

# Thank You Sponsors!

Silver



24<sup>th</sup> New York State  
Commercial Association  
of REALTORS®  
Annual Conference & Northeast  
Regional Marketing Session



June 8-10, 2026

**Make Connections.  
Gain Knowledge.  
Close Deals.**



Brought to you by: the NYS Commercial Association of REALTORS® along with the Upstate NY CCIM Chapter, the Society of Exchange Counselors.

**Rivers Casino & Resort**  
1 Rush Street  
Schenectady, NY 12305



Brought to you by: the NYS Commercial Association of REALTORS® along with the Upstate NY CCIM Chapter, the Society of Exchange Counselors.

## Brownfields Panel

### INSTRUCTORS:



**Thomas Seguljic**  
PE, PG, Principal,  
HRP Assoc.



**Linda Shaw**  
JD Partner at  
Knauf Shaw



**Mark Wright**  
PG HRP  
Sr. Project Manager,  
HRP Assoc.

### INSTRUCTOR:



**Peter West,**  
CCIM, SEC

**How to Sell  
More Real Estate  
without Selling  
Yourself**



## Schedule of Events

### Monday, June 8, 2026

8:30 am–12:30 pm | Ballroom 4 & 5

#### **Brownfields Program Training - “Finding Value in Overlooked Properties”**

**Instructor:**

Thomas Seguljic, PE, PG, Principal, HRP Associates, Inc.

*Approved for 4 hours of real estate CE*

A program to assist commercial REALTORS® working to develop new brownfield business or working with existing clients. The Industrial Revolution transformed America’s economy, but it also left behind a widespread legacy of Brownfields — properties that may be contaminated, underutilized, and overlooked.

Today, the U.S. Environmental Protection Agency estimates there are over 450,000 Brownfield sites nationwide. While these sites present unique challenges, they also offer significant opportunities for those prepared to address them. This Course will explore what defines a Brownfield, examine tools and resources available for their redevelopment, and highlight financial incentives that can help turn neglected properties into valuable community assets.



12:30–1:15 pm | Ballroom 1–3

#### **Lunch**

1:15–4:15 pm | Ballroom 4 & 5

#### **“How to Sell More Real Estate without Selling Yourself”**

**Instructor:**

Peter West, CCIM, SEC

*Approved for 3 hours of real estate CE*

CLIENT COUNSELING VS. SELLING APPROACH FOR AGENTS. This course, How to Sell More Real Estate Without Selling Yourself, presents a counseling-based approach to commercial real estate that emphasizes advising over selling. Attendees will learn to identify client needs, ask effective questions, and guide decision-making through active listening and market insight. By positioning themselves as trusted advisors, agents can improve communication, strengthen client relationships, and achieve more successful transaction outcomes.

4:30 pm | Ballroom 1–3

#### **Welcome Reception**

*Brought to you by Yaman Commercial*

5:30 pm | Landing Meeting Room

#### **NYSCAR Board of Governors Meeting**

### Tuesday, June 9, 2026

8 am | Ballroom 1–3

#### **Breakfast**

9 am–5 pm | Ballroom 4 & 5

#### **Northeast Regional Investment Marketing Session**

**Lead Moderator:**

Peter West, CCIM, SEC

**Meeting Managers:**

John Lavelle and Nate Kanney, CCIM, SEC

Generate potential transactions and gain valuable insight into how to best facilitate your clients’ property objectives. This full day property marketing session, led by expert SEC moderators from across the region, is the most successful marketing session in NYS each year. Your clients deserve your attendance.

To be included in the property marketing book for the event, please submit your Standard Marketing Forms by Monday, June 1. The online form is available under the “conference” tab on [www.NYSCAR.org](http://www.NYSCAR.org).

12–1 pm | Ballroom 1–3

#### **Lunch**

*Brought to you by Galesi Group*

3 pm | Pre-Function Space (Outside Ballrooms)

#### **Break**

### Wednesday, June 10, 2026

8 am | Ballroom 1–3

#### **Breakfast**

*Brought to you by*

*Beacon Financial 1031 Exchange Services*

9 am–5 pm | Ballroom 4 & 5

#### **Northeast Regional Investment Marketing Session**

**Lead Moderator:**

Peter West, CCIM, SEC

**Meeting Managers:**

John Lavelle and Nate Kanney, CCIM, SEC

Generate potential transactions and gain valuable insight into how to best facilitate your clients’ property objectives. This full day property marketing session, led by expert SEC moderators from across the region, is the most successful marketing session in NYS each year. Your clients deserve your attendance.

To be included in the property marketing book for the event, please submit your Standard Marketing Forms by Monday, June 1. The online form is available under the “conference” tab on [www.NYSCAR.org](http://www.NYSCAR.org).

12–1 pm | Ballroom 1–3

#### **Lunch**

3 pm | Pre-Function Space (Outside Ballrooms)

#### **Break**