachment.”

Marketing Agenda

Below listed are the various “marketing segments” at which attendees may present their cash or property.

In order to assist you as to what “marketing segment” you may wish to have your property package presented and moderated, the marketing segments are noted below:

CASH: For clients having “cash” looking to acquire a property “the completion of the marketing form is optional.”

Property Presentations to be Moderated:

Below are example segments for “formal” moderated property package presentations. These may or may not be the exact segments used for this year’s event, but they will be similar, and will be posted in the Marketing Session Agenda before the event. At the opening of the marketing session day, you will be requested to register with the “meeting managers” the property you may want to have moderated, and “in which marketing segment.” The marketing segments are noted below:

Marketing Segments: (all of these segments will be moderated)

CASH FLOW – “Income Producing” property having a 9% or better cap rate (the property package must be submitted in advance and in the marketing book).

4 STAR PROPERTY PRESENTATIONS: These “must” be exclusive listings; the property “must be in the marketing book;” the client needs to have been counseled; you need an “overhead transparency” of the property and you need to have available a “full” back up property data package.

RAPID ACTION – Highest Meeting Priority Presentation:

For attendees who have a “Priority Property Package” that you want “action” on at the marketing session. NOTE: This property needs to be submitted in advance and in the marketing book.

GENERAL PACKAGE: Any general property presentation that is not a match for any of the “special” property type offerings. This package needs to be submitted in advance on the “package submission form.”

PROPERTIES WITH SUBSTANTIAL PROFIT OR OPPORTUNITY: This is for a property that is “submitted in advance for the marketing book and had a “significant profit or upside opportunity.”

HAVE/WANTS – “Quick Pitches” – These will be “2” minute “Quick Pitches” and can be either for packages that have been submitted in advance and in the book, or not in the book.

TRAINING – We will have a free Zoom call for attendees who want help putting together their property packages. Anticipated date is Thursday May 19th at 11am. Details to follow!