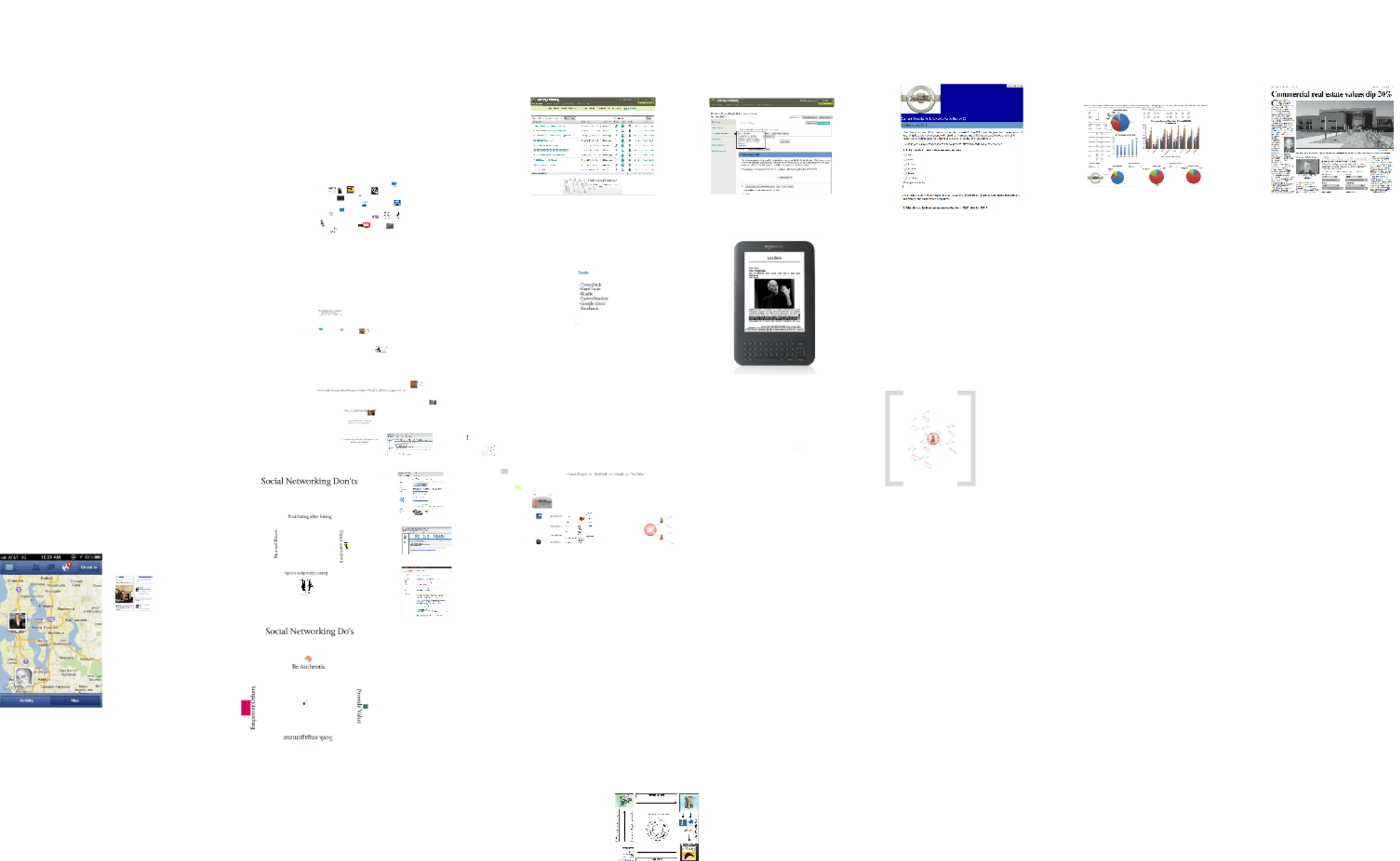


does that add value?



