

## Quarterly Newsletter *Summer Edition*

### **MISSION STATEMENT** **National Council of Exchangors**

The Mission of the National Council of Exchangors is to:

- Provide a platform to its members for education and the creative marketing of real estate.
- Provide an environment for forming lasting professional and profitable relationships among its members.
- Expand and maintain the educational and networking opportunities for the creative and exchange marketing of real estate.

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### **Welcome to NCE**

The National Council of Exchangors (NCE) is a non-profit trade association comprised of real estate licensed professionals from across the country. We meet four times per year at our conference venue in Las Vegas, Nevada where we host educational events and conduct marketing meetings. At conferences, our members have the opportunity to present offerings through professional moderators towards the sale and exchange of their real estate nationwide.

Our events are highlighted with industry specific educational courses such as: Introduction to Equity Marketing, Client Counseling, Creative Real Estate Formulas (designed to help better structure successful sales and exchange solutions), Transaction Structures and other related real estate course topics.

Professional moderators conduct our marketing session and utilize a pre-moderation counseling process to assist the presenter by placing focus on the specific goals of the client, benefits to the parties, as well as any specific challenges of the property, the ownership, or the location. Thereafter, guided by our moderators, the presenter is able to draw out a greater number of sale and exchange proposals from the audience. Member focus on this equity marketing process as a tool that allows real estate licensees to look beyond "all cash" as the only means to consummate a transaction.

NCE understands that knowledge and creativity are the keys to success for our clients and our profession. Our members achieve high levels of education in the following areas:

Counseling - Creative Formulas - Exchanging - Financing  
Marketing - Tax Considerations - Transaction Structure

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**Phone: (858) 222-1608 Email: [admin@ncexchangors.com](mailto:admin@ncexchangors.com)**

**[www.NCExchangors.com](http://www.NCExchangors.com)**

## Summer 2023

## President's Message

Our current economic headwinds are challenging us to be more creative and proactive in our marketing efforts. The panel discussion held at our April Conference brought into laser focus the increasing value of your NCE Membership through Education, Networking, and a vibrant and effective Marketing Platform. We will strive to improve these efforts going forward.

I am pleased to announce that NCE is in the final stages of a working partnership with CREXI, one of the leading commercial marketing platforms in the country. As an added value to your NCE Membership, your NCE Website Listings will automatically synchronize with the CREXI Platform. You will need to give permission for this feature. There are a number of other FREE features that you will receive, such as create and send custom email campaigns, add unlimited listings, and receive a discount should you decide to become a Pro Subscriber to CREXI. We are working out the final links and testing as I write this. Watch for a direct communication from NCE and CREXI. Under the leadership of Dave Sanchez and Jim Buchanan, our Local Exchange groups are participating in a virtual monthly education session. In June, Ted Blank gave a presentation on an Introduction to Equity Marketing. If you would like to participate in the education sessions or would like to form a Local Exchange Group, contact the NCE office.

Registration will be open soon for our Fall Conference October 16 - 19 in Las Vegas. In addition to a full day of education, we will have three packed days of creative marketing. Bring those difficult listing and buyer needs. There will also be a lot of cash and paper changing hands. Please invite a licensed real estate professional that you feel would benefit from NCE. Call Kara at 858-222-1608 to register and answer any questions you might have about the Conference.

Improvement is a process that does not happen overnight. I would appreciate hearing any suggestions or comments you might have that will help NCE move forward and improve.

Thank you for your support and I look forward to seeing you at the July NCE Conference.

