

# Quarterly Newsletter

FALL 2022



## National Council of Exchangers

### Welcome to our NCE Newsletter!

#### Kara's Korner

Did you know as a member of NCE, you have a marketing platform called Google Groups?

Members can voluntarily join and use it to send Haves/Wants out to the entire group in one email. Recipients then respond directly to the sender to continue the communication. It's a very active and engaged group that enables you to rapidly get the word out for your client's needs.

If you're interested in joining the group, all you need to do is email Kara at: [admin@ncexchangors.com](mailto:admin@ncexchangors.com) to be added. Then simply send an email to: [ncexchangors@googlegroups.com](mailto:ncexchangors@googlegroups.com) and everyone on the list receives it. It's as easy as that!!

Caveat: Please keep your communication to the group about your Haves/Wants or other important business-related communications. Any violations may result in your removal from the group. See you in October!

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### Did You Know?

The National Council of Exchangers has formed a nonprofit corporation organized solely for charitable and educational purposes under IRS Section 501 C (3). NCE Foundation, Inc., the name of the Foundation, possibly can help with your affiliate organization's educational efforts.

The Foundation's annual charity auction will be held at the October Conference. Watch for more on that event later.

Also, if you would like a tax deduction for this calendar year, Your donation will certainly be appreciated!

For more information about this worthy cause or assistance with your educational event, contact the Education Chair, Michael Libster.

# President's Message



Welcome to our Fall Newsletter! It's hard to believe that this will be our final conference for 2022!

Your organization has accomplished a lot this year. Our new website has just been rolled out thanks to the herculean efforts of Kara and Mike Libster, Will Jones, Thomas Powell, Blake Allen, and our Web designer, Intez. Please log on at [www.ncexchangors.com](http://www.ncexchangors.com) and work through the public and member areas. We now own this living website and can make continuous improvements. Please email us your feedback and suggestions.

Your Board and Officers have been very busy. Many more accomplishments will be outlined at the October Conference and in our Winter Newsletter.

Board of Directors elections are to be held in October and the new directors will be announced at the October Conference. Members can nominate candidates online and the voting will also be on our new website. There are three positions to be filled. Please let your vote be heard.

The October Conference promises to be the largest of the year. The Monday education events spotlight Ted Blank with his brand new course "Exchanging and Counseling 2+2+2" and

Chuck Sutherland teaching the "Introduction to Equity Marketing". Register today, if you haven't done so already.

Clearly we are entering challenging times in our industry. There are some serious economic headwinds approaching real estate investors and brokers. We, as members of NCE are in a unique position to weather the storm, survive, and even thrive facing the coming challenges. Please carefully read the article in this issue written by my friend and mentor Jim Wilson. He has fought and won these battles before. Our education, formulas, relationships and marketing opportunities will serve you well in the months ahead. See you in Las Vegas in a few short weeks

Warm regards,

Tom DeSollar, EMS  
2022 President  
National Council of Exchangors  
Email: [tom@azfirstprop.com](mailto:tom@azfirstprop.com)

# Get Ready to be Greatly Needed!

By Jim Wilson

Without inundating you with multiple data items and economic report references, I do not think one needs to be an economic genius to figure out that the U.S. and potentially the entire global economy is likely going into some level of RECESSION. Lots of economic and other news is in the “negative” category. I want to give you a more optimistic input on which to focus.

I have been in the “Exchangor/Equity Marketing” segment of real estate since 1971. My first real estate survival test came with the 1974 Oil Embargo. Buyers with cash virtually disappeared in my Florida market. We could not lower the price enough to get an offer from a buyer on virtually anything that was not owner/occupied residential. Home sales were also at a low ebb. At that time the Orlando Board of REALTORS Exchange Marketing Group met every Wednesday to market. It did not take long for us to arrive at the conclusion that we were going to have to find solutions to our listing owner problems and needs other than a cash sale. More important, a large portion of those owners with property problems, financing problems and other real estate related needs began to open their minds to transactions and solutions other than a cash sale. Depending upon the seriousness of the property or financing problem, THEY HAD NO CHOICE other than some creative “not-a-sale” solution or transaction to address their need. We Exchangors also started to really work together. Some really creative transactions were assembled and closed which in good economic conditions would not have even been considered.