Effective Marketing in a Digital Era

Todd Clarke @nmapt.com
created with: Bill Risser @billrisser





Audience



Cave
Paintings
a dozen

Who:

in your tribe

Cost:



time to make
the pigment,
make the torch,
make the brush

Time:



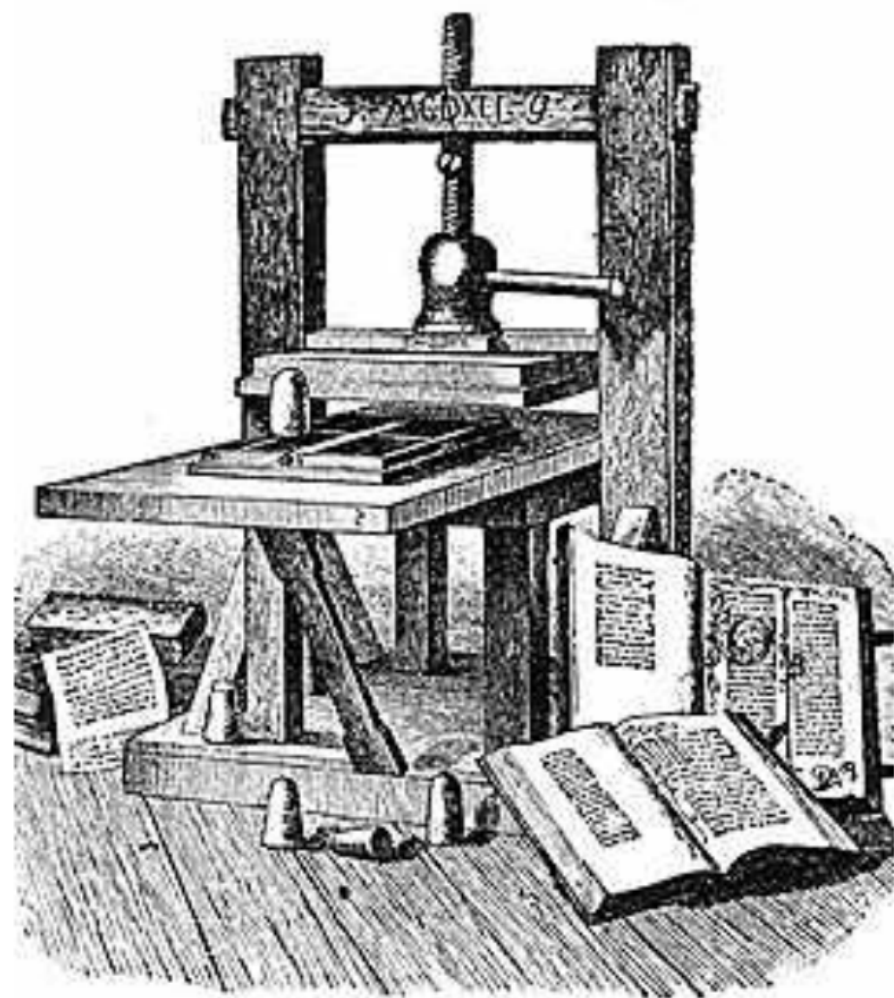
Communication:



\$ per A:

\$/A:

\$5,000.00



Audience

Who:

Cost:

Time:

Communication:

\$ per A:



Book
Publishing
hundreds

in your town

paper, binding,
building, people



One Way

\$/A:

\$50.00



Snail Mail

Audience



thousands

Who:

in your farm
area

Cost:



paper, printing,
envelopes,
stamps

Time:



Communication:



One Way

\$ per A:

\$/A:

\$1.00



Radio

Audience



hundreds of
thousands

Who:

your town

Cost:



production,
promotion

Time:



30 seconds
at a time

Communication:



One Way

\$ per A:

\$/A:

\$0.15



TV

Audience



millions

Who:

your state

Cost:



production,
promotion

Time:



30 seconds
at a time

Communication:



One Way

\$ per A:

\$/A:

\$0.12



Fax

Audience



thousands

Who:

your
rolodex list

Cost:



paper, ink

Time:



6 seconds a
page

Communication:



One Way

\$ per A:

\$/A:

\$0.01



Cell Phone

Audience



hundreds

Who:

your
rolodex list

Cost:



minutes

Time:



only 24
hours in a
day

Communication:



Two Way

\$ per A:

\$/A:

\$0.01



Email

Audience



thousands

Who:

your
Outlook
contact list

Cost:



Time:



0 seconds

Communication:



One Way

\$ per A:

\$/A:

\$0.01





		Website
Audience		millions
Who:		anyone
Cost:		production
Time:		you don't have to be there
Communication:		One Way
\$ per A:	\$/A:	\$0.01



