



## Commercial Leasing Strategies For A Down Market

**March 18<sup>th</sup> & 19<sup>th</sup>, 2010**  
**6504 International Parkway, Suite 1000 Plano, TX 75093**

### 15 Total MCE Hours with 6 Hours Legal and Ethics

Day One – **Commercial Leasing Strategies For A Down Market** (9 hours) (8:30 to 5:30 pm)

Day Two – TREC Required Legal Hours: **Legal Update** (3 hours), **Ethics** (3 hours) (8:30 am - 3:30 pm)

### Commercial Leasing Strategies for a Down Market:

- Evaluating the Market
- Should I Lead the Market Down... or Wait It Out
- Leasing Strategies for Adding Value
- Strategies for Vacant Spaces
- Positioning Your Building
- Differentiating Your Building, " Standing Out From the Pack"
- Three Point Marketing: Push, Pull, Target

**Legal Update & Ethics Courses:** TREC Required Courses to meet 6 Legal and Ethics hours requirement for MCE license renewal.

**Instructor: Cliff Bogart, CCIM** is a Commercial Leasing veteran of the Dallas, Houston, and Austin markets since 1979. He has been a Texas MCE instructor since 2000 and joined the CCIM Faculty in 2005 as a CI 101 – Financial Analysis, CI 103 - User Decision Analysis, and CI Intro Instructor.

**Registration:** Please fill out and **fax** to NTCAR: Fax # **214-638-5523** or mail to NTCAR, 700 N. Pearl Street Ste N1625, Dallas, TX 75201. **To receive a refund, cancellations must be received by March 16th. No refunds for no-shows.** Payment must accompany registration.

### Check One:

#### Two Day Course - 15 Hours:

Member \$185 \_\_\_ Non-Member: \$200\_\_\_

#### Commercial Leasing Strategies Only - 9 Hours:

Member \$135 \_\_\_ Non-Member \$150\_\_\_

#### Legal & Ethics Only - 6 Hours:

Member \$90 \_\_\_ Non Member \$105 \_\_\_

Name: \_\_\_\_\_ Company: \_\_\_\_\_

Phone: \_\_\_\_\_; Email: \_\_\_\_\_

Payment: Visa \_\_\_; MC \_\_\_; Amex \_\_\_;

Card #: \_\_\_\_\_ Exp: \_\_\_\_\_ / \_\_\_\_\_

I authorize NTCAR to charge \$\_\_\_\_\_ to the credit card for the MCE Course.

**Signature:** \_\_\_\_\_

For registration information please contact NTCAR at 214-638-5525

<b>Course #:</b>	09-00-041-8086
<b>Legal Update-TREC Class #:</b>	03-03-121-8649
<b>Ethics- TREC Class #:</b>	03-03-121-8650
<b>Provider:</b> Clifford J. Bogart	0287