For example, seven agents from five different brokerage offices structured a 7-way trade of small medical office properties. The transaction closed because the brokers bought

the small medical office that started the exchange using half of the total commissions in the transaction. The brokers owned and rented the small office building for about a year and the tenant got financing and bought the building from the group.

Since the 1970s, there have been about five national level recessions which have seriously affected commercial and investment real estate markets. Also, since the 1970s, the number of local and regional marketing groups and organizations has multiplied greatly. National marketing groups like NCE have taken a lead in marketing on a national level. All of these groups have greatly contributed to the education and training of top professional “Equity Marketers.”. “Equity Marketing Professionals” focus on the ownership rather than the real estate to determine which action best serves the property owner. The focus is on property as an asset vehicle used to accomplish a goal/objective or solve a problem of the owner.

It is my assessment that we are already in the first stages of a Recession both in the U.S. and globally. Nobody really knows how serious this Recession will be. Rising interest rates are already having a serious impact on both residential and commercial/investment property markets. The hold-over from the pandemic of office workers working partially or completely from home is having a definite impact on both the residential and office markets. This is especially true in major gateway cities like New York City. Inflation is already causing recognizable changes in consumer actions and spending trends. More than a few non-residential properties are going to be vacant because of these changes in spending and labor shortages.

# Get Ready to be Greatly Needed cont.

By Jim Wilson

I am forecasting that over the next 12 to maybe 60 months, there is going to be a huge number of property owners who have some level of PROBLEM. There are NOT going to be cash buyers or readily available and affordable financing to solve those problems. Those owners are going to need the help of an Equity Marketing Professional.

Unfortunately, those owners identified above likely do not know they need an Equity Marketing Professional. This is because the concepts and practice of Equity Marketing are not well recognized and/or understood by the property-owning public, most brokers/agents and related professionals such as attorneys, accountants, financial planner, and lenders.

What that means is that some level of informative promotion is going to be needed as well as some pro-active marketing actions. Such promotion might be through offering some education to property owners or “advertising” as a counselor for owners with a property or financing problem to solve. Being a program speaker for community or real estate related organizations is often very productive. It might be productive to contact lenders, CPAs, attorneys and financial planners in advance of them having borrowers or clients with property problems to solve. That means making contact, doing something that will make your contact remembered and continuing to follow up with periodic contacts. Marketing to attract owners with problems or urgent needs during recession periods is the subject for a separate future article. It has been my experience over five decades that market down-cycles are good for business if you are an Equity Marketer and make a reasonable marketing effort. It has also been my experience that those people who have their problems solved during the down times often become long-term “clients” and

send their friends and colleagues to you as referrals.

In conclusion, I would share with you the following:

1. Some difficult economic times in the real estate industry are likely upon us and could become more difficult. Look for the opportunities.
2. During economic down-cycles and recessions in the real estate market, there will be a great need for brokers and agents who have “EQUITY MARKETING SKILLS AND KNOWLEDGE” to take listings and accept clients who have problems and no buyers.
3. DO NOT be a “Lone Ranger.” One of the great strengths of the Equity Marketing segment of real estate is that it is “Collaborative” as opposed to “Competitive.” Review your available colleagues/ contacts and plan on seeking all the expertise, knowledge, experience and market access needed when you are addressing a property problem that needs a solution.
4. Be sure to renew your lender contacts and make new ones. IF we go into a serious recession for any significant length of time, there are going to be many financing defaults and foreclosures. Both owner and lender are going to need your service.
5. SEEK HELP FROM YOUR COLLEAGUES AS SOON AS YOU NEED HELP AND GIVE HELP WHEN A COLLEAGUE CALLS.