Blogs		
Audience		millions
Who:		anyone
Cost:		content creation
Time:		creating content
Communication:		One Way
\$ per A:	\$/A:	\$0.01

7 BILLION

How your world will change



800 million

Audience



Social
Networking
hundreds of
millions
everyone

Who:



150 million

Cost:



your time

Time:



engaging in
authentic
relationships



100 million

Communication:



Multiway

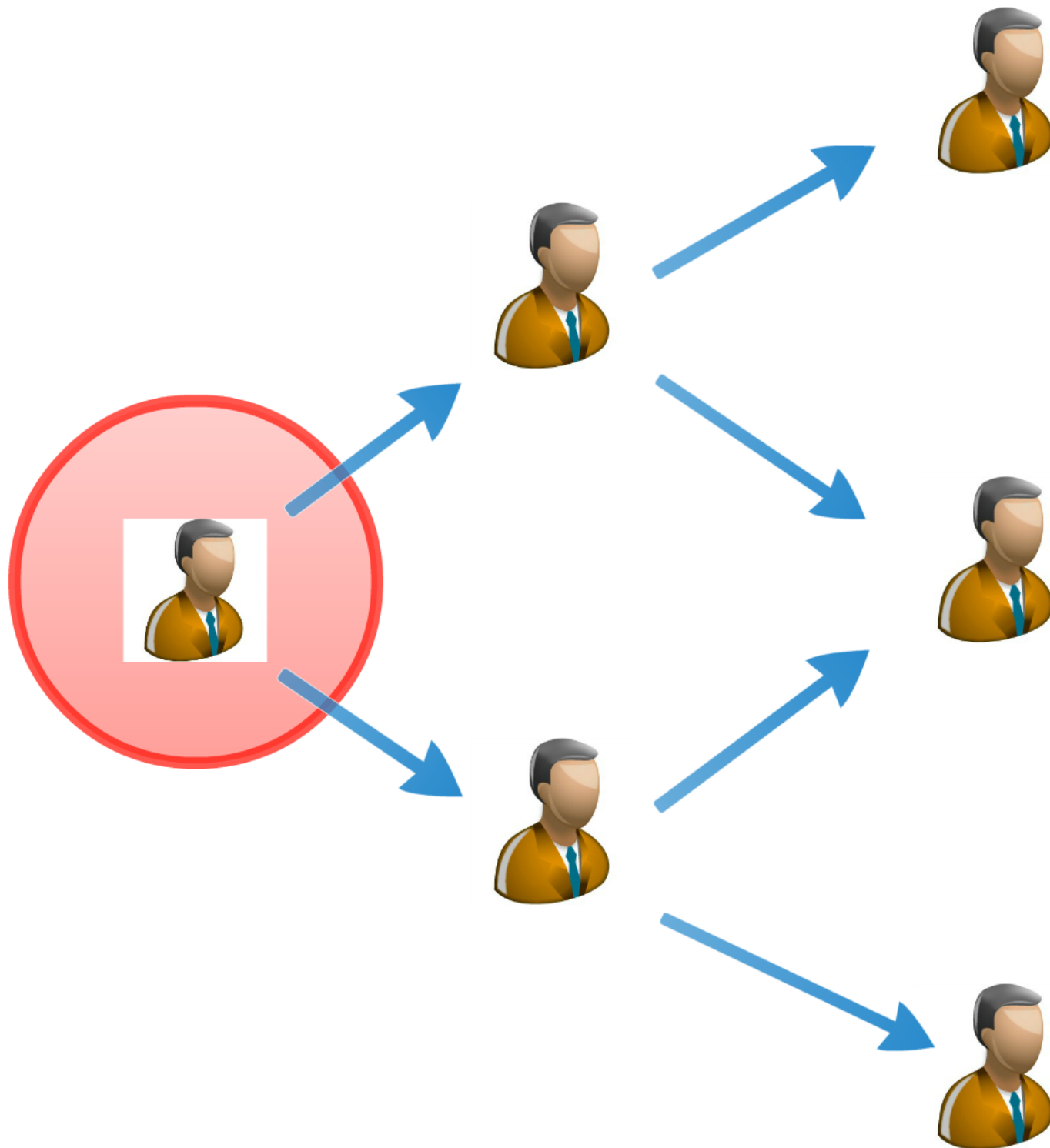


50 million

\$ per A:

$\$/A:$

\$0.00



- Search Engine #1 - Facebook #2 - Google #3 - YouTube



Goals for today: Reputation/Brand Management Relationship Building Efficiency Engagement Tools

"It takes 20 years to build a reputation and 5 minutes to ruin it. If you think about that, you will do things differently." Warren Buffett



People talk about your business
everyday... Are you listening?

