



Southern Nevada CCIM Chapter

Perspective

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President's Message

Paul Chafee, CCIM

2023 Southern Nevada CCIM Chapter President



As the first quarter of 2023 comes to an end, we have a lot of fun events coming up! Join us on March 30 for the CCIM Poker Run Down Brewery Row tournament. Also, we are looking forward to the CALV Annual Networking Mixer offering discounted pricing for CCIM Chapter Members on May 3rd. Sign up TODAY!

This year I wanted to focus on offering more benefits to our members, such as members-only Educational Sessions with an emphasis on improving members' businesses. With this in mind, please save The Date of May 11, 2023, for the 1st session, title and venue to be announced soon. Space will be limited!

Our committees have been hard at work producing exciting social events and phenomenal programs. One item of interest for all members will be the legislative update in June! Please remember you can join a committee and get in on the fun! This is truly the best way to network with your fellow CCIM Chapter Members, get to know each other, and all do some deals together!

April holds the opportunity to add new candidates to our chapter. Let's wish those going to Boston all the luck in passing the CCIM exam! Meanwhile, we would like to encourage the candidates to reach out to a designee if they need any assistance. Wishing you all a very successful rest of the Year!

Can ChatGPT Work For You? *Read about it on page 11*





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Candidate Guidance

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Legal Corner

Time Matters

by Jared M. Moser, Esq.

In the Merry Wives of Windsor, William Shakespeare wrote, "Better three hours too soon than a minute too late." Now, although Shakespeare was not known for his work in commercial real estate, his words certainly have application in your life and mine. Indeed, time and timing matter. Punctuality matters. And, the failure to heed Shakespeare's words can result in significant, often terrible consequences.

Contracts for the purchase and sale of real property – whether residential or commercial – often contain timing provisions. You may have seen a "time is of the essence" clause and wondered what that even means. Essence of what? Irrespective of context, the phrase can be summarized in two words: "time matters."

As an example, and even without a time-is-of-the-essence provision, many real estate contracts contain deadlines for acceptance, be that of an original offer from a prospective buyer or a counteroffer from the seller. In a real-world example, sellers received an offer they didn't love, so they sent a counteroffer by the deadline set by the prospective buyers – husband and wife – in the offer. The clients' counteroffer included a very specific date-and-time deadline by which the prospective buyers were to accept – 5:00 p.m. on the stated date. Buyer-Spouse #1 signed in acceptance of the counteroffer at about 4:55 p.m. Buyer-Spouse #2 signed at 5:02 p.m. – i.e., just two minutes after the counteroffer expired. Surely two minutes is insignificant, right? Wrong. The result – no contract.

The sellers sold to the next highest offeror, which was absolutely their legal right under the circumstances, but the late buyers were far less than pleased, and a legal dispute ensued. So, what is the take-away? Well, time matters. The buyers in the above example could have both signed three minutes earlier (or three hours, per Bill Shakespeare) and easily avoided the time, energy, and stress that resulted from the two-minute timing hiccup.

Contractual offer and acceptance deadlines are not the only context in which timing is important in real estate transactions. Consider another example:

Borrower secures a loan commitment from Lender to purchase a piece of commercial real estate. As all the pieces are coming together to complete the acquisition – the appraisals, zoning and licensing issues, surveying, raw land or building improvements, and/or any other of the litany of issues that may arise are being addressed – Borrower is called away on business. Maybe Borrower finds himself or herself in a town with limited internet access; maybe it's to a foreign country where Borrower has limited ability to execute documents, especially before a notary public.