# NCE Mentor Program

GREAT NEWS FROM THE NCE AFFILIATE GROUPS! WE ARE GOING SOMEWHERE! DYNAMIC ENERGY IS PUSHING NEW LIFE INTO THE 15 GROUPS NATIONWIDE.

If this is your first NCE conference or you just need a little help in preparation for the meeting, NCE has a Mentor Program headed by Erica Vesely, EMS. Erica is a member of the NCE Board of Directors and current President of the New Mexico Chapter of NCE.

She can assign an experienced NCE Member to help you with Package Preparation, Counseling your client, how to prepare for your property presentation at the meeting and what to expect at the meeting. Your Mentor will also be available to answer questions at the meeting.

Having a Mentor will help you get the most out of the meeting and enjoy the experience.

Erica Vesely, EMS will be heading up the newly launched Mentor Program for first time attendees to our quarterly Las Vegas Conferences.

Erica is a member of the NCE Board of Directors and is the current President of the New Mexico Affiliate Chapter of NCE.

The new Mentor program is designed to improve the conference experience and comfort level to or first-time attendees. Mentors will be assigned to welcome and assist in the preparation of property preparation and presentations.

Helpful tips will be offered and the Mentor will be a valuable resource to get questions answered both before and during the conference.

Any current members that would like to volunteer their time to be a Mentor, please contact Kara or Erica for more information.

To enhance the experience of our members and grow our membership base, we are joining forces and setting goals. Through better communication and education, we expect growth and success.

Erica can be reached at 505-250-0847 or email: [ericacvesely@gmail.com](mailto:ericacvesely@gmail.com)

# The Affiliate's Corner: Meetings

City	Name	Time	Day	Web Page	Contact
Tucson	AZREX	9:30	2nd & 4th Thurs	AZREX.org	Jim Buchanan
Las Angeles	LAEIF		3rd Thursday	laeif.ncexchangors.com	Bal Ramlochan
So California	OCE		1st Friday	oce.ncexchangors.com	Mike Strand
San Diego	REIE		Every Monday	reie.ncechangors.com	Bal Ramlochan
Denver	MHE	9:00	Wed	mhe.ncexchangors.com	Dave Sanchez
Colo. Springs	PPX	9:00	1st & 3rd Fri	ppx.ncechangors.com	Thomas Powell
Atlanta	AGREE	8:00	3rd Thursday	agree.ncexchangors.com	Nick Nichols
Indianapolis	IREX		see website	irex.ncexchangors.com	Gloria Emborsky
Louisville	KREE		1st and 3rd Thurs	cree.ncechangors.com	Katie Krotzer/Anne Ray
Grand Rapids	WMIC		see website	wmic.ncechangors.com	John Pehrson
Missoula	MAREX		see website	marex.ncechangors.com	John Myers
Albuquerque	NMCE	8:45	Thursdays	newmexicoexchangors.com	Erica Vesely
Columbus	OCREA	8:30	Thursdays	ocrea.ncexchangors.com	Mike Lane
Portland	MART	8:30	2nd Thurs of Mo	mart.ncechangors.com	Hal Palmer
Salt Lake City	UREX		3rd Friday	urex.ncexchangors.com	JR McLaughlin

Last month the Affiliate Groups Committee hosted a short Webinar presented by our National Instructor Michael Libster. It was well attended and received by those attending. Several attendees are now attending the October NCE Conference as a result of this educational event. Thank you, Michael, for a valuable presentation and a brief introduction to Equity Marketing. Many now appreciate the value of having this skill in their real estate toolbox. These webinars will be presented regularly in the future.

If your Affiliate Group would like to be invited to any future webinars, or perhaps hosting one, please contact Dave Sanchez, Affiliate Group Leader, at 720-338-5123.