"It takes 20 years to build a reputation and 5 minutes to ruin it. If you think about that, you will do things differently." Warren Buffett



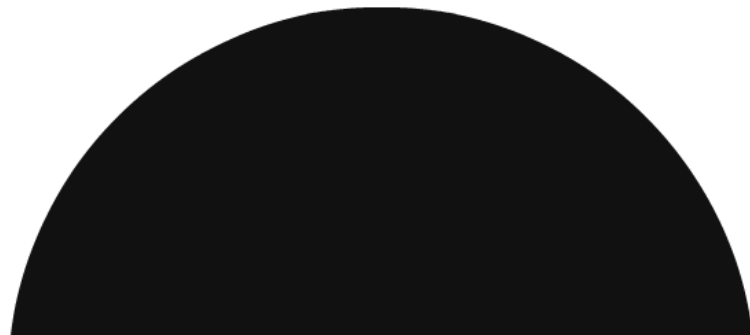
People talk about your business
everyday... Are you listening?

ink about that, you will do things differently." Warren Buffett



People talk about your business
everyday... Are you listening?

Social networks are not just for
broadcasting. Successful implementation
requires listening...



everyday... Are you listening?

Use monitoring tools that allow you to track
online conversations.

Eudora - [In]

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Search Web

Eudora

- Eudora
 - In
 - Out
 - Junk
 - Trash
 - Recent
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 - PropTax20
 - Save

Who	Date	Subject
Google Alerts	03:23 PM 10/11/2 9	Google Alert - new mexico employment
Google Alerts	03:24 PM 10/12/2 5	Google Alert - "todd clarke"
Google Alerts	03:22 PM 10/13/2 12	Google Alert - new mexico property tax

175/1535K/72K Default (Compact)

Subject: Google Alert - "todd clarke"
From: Google Alerts <googlealerts-noreply@google.com>
To: tclarke@nmapartment.com

Web

1 new result for "todd clarke"

[my iPhone 4s is on its way – Todd Clarke's Technology Corner v2.0](http://www.canteraconsultants.com/tech/?p=1006)

By Todd Clarke <http://www.canteraconsultants.com/tech/?p=1006> ... This entry was written by Todd Clarke, posted on October 12, 2011 at 8:18 am , filed under ...

www.canteraconsultants.com/tech/?p=1006

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my iPhone 4s is on its way

By [Todd Clarke](#) | 2011/10/12 08:18 Posted in [Apple](#), [CCIM](#), [Cool!](#), [Cutting Edge](#), [International](#)



In a scene out of the book *Aerotropolis: The way we will live next*, Apple notified me yesterday that my iPhone 4s has left its facility in Shen Zen, China (where Foxconn makes the phones), and has passed Hong Kong and is enroute to LAX on the way to being delivered to my door this Friday.

Order Number: W2551
Ordered on Oct 07, 2011

Dear TODD CLARKE,

We are pleased to inform you that your iPhone has shipped. Please check below for your confirmed delivery date. If you ordered more than one item, they may ship separately.

The Apple Store

[Track Shipment](#) [Pre-sign for this shipment](#)

Ship to:	TODD CLARKE	Bill to:	TODD CLARKE
Carrier Name:	UPS		
Tracking Number:	1Z079WY195		
Delivers By:	Oct 14, 2011		

Items in Your Shipment

IPHONE 4S WHITE 64GB AT&T-USA

Item Number: W2551

With the following plan:

- Messaging Plan
- Phone number

[Pre-sign for this shipment](#) [Track Shipment](#)

See the [Aerotropolis CCIM webinar](#) here, or even better – see the author, [Greg Lindsay](#), CCIM Live This Friday August 14th, 2011 in Phoenix.