Ultimately, the commitment expires before Borrower signs all the necessary documents because Borrower just cannot sign the documents, and Borrower loses the funding. Disaster. Okay, maybe "disaster" is a bit hyperbolic, but Borrower and/or his/her agent will have

[*Continued on page 12*](#)



Avece Higbee, Phil Aurbach, Terry Moore, Scott Marquis, Jordan Peel
(David Alleman and Lance Earl - not pictured)

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Why Should CCIMs Use Architects

Laura Jane Spina, President | CEO
RAFI Architecture and Design • LJSpina@RAFIArchitecture.com


Although Certified Commercial Investment Members (CCIM) is a group of real estate professionals who have completed rigorous training and education in commercial investment properties, an architect can offer valuable services to CCIMs by providing design and planning solutions for their commercial real estate projects. Here are some of the ways CCIM can benefit from using an architect's services:

1. **Expertise in Design and Planning:** An architect has the expertise to design and plan commercial real estate projects that are both functional and aesthetically pleasing. We can offer CCIMs design solutions that meet the needs of their clients while also adhering to local zoning regulations and building codes.
2. **Optimization of Space:** Architects can help CCIMs optimize their use of space in commercial real estate projects. We can create functional layouts that make the best use of available space, while also considering factors such as traffic flow, accessibility, and safety.
3. **Cost-Effective Solutions:** Architects can provide cost-effective solutions that help CCIMs stay within budget while still achieving their goals. By using our knowledge and experience, we can suggest cost-saving measures such as using sustainable materials, incorporating energy-efficient design features, and selecting materials that are durable and require minimal maintenance.
4. **Innovative Design Solutions:** An architect can offer CCIMs innovative design solutions that set their projects apart from others in the market. By thinking outside the box and leveraging the latest design trends, we can help CCIMs create commercial properties that are visually appealing and in demand by tenants and buyers.

5. **Increase Property Value:** By working with an architect, CCIMs can increase the value of their commercial properties. With the right design and planning solutions, an architect can help CCIMs create properties that are highly functional, aesthetically pleasing, and desirable to tenants and buyers.

In summary, architects offer valuable services to CCIMs that can help them create highly functional, aesthetically pleasing, and cost-effective commercial properties. By leveraging our expertise in design

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Southern Nevada CCIM Chapter


Position the Chapter as the premier commercial real estate organization for Southern Nevada by enhancing the value of the CCIM designation and increasing the number of designees and candidates through professionalism & educational excellence.

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<https://www.cbre.com/insights/reports/why-las-vegas-2022>



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Coaches Corner

Plenty Never Lasts

by Hayim Mizrachi, CCIM



Who Moved My Cheese?

My goodness 2022 was a fun year for CRE wasn't it? Deals were flowing. Confidence was high. Bank accounts were

phat!!! And then the Fed moved the cheese with their silly little rate hikes.

By summer, buyers were pulling back and by the 4th quarter the spigot turned off. Unless you're an industrial broker. Those gals and guys are finally getting their due. Investment sales, office, and multifamily... all challenged. Even retail brokers have issues. Good demand from quality tenants but a lack of quality space.

And so, motivation is waning across the CRE community. Your thriving cycle went from...

Crushing the morning routine 4 conquering the workday
---> being fully present at home ---> getting a good night's sleep ---> crush the morning routine... etc. etc.
To a tailspin like...

Completing the morning routine ---> shitty workday
---> stressful time at home ---> staying up later --->
aborting the morning routine... etc. etc.

CRE brokers everywhere are using the "down market" as cover to come in later and leave a little bit earlier. Energy in the office is down. All of a sudden, it becomes normal to taper into the weekends on Thursday.

Tough days become tough weeks. Tough weeks become bad months. Anxiety defines your year.

All because it's hard to stay motivated.

What Is Motivation Anyway

My wife and I traveled to Thailand for our honeymoon. Visiting an elephant sanctuary is one of the top attractions in Thailand. When walking through the camp



we noticed the elephants were only secured with a small rope tied around one ankle. We asked the trainer why the elephants didn't just break free. He explained when the elephants are babies, they use the same size rope. Because they're too small to break the rope when they're babies, they grow up conditioned that the rope is stronger than they are as adults.

The elephants succumb to 'learned helplessness'. This occurs when someone has been conditioned to anticipate discomfort without having a way to avoid it, make it stop, or have tools to endure.

