

Dear Transactions Committee and Executive Committee:

CORFAC will be going virtual for the fall conference. We have a transactions committee call scheduled for Thursday August 6th from 1-2pm Central time to plan the session. I hope you are all planning on attending. Ed, Jonathon and I had a short brainstorming meeting to come up with some ideas for the virtual conference session and to help guide the discussion on our committee call later this week. We only have an hour to present at the virtual conference. Using Zoom, logistically we will not be able to have separate specialty break outs. Our thought is to focus on the CRE market post COVID and what we do to survive and even thrive. Here are some bullet items from our discussion. Please study these and be prepared to discuss your ideas on content, case studies, and the best way to facilitate the virtual conference session. Also, please forward me any Articles of Interest you see regarding Post COVID CRE and brokerage/management activities.

1. CORFAC Fall Virtual Conference Deal-Making Session – Wednesday, September 16, 11:00 am central
2. Potential Titles
 - “Clients Wants and Needs During the COVID Crisis”
 - “How has COVID Changed Clients Wants and Needs?”
 - “Opportunities Created by the COVID Crisis”
3. We shared the following thoughts on what the program could look like and things to consider.
 - Mirror the recent investment sales calls (have/wants)- This may not work with the entire group and mix of product types
 - Highlight different deals that have either occurred post COVID or started pre-COVID and managed to finish/close-identify the “winners” in all this such as E Commerce, PPE manufacturing
 - Consider a sales training speaker- But we tend to think a member interactive session would be better. We don’t have time to do both
 - Adapting to the new market
 - How the COVID crisis is accelerating trends and what are those trends
 - Restaurants and retailers – trickle down impact with vendors, vacant retail re-use as last mile delivery centers
 - Transaction volumes are way down. This creates opportunities like hiring staff that are leaving big brokerage houses, creating specialty groups within your firm, discussing concepts like broker change and not growth, etc.
4. We felt the best approach to the session is:
 - Identify people ahead of time to share active deals or stories during the program. This could include committee members (John Aderholt, Pittsburgh; Trent Scott, Orlando; Andy Simon, New York City; David Prior, Los Angeles and Richie Blue, Baltimore. Other markets suggested could include Dallas, Chicago, Atlanta, Seattle. Someone from Voit as well. It was also suggested an international representative would be good. Ideally all of the “plants” would cover all the specialty areas (office, industrial, retail, etc.).
 - David will introduce the program
 - Focus the program on how COVID is changing client needs. What are your clients are saying and doing?

- Consider member survey asking them the question how have client needs changed
- Address post-COVID brokerage activities, how to generate business today

I have also attached for your review the notes from our last committee call prior to the Mexico conference session. Thank you for your attention to this matter. I look forward to talking to you Thursday!