Eudora - [In]

File Edit Mailbox Message Transfer Special Tools Window Help

Search Web

Eudora

- In
- Out
- Junk
- Trash
- Recent
- Filed
- PropTax20
- Save

Who	Date	Subject
Google Alerts	03:23 PM 10/11/2 9	Google Alert - new mexico employment
Google Alerts	03:24 PM 10/12/2 5	Google Alert - "todd clarke"
Google Alerts	03:22 PM 10/13/2 12	Google Alert - new mexico property tax
Google Alerts	03:23 PM 10/13/2 21	Google Alert - new mexico jobs
Google Alerts	03:23 PM 10/13/2 12	Google Alert - new mexico employment
Google Alerts	03:24 PM 10/13/2 5	Google Alert - "todd clarke"
Google Voice	01:54 PM 10/11/2 5	New voicemail from (773) 433-0063 at 1:53 PM

175/1535K/72K Default (Compact)

Subject: Google Alert - "todd clarke"

From: Google Alerts <googlealerts-noreply@google.com>

To: tclarke@nmapartment.com

News

1 new result for "todd clarke"

[Seaquam Seahawks build for title run by strengthening the bonds on ...](#)

The Province

"With this group, team love is a big part of what we're trying to find," says co-head coach **Todd Clarke**. "The big thing is, we're not 13 girls. ..."



todd clarke ccim

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www.toddclarke.com/

about D. **Todd Clarke CCIM** ... Fabulous class this week in Tokyo – taught CCIM 102 to a room full of CPM's – some of the brightest people on this planet made ...

[NM Apartment Advisors](#)

www.nmapartment.com/

Commercial Investment Real Estate (09/2003) - **Todd Clarke CCIM** - Commercial Investment Real Estate (08/2003) - OPED: In No Mood for Moddys report ...

[Todd Clarke CCIM | LinkedIn](#)

www.linkedin.com/in/dtoddclarke

Albuquerque, New Mexico Area - CEO, NM Apartment Advisors Inc. - Apartment Association of New Mexico

View **Todd Clarke CCIM's** professional profile on LinkedIn. LinkedIn is the world's largest business network, helping professionals like **Todd Clarke CCIM** ...

[Todd D. Clarke, CCIM :: CCIM Professional Resume](#)

members.ccim.com/6456262

May 25, 2011 – Apartment brokerage, consulting, development, redevelopment of downtowns, implementation of affordable housing, strategic property ...

[Todd Clarke, CCIM - CCIM Live!: Rebound in Phoenix -](#)

live.ccim.com/speakers/14877

Todd Clarke, CCIM, is a fourth generation Commercial REALTOR® and a second ...

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[Todd Clarke's Resume](#)

www.nmcomreal.com/nmcomreal/resumetc/index.html

Todd Clarke CCIM Resume. ... Resources Ltd. 1006 Tijeras NW. Albuquerque NM 87102. 505.440.TODD. Tclarke@nmapartment.com. www.nmapartment.com.

[CCIM | Confessions of a Commercial Real Estate Consultant](#)

www.toddclarke.net/?cat=7

Tools:

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- Hoot Suite
- Kindle
- SurveyMonkey
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Search

Survey Title <div>Sort</div>	Created <div>Sort</div>	Modified <div>Sort</div>	Design	Collect	Analyze <div>Sort</div>	Actions
St. Mary's, Albuquerque, Alumni Registration	December 14, 2006 3:02 AM	1 day ago			 107	Clear Transfer Delete
NM Apartment Advisors Newsletter registration	December 1, 2006 3:28 AM	4 days ago			 271	Clear Transfer Delete
NM CCIM Chapter #10 CCIM Intro Course Registration	January 11, 2011 12:08 PM	12 days ago			 5	Clear Transfer Delete
ABQ CCIM CCR Study session	March 18, 2009 9:47 AM	39 days ago			 17	Clear Transfer Delete
Questionnaire for North Fourth Area	January 27, 2005 6:39 AM	48 days ago			 75	Clear Transfer Delete
Cantera Consultants & Advisor's Value Survey 2011	June 10, 2011 11:10 AM	83 days ago			 94	Clear Transfer Delete
American Apartment Advisors Buyers Toolkit	November 21, 2006 3:04 AM	119 days ago			 13	Clear Transfer Delete
NM CCIM Chapter Lunch & Learn 1	May 20, 2011 10:12 AM	132 days ago			 21	Clear Transfer Delete
Lincoln Harris iPad Tech survey	May 11, 2011 5:36 PM	144 days ago			 18	Clear Transfer Delete
CCA 2010 Course Offerings	March 10, 2009 7:42 PM	147 days ago			 74	Clear Transfer Delete

Showing 1 - 10 of 82

«

1

2

3

4

5

6

7

8

9

10

»



REACH YOUR TARGET AUDIENCE

We'll help you send your survey to a specific group of respondents.