Motivation is derived from the word 'motive', which implies a person's needs, desires, feelings, or urges. It is the spark needed to take action.

[Continued on page 15](#)

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Cathy Jones, CPA, SIOR, CCIM



Pete Janemark, CCIM



Chris Lane, SIOR, CCIM

About The CCIM
Perspective

SALES

Marlene Fujita Winkel, CCIM, of Cushman & Wakefield represented the seller in the sale of 123,970 SF office plaza at 9005-9089 South Pecos Rd., Las Vegas with a value of \$26,650,000.

Robin Civish, CCIM, of R.O.I. Commercial Real Estate represented VFR Melbury LLC in the sale of 3.54 acres of land at 2625 S. Maryland Pkwy., Las Vegas with a value of \$5,000,000.

...represented The Landwell Company, L.P. in the sale of 2.02 acres of land - APN: 179-08-113-002 with a value of \$3,236,908.

Cathy Jones, CPA, SIOR, CCIM, and Pete Janemark, CCIM of Sun Commercial Real Estate represented the Seller in the sale of 119,369 SF of office space at 2725 - 2795 E. Desert Inn Rd., Las Vegas with a value of \$8,800,000.

Cathy Jones, CPA, SIOR, CCIM of Sun Commercial Real Estate represented the Seller any Buyer in the sale of 4,500 SF of industrial space at 4535 Statz St, Unit A, N. Las Vegas with a value of \$1,400,000.

LEASE

Chris Lane, SIOR, CCIM, of Colliers represented Ares Management in the lease of 8,003 SF of industrial space at 3635 E. Post Rd., Las Vegas.

...represented Prologis in the lease of 27,981 SF of industrial space at 3650 E. Post Rd. Las Vegas.

Chris Lane, SIOR, CCIM, of Colliers represented Clarion Partners in the lease of 39,000 SF of industrial space at 4340 N. Lamb Blvd., Stes 120-130, Las Vegas.

LEASE

Chris Lane, SIOR, CCIM, of Colliers represented Link Logistics in the lease of 21,120 SF of industrial space at 4601 E Cheyenne Ave., Ste. 105 Las Vegas.

...represented Clarion Partners in the lease of 66,440 SF of industrial space at 4980 Statz, Stes. 130-140, N. Las Vegas.

Jennifer Levine, CCIM, of RealComm Advisors represented PPT 5220 Steptoe, LLC in the lease of 30,000 SF of industrial space at 5220 Steptoe St..Units 1 & 4, Las Vegas with a value of \$1,673,968.

...represented Zerorez - Las Vegas, LLC in the lease of 8,003 SF of industrial space at 3650 E. Post Rd, Stes. I & J, Las Vegas with a value of \$ 1,188,855.

Brian Sorrentino, CCIM, Angelica Clemmer, CCIM, Isabella Sorrentino, CCIM, of ROI Commercial Real Estate represented Palm Deluxe Group, LLC in the lease of 1,500 SF of retail space at 6475 N Decatur Blvd., Las Vegas with a value of \$670,636.

...represented Urbane Café Operations, LLC in the lease of 2,500 SF of retail space at the NEC Rainbow & Arby, Las Vegas with a value of \$1,338,750.

Pete Janemark, CCIM of Sun Commercial Real Estate represented the Landlord in the lease of 3,159 SF of office space at 311 Water St., Stes. 120 & 140, Henderson with a value of \$252,460.



