

# COMMERCIAL REAL ESTATE SUMMIT

SEPTEMBER 22 & 23, 2021  
Embassy Suites Downtown  
Grand Rapids



**Michael J Lipsey**  
CCIM, CRB, CPM, MICP



**Dr. Elliot Eisenberg**  
Real Estate Economist

## Legal Update Panel

Contracts  
Marketable Title  
Environmental  
& More!

## Economic Development Panel

Local  
Regional  
State

## EDUCATION

**Learn from Industry Experts  
discussing a variety of topics.**

Earn nine hours of continuing education  
credit, including two hours of legal update.

## TRADE SHOW/EXPO

**Discover the products and services  
offered by Affiliates at the Expo lunch.**  
Visit all stations for a chance to win grand  
prize.

## Market Specialists Panel

Industrial  
Retail  
Office

## NETWORKING EVENTS

**Unwind with Informal Networking, DINNER and a SHOW!**  
Relax and enjoy the 18th Annual CARWM Awards, 321 Improv,  
and Comedian Chris Monty

**GET A ROOM—STAY THE NIGHT!    CARWM \$129 room rate!**

# SUMMIT SCHEDULE

EVENT SPONSOR



## Wednesday, September 22

- 7:30 - 8 a.m. Registration and continental breakfast
- 8 a.m. Welcome and Sponsor Recognition
- 8:15 - 10:10 a.m. Real Estate Trainer Michael Lipsey  
"Rainmaking/Selling by Phone"  
"Closing Techniques"
- 10:10 - 10:30 a.m. Coffee and Snack Break
- 10:30 - 12:20 p.m. Real Estate Trainer Michael Lipsey  
"The Business Development Machine"  
"Negotiating to Win"  
Lipsey sessions are approved for four hours of elective continuing education credit.
- 12:20 - 2 p.m. Strolling Lunch with Expo  
Collect stamps from all vendors to enter \$500 prize drawing!
- 2:10 - 3 p.m. Economist Dr. Elliot Eisenberg  
Session is approved for one hour of elective continuing education credit.
- 3:10 - 4 p.m. Economic Development Opportunities Panel  
Panelists: Nicole Whitehead, MEDC; Brent Case, Right Place;  
Jeremiah Gracia, City of Grand Rapids. Moderator: Chip Hurley  
Session is approved for one hour of elective continuing education credit.
- 4:15 - 5:45 p.m. Informal Networking/Cocktail Hour
- 6 p.m. - 10 p.m. Dinner and a Show in the Ballroom  
18th Annual CARWM Awards Program  
321 Improv Comedy Team  
Comedian Chris Monty
- 10 - 11 p.m. Young Professionals Network & Nightcap

## Thursday, September 23

- 7:30 - 8 a.m. Full breakfast in the ballroom
- 8:15 a.m. Welcome and Sponsor Recognition
- 8:30 - 10:20 a.m. Legal Update Panel  
Panelists: Matthew Eugster, Varnum; Ben Hammond, Hilger Hammond;  
Eric Starck, Miller Johnson. Moderator: Jeff Ammon, Miller Johnson  
Session is approved for two hours of legal continuing education credit.
- 10:20 - 10:40 a.m. Coffee and Snack Break
- 10:40 - 11:30 a.m. Market Specialist Panel  
Panelists: Dave Denton, DAR Commercial; Chip Bowling, Bradley Company;  
Stu Kingma, NAI Wisinski of W MI. Moderator: Mike Murray, Advantage CRE  
Session is approved for one hour of elective continuing education credit.
- 11:30 a.m. Closing Comments and Adjournment

## Full Conference Registration

CARWM Members **\$175**

Non CARWM Members **\$225**

Includes:

- ♦ All educational training sessions
- ♦ Nine hours of continuing education reported
- ♦ Meals and Snacks:
  - Wednesday
    - Continental Breakfast
    - Coffee Break and Snacks
    - Strolling Lunch
    - Informal Networking drinks & appetizers
    - Dinner (served plated meal)
  - Thursday
    - Full Cooked to order Breakfast
    - Coffee Break and Snacks
- ♦ Entertainment
- ♦ Parking in hotel ramp

Special Pricing Discount  
for those who have been  
CARWM members  
for four years or less!

In honor and memory  
of Stanley J. Wisinski III,  
new members may attend  
for \$50 full conference cost.

**Add your hotel room for \$129, with CARWM room block rate!**

**Call (616) 512 - 5700 to reserve your room.**

## Conference ala Carte

**Wednesday Only**

**Member rate: \$125 non-member: \$150**

Includes:

- ♦ 6 hours of education (elective credits)
- ♦ Continental breakfast, lunch & break
- ♦ Parking in hotel ramp

**Thursday Only**

**Member Rate: \$75; non-member: \$100**

Includes:

- ♦ 3 hours of education (two hours legal, one hour elective credit)
- ♦ Full breakfast and break
- ♦ Parking in hotel ramp

**Wednesday Evening Only**

**Member Rate: \$75; non-member: \$100**

Includes:

- ♦ Cocktail Hour at Big E's
- ♦ Plated Dinner in Ballroom
- ♦ Entertainment
- ♦ Parking in hotel ramp

# REGISTRATION

EVENT SPONSOR



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

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

REGISTRATION OPTIONS	PLEASE SELECT OPTION	MEMBER RATE	NON- MEMBER
FULL CONFERENCE		\$175	\$225
WEDNESDAY ONLY		\$125	\$150
WEDNESDAY EVENING ONLY		\$75	\$100
THURSDAY ONLY		\$75	\$100
NEW AGENT REGISTRATION		\$50	

*Hotel Room Reservations must be made separately. Please call (616) 512-5700 for a reservation.*

*Please contact the CARWM office with dietary restrictions/requirements.*

## Method of payment

\_\_\_\_\_ check enclosed    \_\_\_\_\_ charge CAR Account    \_\_\_\_\_ charge to credit card

Credit Card Number: \_\_\_\_\_ CVV: \_\_\_\_\_

Expiration date: \_\_\_\_\_

## For Reporting Real Estate Continuing Education Credits:

Real Estate License Number: \_\_\_\_\_ Last 4 digits of SS#: \_\_\_\_\_

Return registration form to: shariv@carwm.com

Or mail: Commercial Alliance of REALTORS  
678 Front Ave. NW Suite 257  
Grand Rapids, MI 49504

**REGISTRATION CLOSES SEPTEMBER 10, 2021**