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Cantera Consultants & Advisor's Value Survey 2011 Edit

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1. Value survey 2011

The following survey will be used for property tax protests for the 2011 calendar year. With the exception of awarding the prize, your response will remain anonymous and will be aggregated together with other responses to form a basis for arriving at values for property tax protest reports.

Previous years survey responses can be found here: <http://www.toddclarke.net/?p=1277>

+ Add Question ▼

Q1

Edit Question ▼

Add Question Logic

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Copy

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1. 1. As it relates to real estate are you primarily:

☐

broker

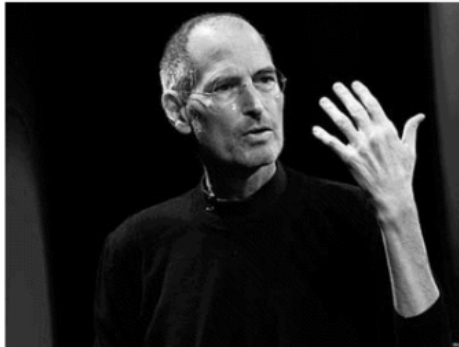
Leaders

STEVE JOBS

The magician



The revolution that Steve Jobs led is only just beginning

1032 words



WHEN it came to putting on a show, nobody else in the computer industry, or any other industry for that matter, could match Steve Jobs. His product launches, at which he would stand alone on a black stage and conjure up an "incredible" new electronic gadget in front of an awed crowd, were the performances of a master showman. All computers do is fetch and shuffle numbers, he once

next article: ECHOES OF 2008: Here we go again

Click to end highlight, + to tweet/share, or Back to cancel





Exit this survey >>

Cantera Consultants & Advisor's Value Survey 2011

1. Value survey 2011

The following survey will be used for property tax protests for the 2011 calendar year. With the exception of awarding the prize, your response will remain anonymous and will be aggregated together with other responses to form a basis for arriving at values for property tax protest reports.

Previous years survey responses can be found here: <http://www.toddclarke.net/?p=1277>

1. 1. As it relates to real estate are you primarily:

- ☐ broker
- ☐ owner
- ☐ investor
- ☐ manager
- ☐ lender
- ☐ appraiser

Other (please specify)

As it relates to commercial/investment real estate (i.e., office, retail, industrial, apartments, hotels/motels, ministorage and other related properties)

2. What do you believe buvers are looking for in CAP rates for 2011?

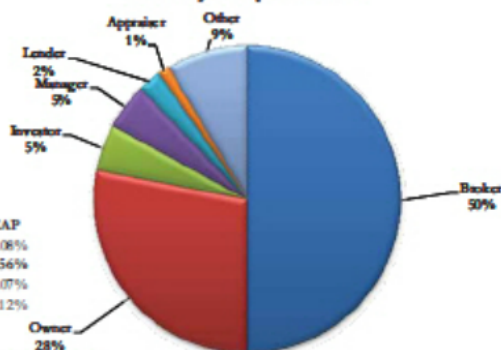
Cantera Consultants & Advisors Inc. Commercial Real Estate Market Survey - Albuquerque, Las Cruces, Rio Rancho, Santa Fe and New Mexico

Survey compiled by Todd Clarke CCIM - respondents were surveyed June/July 2010 - 79 responses from NM's leading brokers, owners, investors and appraisers

Survey Respondents

Broker	41
Owner	23
Investor	4
Manager	4
Lender	2
Appraiser	1
Other	7
	82

Survey Respondents



Differences in CAP Rate by Market

(compared to ABQ CAP Rates)	2010 CAP
Santa Fe	0.43% lower 9.08%
Rio Rancho	1.05% higher 10.56%
Las Cruces	1.55% higher 11.07%
Ran1NM	2.61% higher 12.12%

What do you believe buyers are looking for in CAP rates for 2010?

Low=	8.9%
High=	10.1%
Avg=	9.5%

What do you believe CAP rates were for deals closed in 2009?

Low=	8.4%
High=	9.4%
Avg=	8.9%

What do you believe CAP rates were for deals closed in 2008?