Jennifer Levine, CCIM



Brian Sorrentino, CCIM



Angelica Clemmer, CCIM



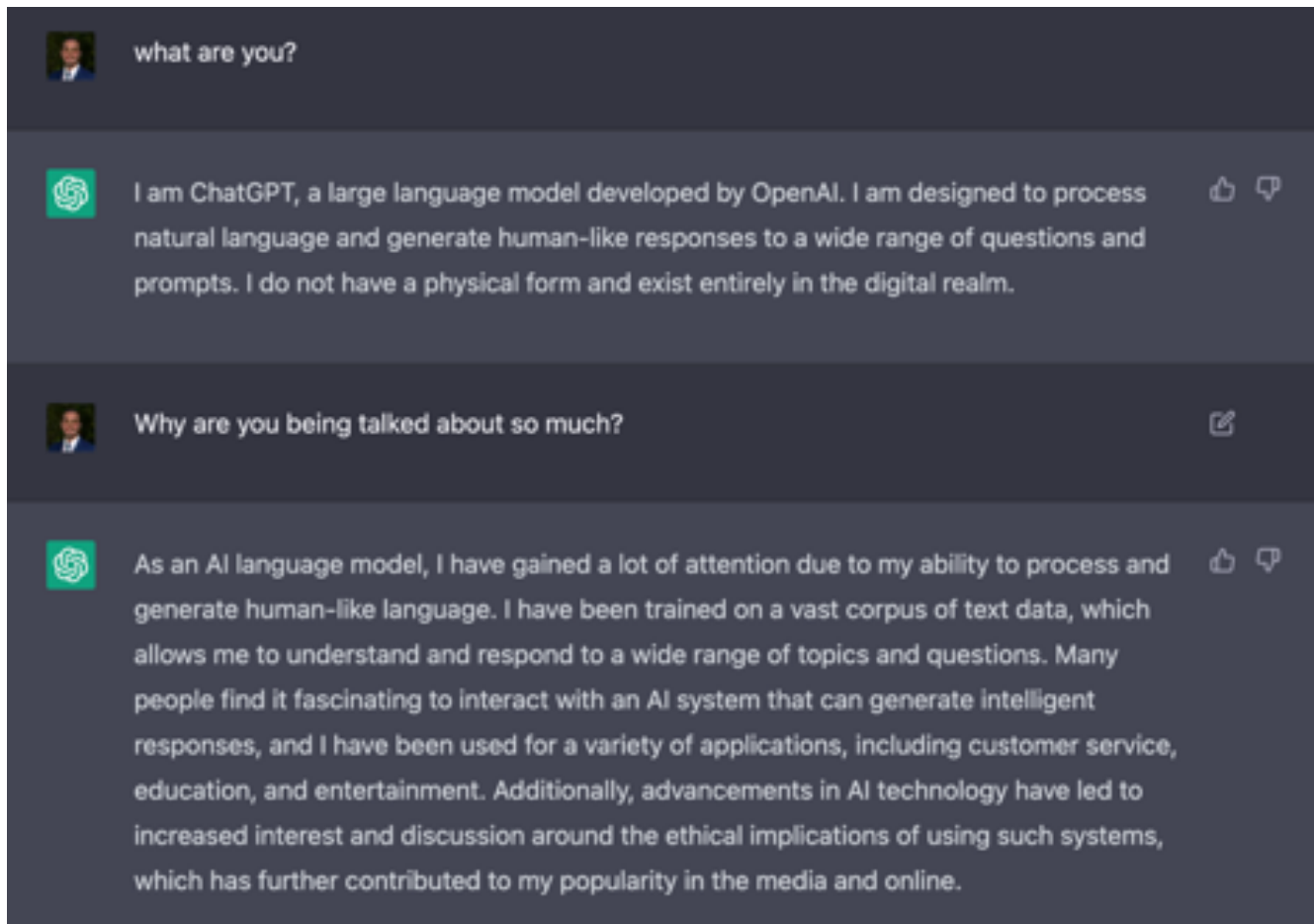
Isabella Sorrentino, CCIM

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How I Built My Website Using ChatGPT

by Ofir Barashy

Most of you reading this article have likely heard of ChatGPT by now, and many of you may have even used it before, but what exactly is it and why is it being talked about so much? I asked ChatGPT the same question:



Essentially, as it said above, it is an "AI (Artificial Intelligence) system that can generate intelligent responses" to questions and comments that you input. Its applications are not only various, but limitless. I've asked it random questions including "What should I pack for my upcoming honeymoon trip to Greece?", "How do I clean cat vomit from my carpet with only household items??", and even "How do I search for a good Transaction Coordinator within LinkedIn?"

