



July 21, 2009

Commercial Real Estate Industry Outreach meeting participants:

With the industry meeting one month behind us, I'd like to update you with our efforts.

Last Tuesday participants from the June 18th NAR-sponsored Commercial Real Estate Industry Outreach Meeting held a webinar for the purpose of discussing and approving the Group Principle-Based Policy Statement, as well as the Staff Proposal document, which provides an outline for future structure and activities. The final Group Principle-Based Policy Statement is attached; as well as the link to the recorded webinar.

Following the adoption of the Policy Statement, the group also agreed to -

- move forward structured as a task force (Commercial Real Estate Task Force) that will serve to collect ideas and coordinate key messages.
- the task force will work in conjunction with and provide to the umbrella group, National Real Estate Organizations (NREO), its policy recommendations and ideas for advocacy strategy.
- the National Association of REALTORS® will take on the role of administering the task force and coordinating activities and communications.
- The task force will work together to coordinate efforts to demonstrate the importance of public – private partnerships for purposes of policy development, as well as reflecting the “Main Street” theme in terms of messaging.
- following the successful July 9th Joint Economic Committee hearing on commercial real estate, association staff will continue to press for additional congressional hearings as well as local field hearings. See link to hearing at:
http://jec.senate.gov/index.cfm?FuseAction=Hearings.HearingsCalendar&ContentRecord_id=51399723-5056-8059-76da-8870d70efb74
- hold a webinar late August timeframe to discuss progress and task force activities

Between now and our next virtual meeting planned in late August, give some thought to implementation and messaging. We value your feedback and will keep you fully updated as things develop. As always, let me know if you have any questions or comments; my contact information is below. Thanks again for your hard work and valuable participation.

Robert B. Toothaker, CPM

2009 Chair, REALTORS® Commercial Alliance
National Association of REALTORS®
Chairman, CB Richard Ellis Bradley
202 South Michigan Street, Suite 200
South Bend IN 46601
Office: 574-237-6008, Cell: 574-274-6323
Email: toothaker@cbre.com