Low=	7.6%
High=	8.5%
Avg=	8.0%

What do you believe CAP rates were for deals closed in 2007?

Low=	6.8%
High=	7.9%
Avg=	7.4%

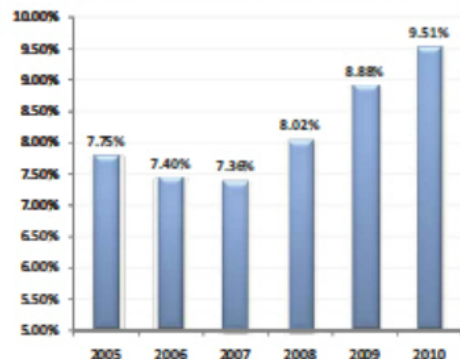
What do you believe CAP rates were for deals closed in 2006?

Low=	6.9%
High=	7.9%
Avg=	7.4%

What do you believe CAP rates were for deals closed in 2005?

Low=	7.2%
High=	8.3%
Avg=	7.8%

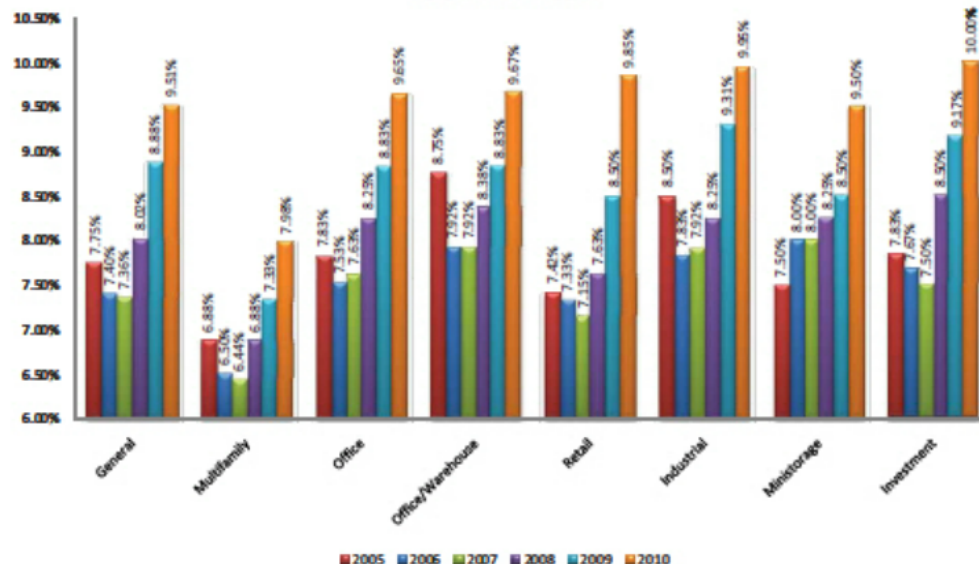
Cap Rates in general for ABQ



Cap Rates by product Type

	General	Multifamily	Office	Office/Warehouse	Retail	Industrial	Ministorage	Investment
2005	7.75%	6.88%	7.83%	8.75%	7.42%	8.50%	7.50%	7.83%
2006	7.40%	6.50%	7.53%	7.92%	7.33%	7.83%	8.00%	7.67%
2007	7.38%	6.44%	7.63%	7.92%	7.15%	7.92%	8.00%	7.50%
2008	8.02%	6.88%	8.29%	8.38%	7.63%	8.25%	8.29%	8.50%
2009	8.88%	7.33%	8.83%	8.83%	8.50%	9.31%	8.50%	9.17%
2010	9.51%	7.98%	9.63%	9.67%	9.85%	9.95%	9.50%	10.00%

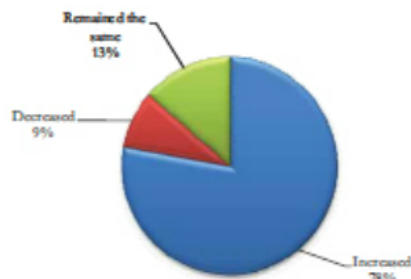
Albuquerque Commercial Real Estate CAP rates 2005-2010 by product type