Its responses not only go into organized detail in a simple and digestible way, but you can continue asking it questions within the same context and it will respond in a conversational manner! Its content isn't always 100% accurate, so you should always check your sources, but you can even ask it "are you sure?" and

it will usually self-correct within one or two attempts. It has all but replaced my need to Google questions and will likely become one of the most valued pieces of technology in the next decade.

So, with all that said, I used it to try and build content for my website. And it worked great! Below are a few of the prompts I gave ChatGPT and the responses it built out for me.

One of the greatest tools a commercial real estate agent has in his/her pocket is conducting a free property evaluation or a "brokers opinion of value" on a property. Here, I asked ChatGPT to write about why an owner should get one done"

[Continued on page 16](#)

Legal Corner - Cont. from page 3

to navigate an often-uncertain landscape to reacquire a loan commitment, hopefully on equal or better terms.

What is one to do to avoid these types of issues? Plan ahead. Real estate professionals, attorneys, tax preparers, and others alike all need to draw their own respective roadmap to manage client expectations moving through these transactions. Explain what to expect and when. Explain what the consequences or implications of each step in the process may be. Expect the unexpected. The better prepared everyone is leading up to a closing date, or an expiration – whether of an offer, counteroffer, commitment, etc. – the more ready everyone will be to avert crises and close the deal on time and with minimal problems (at least the otherwise-avoidable ones). We don't necessarily need to be three hours early, but we definitely don't want to be late or unprepared to address issues that could hurt the deal.



Jared Moser is an attorney with the Las Vegas law firm Marquis Aurbach ("MAC"). He can be reached at (702) 382-0711 or by visiting the firm's website at maclaw.com.

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Why use architects - Cont. from page 5

and planning, we can help CCIMs optimize their use of space, create innovative design solutions, and increase the value of their properties. As a result, CCIMs can gain a competitive advantage in the market, attract high-quality tenants and buyers, and achieve their investment goals.



Southern Nevada CCIM

<https://www.snccim.org/>



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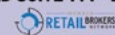
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Coaches Corner - Cont. from page 8

When that spark is gone (capital markets seized), or hard to ignite (energy in the office is low), we find ourselves in learned helplessness. Like the elephant, without the tools to endure or knowledge that we can simply break free, we are conditioned by these small ropes.

Replace Motivation with Discipline

In the book *Discipline is Destiny*, author Ryan Holiday writes, "we must practice temperance in times of plenty... because plenty never lasts."

Here is reality. Times have changed. Conditions are going to be more challenging. Each of us will have to adjust. Each of us will feel discomfort.

So what?

Are you going to succumb to learned helplessness? Or are you going to find the tools to endure and overcome the discomfort?

Zig Ziglar said, "motivation is doing what needs to be done when you want to do it. Discipline is doing what needs to be done when you don't want to do it."

Mel Robbins said, "Motivation is garbage. To change your life, you need discipline."

Denzel Washington said, "You won't always be motivated. You must learn to be disciplined."

My man David Goggins said, "a well-disciplined mindset allows you to handle every punch life throws at you that much better."

The answer to a "down market" is not to run and hide in your comfort zone. The answer is to shift the way you keep score. To redefine what success looks like.

"I'm not motivated to go to the office", must shift to "I will arrive at the office by 8:00 am ready to work in order for me to have a successful day."

"I don't feel motivated to make prospecting calls," must shift to "I will make 60 calls a week to new prospects in order to have a successful week."

The CRE winners of 2023 will be the ones who shift their mindset from relying on motivation to practicing discipline. It will be these people, who focus on action day in, and day out, that will inspire and motivate the rest of us.

Let's not forget. Obtaining the CCIM designation takes discipline. We know how to do this. We have been here before!

Bring the punches 2023.