Warm regards,  
Tom

Thomas DeSollar, EMS  
President  
tom@azfirstprop.com



## Kara's Korner

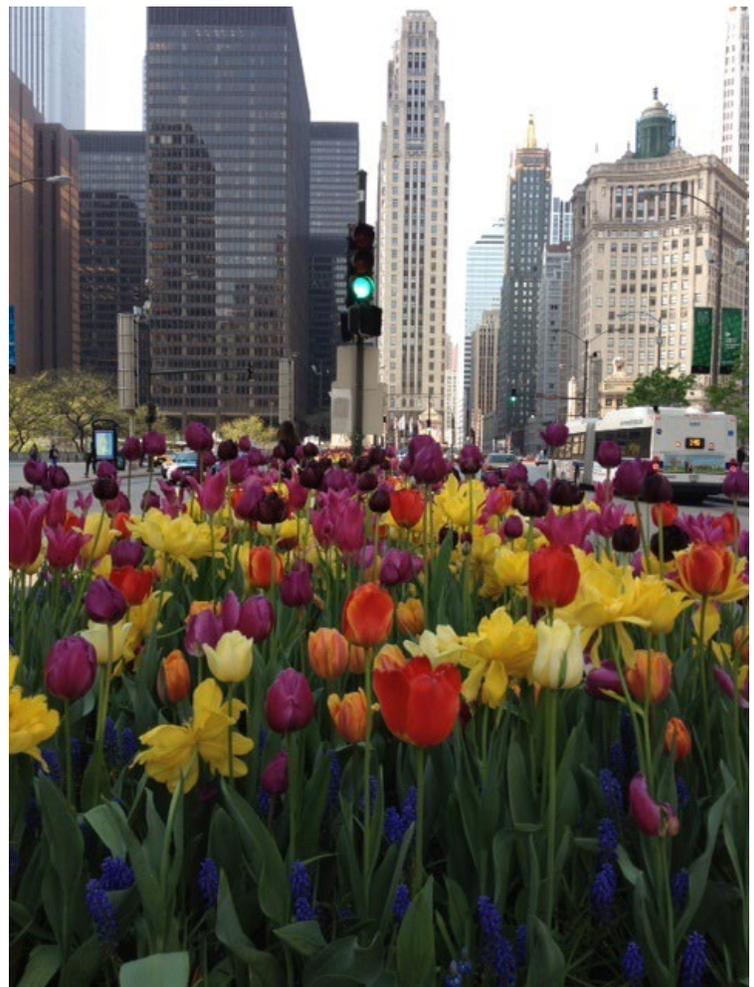
**Did you know** that as a member of NCE, you have at your disposal a marketing platform called Google Groups?

Members can voluntarily join and use the site to send Haves and Wants out to the entire group with one email. Recipients can then respond directly to the sender to continue the communication. This is a very active and engaged group and enables you to rapidly get the work out for your client's needs.

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

Caveat: Please keep your communication to the group about your Haves and Wats or other important business-related communications. Any violations may result in your removal from the group.

~ Kara



Dear Subscribers,

We hope this newsletter finds you well. We have some interesting notes from the panel to share with you. Moderator Peter West started off by advising to stop shredding and get another file cabinet. He suggested using the cloud for convenience while you can, but not to rely on it forever.

The panel, consisting of Ted Blank, George Noor, John Weaver, and Michael Figueroa, shared their insights on various topics. Ted spoke about the importance of motivation and understanding the client to make a yield in the local notes business. He emphasized building relationships with local bankers and having empathy for them.

George talked about the cycles in the market and the importance of being aware of what Wall Street and the Feds are doing in any cycle to see where the money is moving. He also discussed the impact of A.I. and digitization in the industry and the need to protect oneself before going to war. John shared his views on improving skill sets and taking the leap of faith when opportunities arise.

Mike advised becoming an expert in the area and shared his knowledge on installment sales, dealing with loans, and leveraging partnerships. He also discussed the impact of the government's involvement in the market and the need to minimize tax by using defined pension plans and exploring loopholes.

During the Q&A session, Ted spoke about the additional money in the market due to printing and how it affects the market differently than if it were earned the old-fashioned way. Peter asked about the highest capital gains tax and its impact on limiting or revisiting the 1031. The panel also discussed the influx of foreign money in Florida and the importance of dealing with local banks and credit unions.

In conclusion, the meeting provided valuable insights into various topics related to the market and the industry. We hope you found this newsletter informative and helpful.

Thank you for your continued support.

Best regards, Debbie Ferrari, Editor





# Local Exchange Group News & Meetings

NCE's Local Exchange Group Committee under the leadership of Dave Sanchez and Jim Buchanan is taking off with new monthly educational events. Mike Libster, Jim Munson and Steve Smullin have presented seminars on various topics about Equity Marketing over the last three months via Zoom.

If your or your Local Exchange Group want to participate, email Dave at [roiventures@gmail.com](mailto:roiventures@gmail.com) or Jim at [j.buchanan50@yahoo.com](mailto:j.buchanan50@yahoo.com) to get on the invitation list. This is a great way to ramp up your business and energize your group.

