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Nahigian invited to speak at industry events during fall 2021

January 14, 2022 - Front Section



Casey Welton on the left and Nahigian at the RIS Media interview.

Newton, MA During fall of 2021 Rob Nahigian, FRICS, SIOR, CRE, MCR of Auburndale Realty Co., was invited and spoke at a number of regional and national commercial real estate events throughout the U.S. as an industry subject matter expert and commercial industry thought-leader.

On September 9th, the Berkshire Board of Realtors asked Nahigian to speak on commercial lease analysis for MA continuing education to its members. The event was held on Zoom.

On September 15th, Nahigian delivered a course on Zoom for the Rhode Island Association of Realtors on Commercial Real Estate Basics: Geographic and Financial Factors. This course also qualified for brokerage license CE for RI and MA.

On September 20th and 21st, Nahigian taught two days for the MA Association of Realtors GRI program. The four topics that Nahigian presented were commercial real estate, industrial real estate, international real estate and marketing commercial real estate.

On September 23rd, Nahigian delivered the SIOR national designation program “Art of Negotiating Commercial Real Estate” in Dallas for the first live class since the pandemic. The course revealed new models in negotiating skills that have elevated the success of professional negotiators. As an SIOR national faculty member since 1986, Nahigian incorporated his professional experience as a “for hire” negotiator that dissected two negotiating traits that can tip the playing field.

Coldwell Banker Commercial, Atlanta, GA through SIOR engaged Nahigian to deliver four courses on industrial real estate in Atlanta on Sept. 27th and 28th. The courses were delivered at the offices of Coldwell Banker Commercial in Sandy Springs, GA. The topics were Industrial Real Estate Introduction on construction and marketing, Industrial Build-To-Suit on developing a pro forma for negotiations, Negotiation Skills for Industrial Real Estate and From Shanghai to Your Shelf: Logistics and Supply Chain Industrial Real Estate Site Decisions. There were approximately 40 brokers in each class.

On October 1st, NAI Global through SIOR engaged Nahigian to teach Synergistic Sales Skills to its national audience. Approximately 75 to 100 senior brokers were present for this 4-hour class on Zoom.

On October 19th, Nahigian joined a live panel with Bob Cleary, SIOR, CRE of Colliers and Rusty Aertsen chairman of The Hamilton Company on the future of office, residential and industrial real estate post pandemic. The panel spoke at the Harvard Club of Boston's Real Estate Special Interest Group. The program was held at the Harvard Club in Boston's BackBay. Nahigian's participation on the future of industrial logistics and what were the future new distribution locations in Mass.

On October 20th, the Rhode Island Association of Realtors had Nahigian speak on Commercial Loan Packages for RI and MA broker CE credit. The program was held on Zoom.

On October 22nd, NAIOP asked Nahigian to speak on business transactions and negotiating on Zoom as part of its MA NAIOP Real Estate Certificate Studies program. Approximately 35 real estate brokers, architects, lawyers, engineers, contractors and developers were in attendance.

On November 9th and 10th, Nahigian also taught a two day course on the Highest and Best Use Analysis for MA NAIOP on Zoom. The course included a case study of a vacant land site and presentations on final recommendations.

Nahigian was then invited as a national speaker on November 13th, at the NAR National Convention in San Diego. Nahigian spoke on the negotiating course basics that is part of the SIOR designation curriculum. Over 10,000 real estate practitioners attended this first national convention since the pandemic. Nahigian was also interviewed later that day by Casey Welton of RIS Media on negotiating skills. He highlighted the do's and don'ts in negotiating that was video-taped for national distribution. In addition, SIOR had a booth at the NAR convention to expose the SIOR organization. Nahigian assisted with informing prospective brokers about the history and value of SIOR.

On November 18th, Nahigian delivered a program on Commercial Loan Packages for the MA Realtors Commercial Alliance on Zoom. The program qualified for real estate brokerage CE credit.

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