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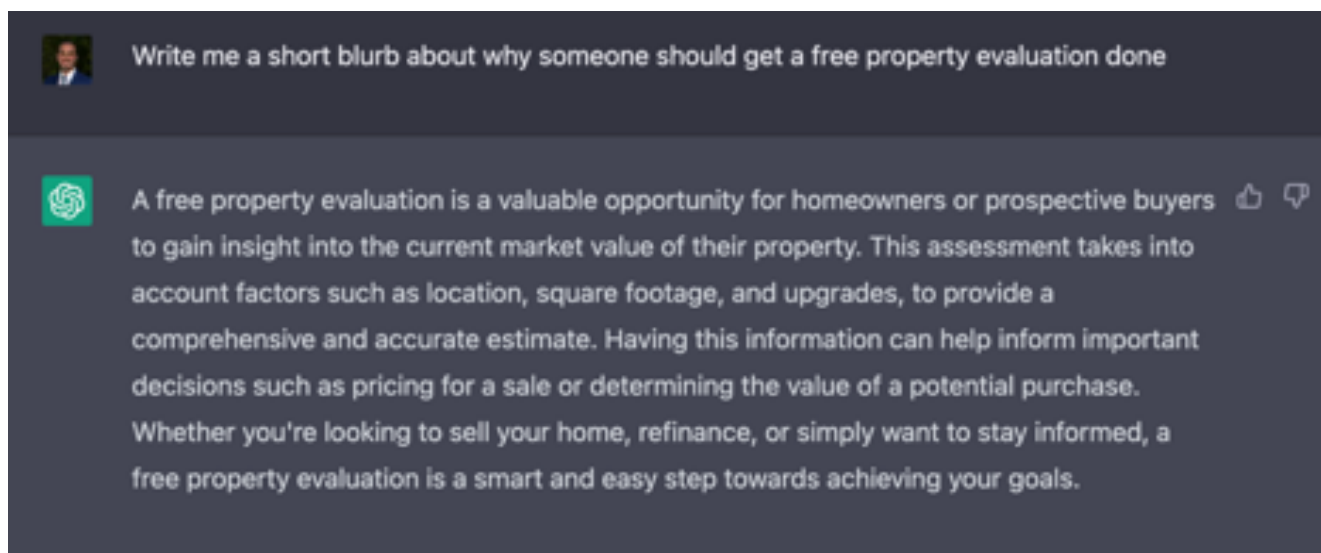


