

# 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.

In this newsletter:

- *Chairman's Corner*
- *Legislative Update*
- *Upcoming Webinar*
- *NC REALTORS® Forge Global Commercial Connections*
- *2025 Year-in-Review: Commercial Committee Accomplishments*
- *Commercial Insights & Networking*
- *Future Meetings*

## CHAIRMAN'S CORNER



As we close out 2025, I'm proud to reflect on how far North Carolina REALTORS® have come in advancing our state's **commercial real estate industry** - not only as dealmakers, but as community builders and advocates for progress.

This year, our **Commercial Committee** strengthened its collaboration with the **Economic Development and Global Committees**, spotlighting the role REALTORS® in the commercial sector play in shaping our state's future. Whether through field tours, global outreach, or legislative advocacy, our focus

has been clear: connecting people, projects, and possibilities.

Across North Carolina, REALTORS® are helping revitalize neighborhoods, repurpose properties, and reimagine spaces for new opportunity. Our shared work demonstrates that commercial real estate isn't just about square footage - it's about **economic vitality, attainable housing, and community renewal**.

I was honored to contribute to NCR's new video series on **Revitalizing Communities**, showcasing how adaptive reuse, creative financing, and historic tax credits are transforming former challenges into cornerstones of local pride. These stories remind us that REALTORS® are part of the solution - helping communities grow responsibly and inclusively.

Our commercial voice was well represented this year - from **C5+CCIM in Chicago** to **MIPIM in Cannes**, where NC REALTORS® took the global stage to promote our state's investment potential. These events amplify the message that **North Carolina is open for business**, powered by collaboration between REALTORS®, developers, and economic leaders.

We also continued strengthening participation in advocacy, ensuring that the REALTOR® voice is heard in both local and statewide decision-making on commercial real estate issues. These relationships are vital as we prepare for **2026 legislative priorities** focused on housing solutions and community revitalization.

As we transition into a new year, I'm grateful for the committee members, leaders, staff and partners who make this work possible. I especially want to thank Denise Daly, NCR's Member Programs Manager, and Lynn Harris, our Vice Chairperson, for your amazing work this year and NCR President John McPherson for giving all of our committee members the opportunity to serve. Together, we're positioning North Carolina REALTORS® Commercial as a powerful force for good - locally, nationally, and globally. Let's carry this momentum into 2026, continuing to demonstrate that when REALTORS® lead, communities thrive.

Lou Baldwin  
NC REALTORS® Commercial Committee Chair

VISIT OUR WEBPAGE

## LEGISLATIVE UPDATE

### Housing Solutions that Revitalize Communities

Advancing legislation that will enable more housing options at all price points is the primary legislative focus for NC REALTORS® in 2026. Spotlighting the work accomplished by NCR members is an essential part of these efforts because it underscores how REALTORS® are a part of housing solutions in their communities.

Lou Baldwin, 2025 Commercial Committee Chair, exemplifies REALTORS® making a difference by utilizing resources to **revitalize communities** and **create attainable living spaces**. His work is featured in a new three-part video series highlighting:

- **Utilizing Adaptive Reuse to Revitalize Communities**
- **Utilizing Resources to Revitalize Communities**
- **Utilizing Historic Tax Credits to Revitalize Communities**

NC REALTORS® would like to spotlight more efforts from members who are helping to tackle North Carolina's housing crisis. Please email [Pam Melton](#), NCR Vice President of Advocacy, if you have examples to share.

## UPCOMING WEBINAR

Brought to you by the NC REALTORS® Commercial Committee

***Unlocking RPR Commercial: From Property Search to Prospecting Power and More Webinar***

Wednesday, December 3 | 1pm-2pm ET

In this **FREE** introductory **RPR Commercial webinar**, learn how to unlock strategies for search, site selection, and effective prospecting tailored for the commercial market.

**In this session, you will:**

- Access a world of commercial listings and data through RPR's strategic partnerships
- Delve into the depth of site selection tools for pinpoint market understanding
- Generate powerful reports that illustrate your market acumen and attract clients

**[Register Now!](#)**

**NC REALTORS® FORGE GLOBAL COMMERCIAL CONNECTIONS**

**NC REALTORS® Take the Global Stage at MIPIM**



Representing North Carolina's growing appeal as a hub for innovation, industry, and investment, NC REALTORS® brought local expertise to an international audience at MIPIM, the world's leading real estate event.

Under the leadership of **Andrea Bushnell**, CEO of NC REALTORS®, **Lou Baldwin**, Commercial Committee Chair and **Jason Gentry**, Global Committee Chair, the North Carolina delegation engaged in impactful conversations with global investors eager to explore opportunities across our state's diverse and dynamic markets.

## C5+CCIM Global Summit | Chicago



NC REALTORS® proudly attended the C5+CCIM Global Summit in Chicago, with Commercial Committee Chair **Lou Baldwin** and Economic Development Committee Chair **Guy McCook** representing North Carolina.

This premier commercial real estate summit connects investors, brokers, developers, and economic leaders shaping the future of the industry. Our team showcased **North**

**Carolina's expanding commercial opportunities** and built valuable connections that strengthen our state's position in the national market.

## 2025 YEAR-IN-REVIEW: COMMERCIAL COMMITTEE ACCOMPLISHMENTS

### Field Experience Tour: Connecting Committees, Exploring Communities



Our **Field Experience Tour** fostered collaboration among the Commercial, Economic Development, and Global Committees.

During NCR's Winter Leadership Meetings, participants explored downtown

**Winston-Salem** developments via trolley, including **Industry Hill, Innovation Quarter, and 4th Street**.

### **Advancing Collaboration with Local RCAs**

The Commercial Committee's ongoing goal is to ensure representation from all **local RCAs and commercial boards**. This year, we launched targeted **peer outreach recruitment efforts** to identify prospective new committee members and strengthen statewide participation.

### **Expand Committee's Role in Advocacy, including Collaboration with Elected State Officials**

At our January committee meeting, **Representative Jeff Zenger** delivered a **Commercial Legislative Update**, providing valuable insights on ongoing projects and policy priorities impacting commercial real estate.

### **Commercial Branding Awareness Campaign**

Chair **Lou Baldwin** launched a **Commercial Branding Awareness Campaign**, appointing **Lynn Harris** as Chair of the **Commercial Branding Awareness Work Group**. The work group's purpose includes raising member awareness and strengthening the **NC REALTORS® Commercial brand**.

## **COMMERCIAL INSIGHTS & NETWORKING**

### **Commercial Real Estate Insights with CCIM Global President Steve Rich**

In **Cherokee**, the Commercial Committee hosted an engaging session featuring **CCIM Global President Steve Rich**, who shared his unique perspective as the leader of an international commercial real estate organization.

Attendees gained valuable insights into emerging trends and global perspectives in commercial real estate. The session was followed by a **networking reception**, providing an opportunity for continued discussion and collaboration.

## FUTURE MEETINGS



**2026 NCR Vision Quest |  
Winter Leadership Meetings**  
January 26-30, 2026  
Grandover Resort & Spa |  
Greensboro, NC  
**Commercial Committee  
Meeting – January 29, 2026 |  
12:30pm-1:30pm**

**[Register Now!](#)**

---

### 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®](#)

[NC REALTORS® Commercial Committee](#)

[Privacy Statement](#)

[NAR Commercial Real Estate](#)

[Local Association RCAs](#)