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Silver



24th 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.

How to Sell More Real Estate without Selling Yourself

INSTRUCTOR:



Peter West,
CCIM, SEC



Schedule of Events

Monday, June 8, 2026

8:30 am–12:30 pm | Ballroom 4 & 5

Brownfields Program Training - “Finding Value in Overlooked Properties”

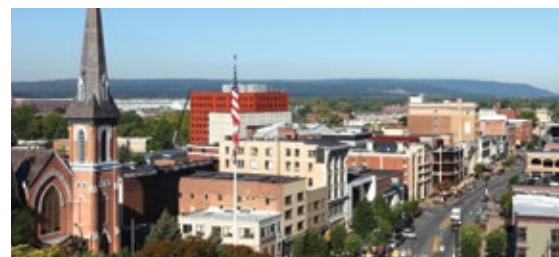
Instructor:

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.

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.

12–1 pm | Ballroom 1–3

Lunch

3 pm | Pre-Function Space (Outside Ballrooms)

Break