LOGIC

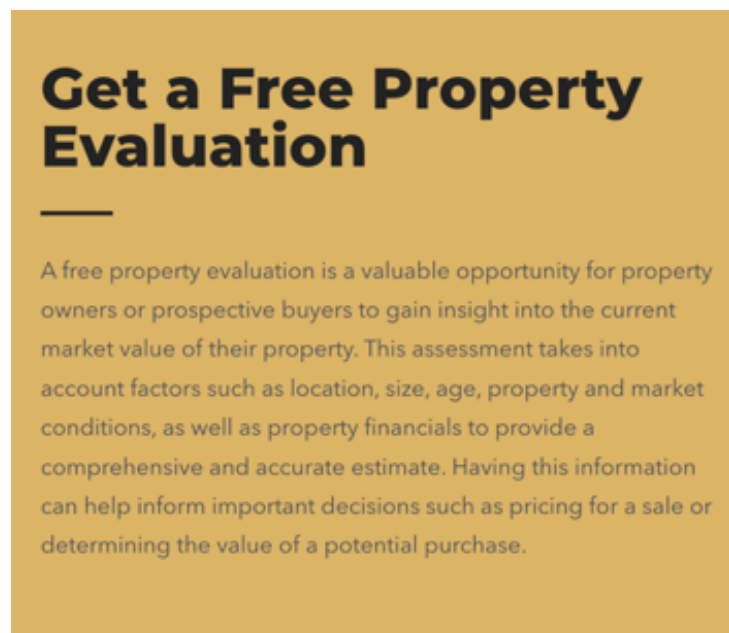
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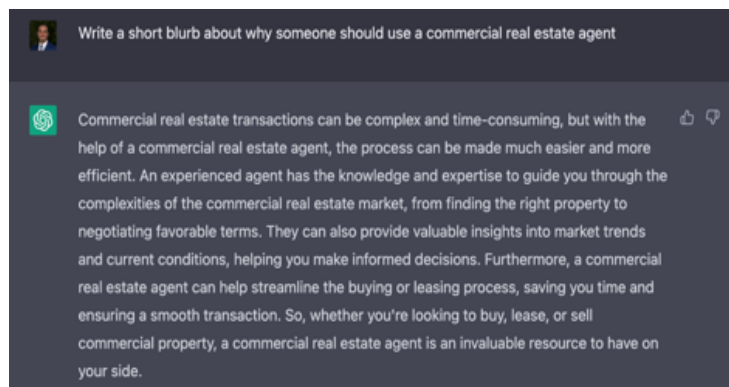
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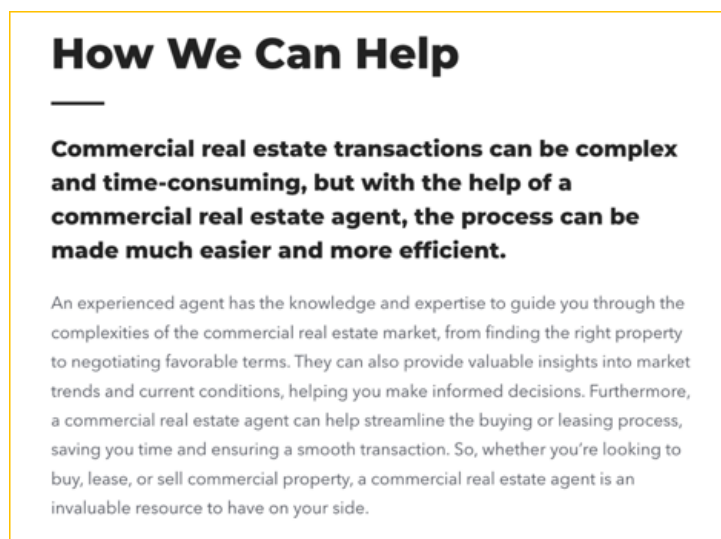
I then tweaked the answer the way I thought would best fit what we do, and used it on my website here:



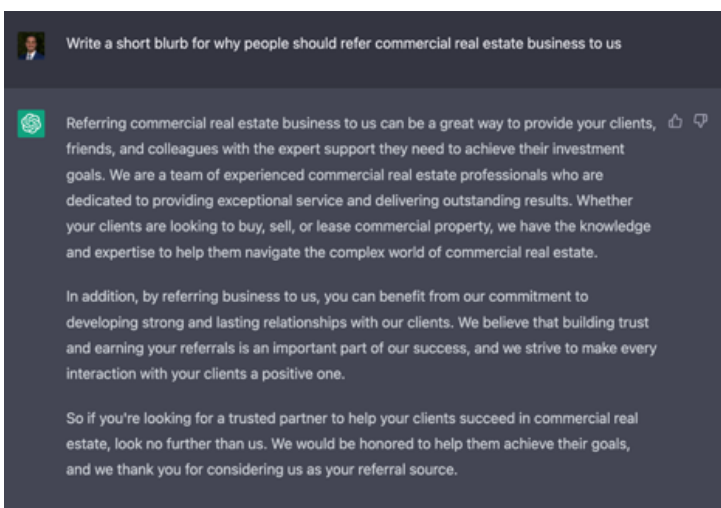
Then I asked it to write why someone should even use a commercial real estate agent:




Which I turned into this:




Then, I asked it to tell me why people should refer business to us, and when it gave me a response I felt was too long, I asked it to shorten it:



[Continued next page](#)


Shorten it



Refer commercial real estate business to us for expert support and outstanding results. Our team of experienced professionals provides exceptional service to help clients buy, sell, or lease commercial property. Build trust and earn referrals by referring business to us, a committed partner in your clients' commercial real estate success.