Remember that NCE has an experienced group of National Educators that offer a wide variety of seminar topics. These instructors are available to your Local Exchange Groups for live presentations. Contact NCE for further information if you don't have a Local Exchange Group in your area and would like information on forming one, please email NCE at [admin@nceexchangors.com](mailto:admin@nceexchangors.com)

City	Name	Time	Day	Web Page	Contact	Phone
Tucson	AZREX	9:30	2nd & 4th Thurs	<a href="http://www.azrex.org">www.azrex.org</a>	Jim Buchanan	520-603-1002
Los Angeles	LAEIF		Call	<a href="http://www.ncexchangors.com">www.ncexchangors.com</a>	Bal Ramlochan	760-271-1265
Orange County	OCE	9:00	1st Friday	<a href="http://www.ncexchangors.com">www.ncexchangors.com</a>	Debbie Ferrari	949-463-4111
San Diego	REIE		call	<a href="http://www.ncexchangors.com">www.ncexchangors.com</a>	Bal Ramlochan	760-271-1265
Colorado Springs	PPX	9:00	1st & 3rd Fri	<a href="http://www.ncexchangors.com">www.ncexchangors.com</a>	Thomas Powell	719-290-7639
Atlanta	AGREE	8:00	3rd Thursday	<a href="http://www.ncexchangors.com">www.ncexchangors.com</a>	Nick nichols	678-612-5362
Indianapolis	IREX		see website	<a href="http://www.ncexchangors.com">www.ncexchangors.com</a>	Gloria Emborsky	317-753-5447
Louisville	KREE		1st and 3rd Thurs	<a href="http://www.ncexchangors.com">www.ncexchangors.com</a>	Katie Krotzer Anne Ray	502-376-5582 502-432-3263
Grand Rapids	WMI		see website	<a href="http://www.ncexchangors.com">www.ncexchangors.com</a>	John Pehrson	616-240-1919
Missoula	MAREX		see website	<a href="http://www.ncexchangors.com">www.ncexchangors.com</a>	John Myers	406-253-2374
Albuquerque	NMCE	8:30	Thursdays	<a href="http://www.ncexchangors.com">www.ncexchangors.com</a>	Erica Vesley	505-250-0847
Columbus	OCREE	8:30	Thursdays	<a href="http://www.ncexchangors.com">www.ncexchangors.com</a>	Mike Lane	614-419-7040
Portland	MART	8:30	2nd Thursday	<a href="http://www.ncexchangors.com">www.ncexchangors.com</a>	Hal Palmer	360-431-2733
Salt Lake City	UREX		3rd Friday	<a href="http://www.ncexchangors.com">www.ncexchangors.com</a>	JR McLaughlin	801-243-4700

# NCE Mentor Program

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. The new mentor program is designed to improve the conference experience and comfort level to our 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 mentors will be a valuable resource 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 Vesely, EMS will be heading up the newly launched Mentor Program for first time attendees at our quarterly Las Vegas Conferences. Erica can be reached at 505-250-0847 or via email at [ericavesely@gmail.com](mailto:ericavesely@gmail.com).

## Young Members Testimonials

Attending my first NCE meeting was an eye-opening experience. The resources, tools, and connections that I have gained since becoming a member of NCE have been truly invaluable. The NCE community is filled with talented, knowledgeable, and supportive individuals who are always willing to share their expertise and help each other succeed. I have been able to expand my knowledge and skill set, and I am confident that I will continue to grow and develop as a real estate investor and entrepreneur.

A special thanks to my mentor Debbie Ferrari for inviting me to NCE and introducing me to some of the most successful and innovative individuals in the field. I would highly recommend the NCE to anyone looking to take their career in real estate to the next level. Thank you to everyone in the NCE community for your support and guidance.

~ *Amanda Brisco*

As a second time attendee at the National Council of Exchangers (NCE) Conference, I am once again astounded by the wealth of knowledge, leadership, and connections that this event offers. The NCE is an organization that fosters growth and development in the real estate industry, and its conference is nothing short of a treasure trove of expertise.

From the moment I stepped into the conference venue, it was clear that the attendees were all exceptionally well-versed in the real estate industry, as well as in life in general. The air buzzed with lively conversations about market trends, investment strategies, and the latest regulatory changes. The collective experience of the attendees was both awe-inspiring and humbling.

One of the most remarkable aspects of the NCE Conference is the dedication of the more seasoned professionals to educate and transfer their knowledge to the younger generations. Through a variety of workshops, panel discussion, and one-on-one mentoring sessions, the wisdom of these industry veterans is made accessible to everyone in attendance. This collaborative approach not only ensures that the real estate industry remains robust but also fosters a culture of continuous learning and growth.

However, despite the immense value that the NCE Conference provides, it is apparent that the organization is still relatively under the radar. It is crucial that the NCE gains more exposure and expands its membership in the coming years. By doing so, the organization will continue to cultivate a strong network of professionals and drive the real estate industry forward.

