

COMMERCIAL CONNECTION



The Commercial Connection newsletter brings you the latest updates and insights from the commercial sector of the real estate industry. The Commercial Committee is committed to keeping all NC REALTORS® informed about commercial trends to enrich your industry knowledge and enhance client service. As always, you can [update your email preferences](#) at any time to customize the types of news and updates you receive from us.

Welcome to the *Commercial Minute!*
Take a moment to explore this quarter's newsletter.



In this newsletter:

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CHAIRMAN'S CORNER



Welcome, Fellow REALTORS®. Our year is off to a strong start following our first meeting at the NCR Winter Leadership Meetings in Greensboro, made especially memorable by a snow-covered backdrop. The energy and engagement of our members set a positive tone for the months ahead.

A highlight of the meetings was NAR's "Executing Your Leadership Vision" course, co-presented by Ron Phipps, 2011 President of NAR. The session reinforced the importance of strategic focus, accountability, and servant leadership within our association. I want to extend sincere appreciation to all our volunteer leaders across North Carolina - not only those serving on the Commercial Committee, but the many members who dedicate their time and expertise in countless leadership roles. Your service drives our success.

One of the most impactful experiences during the Meetings was our presentation and bus tour of Piedmont International Airport. This field experience, conducted in collaboration with our Global and Economic Development Committees, provided valuable insight into current and future aerospace projects shaping the Triad region. Understanding infrastructure

investment and industry growth at this level equips our commercial practitioners to better advise clients and communities statewide. [View the recap video.](#)

We also had productive discussions regarding potential updates to commercial forms. Our Commercial Forms Committee is actively reviewing member feedback and working diligently to address the items raised. Ensuring our forms remain practical, relevant, and legally sound continues to be a top priority.

In February, many of our members participated in the NC CCIM Economic Forums across the Triad, Triangle, and Charlotte markets. These forums offered timely economic data and market intelligence that support informed brokerage and investment decisions throughout the state.



Throughout the year, we will continue sharing information on education programs, networking opportunities, and signature events with [Local Association REALTOR® Commercial Alliances \(RCAs\)](#). Our goal is to promote collaboration and ensure that valuable programming is accessible and shared across North Carolina.

As we move into the spring and summer months, our focus turns strongly toward Advocacy. We want every commercial member to be engaged, informed, and well represented. Please make plans to attend the [Legislative Meetings](#) in Raleigh. During our time in Raleigh, we will co-host a networking reception alongside the Global and Economic Development Committees, and we are developing another field experience tour - details to follow.

Vice Chair Nick Silivanch will lead our **Commercial Awareness Campaign** this year, identifying opportunities to expand and enhance commercial education while promoting issues and initiatives of interest to our commercial practitioners statewide.

Thank you for your continued engagement and commitment to advancing commercial real estate across North Carolina. I look forward to working with each of you in the year ahead.

[Lynn Harris](#), CCIM, CIPS

2026 NC REALTORS® Commercial Committee Chair

[VISIT OUR WEBPAGE](#)

JANUARY COMMERCIAL COMMITTEE MEETING



The Commercial Committee began 2026 with a strategic discussion centered on priorities and goals to guide the

Committee's work throughout the year. [Review the meeting minutes.](#)

During the meeting, the **Economic Development Toolkit** was referenced as a helpful resource. [Access the Toolkit.](#)

COMMERCIAL COMMITTEE WEBPAGE

Have you visited the [Commercial Committee](#) webpage on NCR's website?

Resources include:

- Quick link to commercial forms
- *Commercial Committee Connection* (archives of past newsletter issues)
- Local Association RCAs
- RPR Commercial tools
- NAR Commercial Webpage
- NAR Commercial Real Estate Market Research
- NAR Affiliates...and more!

Do you have additional resource suggestions? Contact committee staff liaison [Denise Daly](#).

ACCREDITATION & AWARDS

2025-2026 Commercial Services Accredited Associations:

Accreditation is designed to assist associations in developing commercial services and recruiting commercial members, and to recognize associations that demonstrate a strong commitment to delivering meaningful commercial programming and resources. [Learn more about NAR's Commercial Services Accreditation.](#)

- **Diamond Level**
 - Cape Fear REALTORS®
 - Charlotte Region Commercial Board of REALTORS®

2025 National Commercial Award Recipients:

This program honors REALTORS® who received an award or recognition for their exceptional service and contributions to their local/state REALTOR® association, one of NAR's affiliated Institutes, Societies or Councils, the commercial real estate industry, or their community. [Learn more about the National Commercial Awards.](#)

- **David Branton** | 2025 Member of the Year | Cape Fear REALTORS®
- **Katie Corrie** | 2025 Presidents' Award | Charlotte Region Commercial Board of REALTORS®

NAR 2026 CONSUMER ADVERTISING CAMPAIGN

NAR's ad campaign elevating the REALTOR® Brand began airing on February 24. Visit [resources.realtor](https://resources.realtor.com) to view the new Residential and [Commercial Ads](#). While there, find campaign logos and marketing assets to leverage and share in your local market.

WHY JOIN NC CCIM?

Membership in the [North Carolina CCIM Chapter](#) connects commercial real estate professionals to the most recognized and respected brand in the industry, the CCIM Institute.

While many pursue the prestigious CCIM designation, you do **not** have to be working toward the pin to benefit from membership. NC CCIM membership provides immediate value to brokers, developers, investors, lenders, appraisers, attorneys, or allied professionals across North Carolina.

Member Benefits:

- Access to high-level economic forums and **educational programs** across North Carolina
- Networking with top CRE decision-makers and industry leaders statewide
- Market intelligence and timely industry insights
- Business development opportunities and referral connections
- Discounted registration to chapter events
- Leadership and committee involvement opportunities
- Association with the most recognized global brand in commercial real estate

Cost:

Annual North Carolina Chapter membership is an accessible investment that delivers year-round value through programming, connections, and brand alignment. An Affiliate Membership is \$150.

At its core, NC CCIM membership is about relationships, credibility, and staying at the forefront of commercial real estate in our state - whether or not the designation is your immediate goal.

Save the Date:

2026 NC CCIM State Conference

September 17–18, 2026

Renaissance Asheville Hotel | Asheville, NC

AI DELIVERS OUTSIZED ROI TO LAND PROFESSIONALS

AI can enable faster identification of market movements and pricing trends while eliminating administrative tasks, putting real estate agents ahead of the competition. [Read the Full Article](#)

RCA CONNECT | UPDATES FROM ACROSS THE STATE

NC Local Association REALTOR® Commercial Alliances (RCAs) provide valuable opportunities for members engaged in commercial real estate through networking events, educational programs, and collaborative initiatives. Local RCAs connect professionals and support long-term business growth. Interested in getting involved, attending an upcoming event, or learning more about how to join a local RCA? [Explore upcoming events and opportunities!](#)

FUTURE MEETINGS | EVENTS | EDUCATION

Stay connected and informed with upcoming meetings, events, and educational opportunities from **NC REALTORS® (NCR)**, the **National Association of REALTORS® (NAR)**, and **Affiliated Specialty Groups** - each designed to support your continued growth and engagement. [View upcoming opportunities](#)

We would like to hear from you!

Let us know what topics you would like us to highlight or how the Commercial Committee can help you. Contact committee staff liaison [Denise Daly](#).

HELPFUL LINKS

[NC REALTORS®](#)

[Privacy Statement](#)

[Local Association RCAs](#)

[NC REALTORS® Commercial Committee](#)

[NAR Commercial Real Estate](#)