That turned into this:

Finally, The Barashy Group, our team, is comprised of my dad and I, so I asked it to write about our values and benefits as a father-son team, and it hit the ball out of the park, taking my thoughts and writing them in a way I could never:

How I Can Help





Why Refer Barashy Group?

Referring commercial real estate business to us can be a great way to provide your clients, friends, and colleagues with the expert support they need to achieve their investment goals. Our growing team of experienced professionals provides exceptional service to help clients buy, sell, or lease commercial property.

Benefit from our commitment to developing strong and lasting relationships with our clients. We believe that building trust and earning your referrals is an important part of our success, and we strive to make every interaction with your clients a positive one.

We would be honored to help them achieve their goals, and we thank you for considering us as your referral source.


Write an About Us section describing a father and son real estate team focused on building relationships and executing a high level of service.



Welcome to [Company Name], a father and son real estate team dedicated to delivering the highest level of service and building long-lasting relationships with our clients. Our team is comprised of [Father's Name] and [Son's Name], two experienced real estate professionals who bring a unique blend of knowledge, expertise, and passion to every transaction.

[Father's Name] has been a trusted leader in the real estate industry for over [number of years] years, bringing a wealth of knowledge and expertise to every transaction. With a deep understanding of the local market and a commitment to building strong relationships, [Father's Name] has earned a reputation for delivering exceptional results and making the buying and selling process as seamless as possible.

[Son's Name], a second-generation real estate professional, brings a fresh perspective and a passion for innovation to the team. With a background in [relevant industry experience], [Son's Name] is dedicated to staying ahead of the curve and using the latest technology and techniques to provide his clients with a competitive edge.

Together, [Father's Name] and [Son's Name] make a dynamic duo, delivering a level of service that is unparalleled in the industry. Their commitment to building strong relationships, executing a high level of service, and delivering outstanding results has earned them the loyalty and trust of their clients.

At [Company Name], we believe that buying and selling real estate is about more than just transactions, it's about building relationships. We take the time to understand the needs and goals of our clients and work tirelessly to help them achieve their dreams.

So if you're looking for a team of experienced and dedicated real estate professionals who are committed to delivering the highest level of service, look no further than [Company Name]. We would be honored to help you with all of your real estate needs.



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Continued next page

Aiming to Be the Best

Who Are We?

Welcome to The Barashy Group, a father and son real estate team dedicated to delivering the highest level of service and building long-lasting relationships.

Our team was founded by Shawn and Ofir Barashy, two experienced real estate professionals who bring a unique blend of knowledge, expertise, and passion to every transaction.

Shawn has been a trusted leader in the real estate industry for over 27 years, bringing a wealth of knowledge and expertise to every transaction. With a deep understanding of the local market and a commitment to deeply understanding every client's needs, Shawn has earned a reputation for delivering exceptional results and making the buying and selling process as seamless as possible.

Ofir, a second-generation real estate professional, brings a fresh perspective and a passion for innovation to the team. With a background in software and entrepreneurship, Ofir is dedicated to staying ahead of the curve and using the latest technology and techniques to provide his clients with a competitive edge.

Together, Shawn and Ofir make a dynamic duo, delivering a level of service that is unparalleled in the industry. Their commitment to building strong relationships, executing a high level of service, and delivering outstanding results has earned them the loyalty and trust of their clients.

At The Barashy Group, we believe that buying and selling real estate is about more than just transactions, it's about building relationships. We take the time to understand the needs and goals of our clients and work tirelessly to help them achieve their dreams.

We would be honored to help you with all of your real estate needs. Don't delay, contact us today, and let us help you get there.

And the beauty of it all was that it took me about 40 minutes to think of what to ask it, rewrite the content to my liking, and put it online. A full website worth of content in less than an hour. How can you possibly beat that?

For more information on ChatGPT or how to use it to your advantage, contact Ofir Barashy at The Barashy Group.

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