In conclusion, my experience at the National Council of Exchangers Conference was nothing short of transformative. The unparalleled knowledge, leadership, and connections that are available during this event are truly invaluable for anyone involved in the real estate industry. I highly recommend attending future NCE Conferences and joining this extraordinary organization, as it is sure to enhance both your personal and professional growth.

~ *Claudio Ilie*

Summer 2023



National Council of Exchangers

# People You Should Know

## Board Officers & Committees

### Board of Directors

**Tom DeSollar**, 2023 President - Arizona  
**Debbie Ferrari**, President Elect - California  
**Erica Vesely**, Secretary – New Mexico  
**Blake Allen**, Treasurer - Colorado  
**Charles Sutherland** - Texas  
**George Noor** - California  
**Noah Ruggieri** - Illinois

### 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; Erica Vesley**  
Group Affiliations: **Dave Sanchez**, Chair  
Marketing: **Michael Libster**, Chair; **Jim Buchanan; Paul Krause; Kara Assisting**  
Membership: **John Spinola**, Chair; **Billy Anastopoulos; Janice Landers**  
Internet & Social Media: **Chuck Trice**, Chair.

Production Managers: **Asher Refailov**  
Meeting Managers: Chair, **Peter West**  
Website Improvement & Development: **William Jones, Michael Libster, Kara Assist**  
Contracts, Document Preservation: **William Jones**  
NCE Foundation Liaison: **Chuck Sutherland**  
Spouse & Guest Social & Entertainment: **Marta & Jim Buchanan**



Spring Meeting Highlights





Summer 2023



National Council of Exchangers

# 2023 Education Roster and Schedule

## Instructors and Course

<b>John Weaver</b>	Hanging out, Fishing Upstream, fishing and catching- working in tough markets... And others
<b>Mike Figueroa</b>	Asset Preservation
<b>Ted Blank</b>	7 deadly sins of marketing (1/2 day) Understanding your client (Full Day) Counseling for the serious Exchangors (4-6 hours) Exchanging and Counseling 2+2+2
<b>Maggie Bird</b>	Infinite number of courses
<b>Bruce Geiss</b>	Charitable Giving of Real Estate (certified) (4 hour class)
<b>Robert Zink</b>	DST's
<b>Michael Libster</b>	Navigating Creative Real Marketing Conferences (Preparation Production and Post session Follow up) How to determine the worth of property in a tough market.
<b>Gary Vandenberg</b>	Exchange Magic, Broker Estate Building
<b>William Exeter</b>	1031- All things 1031 and Self-Directed IRA Custodial Services
<b>Kenneth Vidar</b>	RE Formulas
<b>Blake Allen</b>	1031 paper course
<b>Michael Fine</b>	Real Estate Auction and a Misunderstood solution
<b>Steve Streetman</b>	Crypto Currency
<b>Stephen England</b>	How to Market That difficult Investment Listing in Any Economy
<b>Jim Wilson</b>	"Introduction to Equity Marketing"
<b>Charles E. Sutherland</b>	Creative Seller Financing Creative Down Payments Outlines are Archived Counseling and Real Estate Formulas for Today's Market
<b>Tom Van Erp</b>	"Owner Carry"
<b>Jason Dillard</b>	Paper on Steroids
<b>Larry Harb</b>	"What's my Risk"
<b>Francine Epstein</b>	"The Magic of Listening"

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## October 2023

Featured: "The Magic of Listening" Francine Epstein

Core: "Introduction to Equity Marketing" Charles E. Sutherland or Jim Wilson

(Courses subject to change)

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National Council of Exchangers

# UPCOMING NCE MARKETING CONFERENCES

All meetings are held at:

**The Tuscany Resort**  
**255 E. Flamingo Rd. Las Vegas, NV 89169**  
[www.tuscanylv.com](http://www.tuscanylv.com)

For room reservations and savings please call: 877-887-2261

Reference attendance at the upcoming conference with

**The National Council of Exchangors**

Email [admin@ncexchangors.com](mailto:admin@ncexchangors.com) or Call 858-222-1608

## 2023 MEETINGS

October 16<sup>th</sup> – 19<sup>th</sup> 2023

## 2024 MEETINGS

January 22<sup>nd</sup> – 25<sup>th</sup> 2024

April 8<sup>th</sup> – 11<sup>th</sup> 2024

July 15<sup>th</sup> – 18<sup>th</sup> 2024

October 7<sup>th</sup> – 10<sup>th</sup> 2024

## SPONSORS



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



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