NCE has an experienced group of approved National educators that offer a wide variety of seminar topics. These instructors are available to your affiliate group for a live presentation. Contact NCE for further information.

For those of you who do not have an NCE affiliate group in your area and would like information on forming one, please email the NCE Headquarters at: [admin@ncexchangors.com](mailto:admin@ncexchangors.com)

# 2022 Educational Roster

The National Council Of Exchangors

Ted Blank:

Monday October 17, 2022 At The Tuscany

## Instructors:

**Blake Allen:** "1031 Paper"

**Ted Blank:** \*New course: "Exchanging and Counseling **2+2+2**", "Counseling For The Serious Exchangors", "7 Deadly Sins Of Marketing" (1/2 Day), "Understanding Your Client (Full Day)".

**Jason Dillard:** "Paper On Steroids"

**Stephen England:** "How To Market That Difficult Investment Listing In Any Economy".

**William Exeter:** "1031- All Things 1031 And Self Directed IRA Custodial Services".

**Larry Harb:** "What's my Risk"

**Mike Figueroa:** "Asset Preservation"

**Michael Fine:** "Real Estate Auction, A Misunderstood Solution"

**Michael Libster:** "Navigating Creative RE Marketing Conferences" (Preparation, Production, Post Session Follow up).

**Bruce Geiss:** "Charitable Giving Of Real Estate" (Certified: 4-hr. Course)

## Hunter Quistgard:

"Traditions Of Exchange Counseling", (The First Quistgard/Weaver Counseling Course).

**Steve Streetman:** "Crypto Currency"

## Charles E. Sutherland:

"Creative Seller Financing", "Creative Down Payments", "Counseling And Real Estate Formulas for todays market", "Introduction to Equity Marketing" (under Jim Wilsons outline).

**John Weaver:** "Hanging Out", "Fishing Upstream", "Fishing and Catching- Working in tough markets"

**Jim Wilson:** "Introduction To Equity Marketing"

**Tom Van Erp:** "Owner Carry" (OWC)

**Gary Vandenberg:** "Broker Estate Building", "Exchange Magic"

**Kenneth Vidar:** "RE Formulas"

**Robert Zink:** "DST" (Delaware Statuary Trusts)

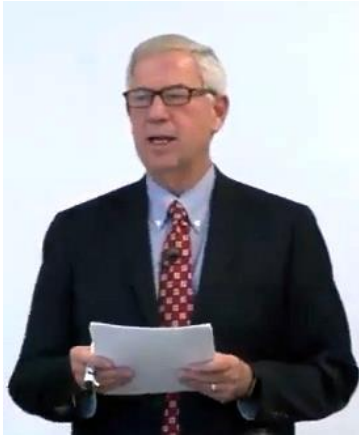
AND MORE COMING SOON.....

# Exchanging And Counseling

Attend One, Two, Or All Three Sessions

Beginners - Intermediates - Advanced

“TWO” + “TWO” + “TWO”



**Ted Blank**  
**CCIM, SEC, EMS**

- 40+ years in Real Estate
- Syndications, Real Estate Sales, Exchanges, National Brokerage, Note Acquisition and Estate Building
- SEC, Mile High Marketing Exchange, NCE
- Jack Hunt Excellence in Education Award, Ex-changer of the Year; Counselor of the Year



**Beginners 9:00 To 11:30 am**  
**Less Than 3 Years Experience**  
3 Cornerstones Of Exchanging  
Different From “Conventional” Market  
Needs Vs Wants  
Price Vs Value



**Intermediates 12:45 To 2:45 pm**  
**4- 10 Years Experience**

Expand Client’s Market  
The Importance Of Listening  
Brokerage Vs Ownership  
Be A Motivation-seeking Device



**Advanced Session 3:00 To 5:00 pm**  
**10+ Years Experience**

After 40 Years Of Watching,  
Listening, And Practicing.  
Let Me Help You Assess Your  
Strengths And Weaknesses

Advanced Listening Skills  
Getting Unstuck  
Build Legacy

**October 17 , 2022**

**Tuscany Resort Las Vegas**

255 E Flamingo Rd, Las Vegas, NV 89169

9:00 am –5:00 pm

Florentine “C”

To Register

Call Kara at 858-222-1608

**From Previous Students:**

“Great insight into the mind, motives and benefits of client counseling”

“I would recommend this class to seasoned brokers as well as those entering the field. This should be a mandatory class”



# Summer 2022 First Time Attendees Congratulations



National Council of Exchangers

## National Council Of Exchangers First Time Attendees 2022



The Board of Directors and Members of the National Council of Exchangers welcome you and hope to see you at all future meetings to come!

# Meetings At The Tuscany

All Meetings Are Held At The  
Tuscany Resort  
255 E Flamingo Rd, Las Vegas, NV 89169

[tuscanylv.com](http://tuscanylv.com)

For Room Reservations And Savings Call:  
1-877-887-2261 And Reference Your Event Is With  
The National Council Of Exchangors Group

Winter : January 30 – February 2, 2023  
Discount Applies Through January 17, 2023  
Email: [admin@ncexchangors.com](mailto:admin@ncexchangors.com) or Call 858-222-1608

Upcoming Meetings  
October 17 – 20, 2022  
January 30 – February 2, 2023  
April 24 - 27, 2023  
July 24 - 27, 2023  
October 16 - 19, 2023  
January 22 - 25, 2024

## Sponsors



[jared@basincommercial.com](mailto:jared@basincommercial.com)



[exeterco.com](http://exeterco.com)



[inland-investments.com](http://inland-investments.com)



[hjinvestments.com](http://hjinvestments.com)



[prestigeauction.com](http://prestigeauction.com)



[getrisco.com](http://getrisco.com)



[stewart.com](http://stewart.com)

# Board Of Directors, Officers, And Chairs



National Council of Exchangers

## Committee Chairs & Members:

- Executive Administrator: Kara Libster
- Audit: Hal Palmer, Chair
- Education: Michael Libster, Chair; Jim Wilson, John Weaver
- Election: To Be Selected After Nominations
- Ethics: William Jones, Chair; Michael Libster; Eli Weisblum
- Group Affiliations: Dave Sanchez, Chair
- Marketing: Michael Libster, Chair; Will Jones; Kara Libster
- Membership: John Spinola, Chair; Billy Anastopoulos; Janice Landers
- Internet & Social Media: Chuck Trice, Chair

## Appointed Committees:

- Mentor Chair: Erica Vesely, EMS
- Newsletter Chair: Debbie Ferrari, EMS
- NCE Conference Manager: Tyler Nepote
- Website Improvement & Development: William Jones, Michael Libster, Kara Libster, Thomas Powell
- Contracts, Document Preservation: William Jones
- NCE Foundation Liaison: Jim Wilson/Chuck Sutherland
- Spouse & Guest Social & Entertainment: Marta & Jim Buchanan

## Board Of Directors:

- Tom DeSollar, President
- Debbie Ferrari, President-Elect
- Demetrios Tsimis, Secretary
- Tyler Nepote, Treasurer
- Blake Allen
- Chuck Sutherland
- Erica Vesely
- \*\*\*Administration\*\*\*
- Kara Libster, Exec. Administrator
- Michael Libster, Assistant

## Bringing A Spouse Or Guest To The Conference?

While we are all working, we'd like to make the trip an enjoyable experience for everyone who attends, including guests and spouses. To help ensure this, we would like to introduce them to Marta Buchanan.

Marta has generously offered to organize some activities for your guests and spouses. When making plans for their stay, she needs to know how many are attending and what type of activity they enjoy.

To be prepared for your spouse/guest, email Marta at [martab5678@yahoo.com](mailto:martab5678@yahoo.com) in advance.