Vacancy Rates 2005-2010

Increased	63
Decreased	7
Remained the same	11
	81

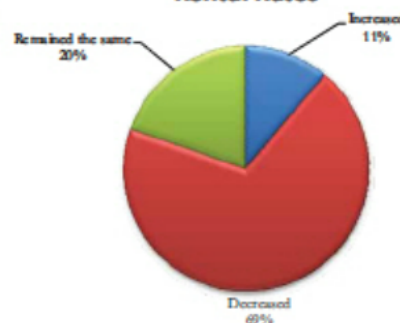
Vacancy Rates



Rental Rates 2005-2010

Increased	9
Decreased	56
Remained the same	16
	81

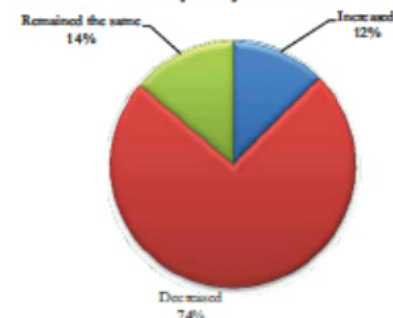
Rental Rates



Property Values 2005-2010

Increased	10
Decreased	59
Remained the same	11
	80

Property Values



Commercial real estate values dip 20%

Commercial real estate values have dropped by an average of just more than 20 percent in New Mexico since the deal-crazy days of just three to four years ago, according to a recent survey of brokers, owners, investors and appraisers by Albuquerque-based Cantera Consultants & Advisors Inc.

Almost three-quarters of those surveyed – 59 out of 80 respondents – said they've seen a decrease in the value of their properties from 2005 to 2010. The survey turned up similar results regarding decreases in both rental and occupancy rates at their properties.

"All in all, while this matches an overall downward trend in pricing that the rest of the nation has seen ... it is better than the national averages," said Todd Clarke, CEO of both Cantera Consultants and its sister brokerage company N.M. Apartment Advisors Inc.

Nationwide as of July, commercial real estate prices were 38.9 percent below the peak recorded in October 2007, according to the Moody's/REAL All Property Type Aggregate Index.

The drop in commercial real estate values is a function of an increase in cap



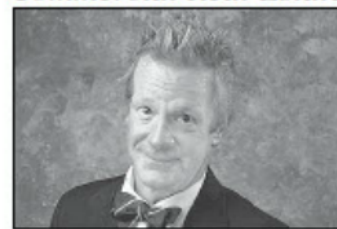
CLARKE:
Keeping
track of cap
rates



PHOTO COURTESY OF CNM

The new 106,500-square-foot Student Resource Center is open for the fall term at Central New Mexico Community College.

Commercial Real Estate



RICHARD METCALF
Of the Journal

in 2008 as the economic recession spread from residential real estate to the commercial side. The rate jumped to 8.9 percent in 2009 and is currently at around



CAP RATES INCREASING IN N.M.

A sign of the times in commercial real estate, rising cap rates mean falling values. As a general rule of thumb, each percentage point increase in cap rates translates into about a 10 percent decrease in real estate value.

Here are the changes over the past five years by property type:

Apartments

2005	6.9%
2010	8%

Office

2005	7.8%
2010	9.6%

Warehouse

Retail

2005	7.4%
2010	9.8%

Industrial

2005	8.5%
2010	9.9%

Ministorage

The local apartment market deserves special mention because, as an investment, it has done well in terms of increasing rents and occupancy. Nevertheless, after the average cap rate dropped from 6.9 percent in 2005 to a low of 6.4 percent in 2007, it rose steadily to 8 percent in 2010.

The increase in cap rate has less to do with performance of apartment properties as an investment, than it has with "some uncertainty about property values since so few deals have traded in the last 20 months," Clarke said.

Cantera's survey.

Tools:

- TweetDeck
- Hoot Suite
- Kindle
- SurveyMonkey
- Google Alerts
- Facebook



Social Networking Don'ts



Post listing after listing



Post listing after listing



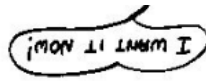
Direct marketing



Expect immediate results



Be a wallflower



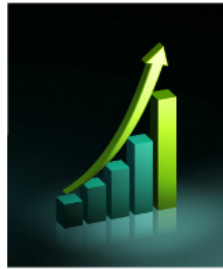
Social Networking Do's



Be Authentic



Be Authentic



Provide Value

be simple, be social:

**DON'T
MAKE
THEM**

THINK

Engage them!

Seek engagement



Red Bull®

Empower Others

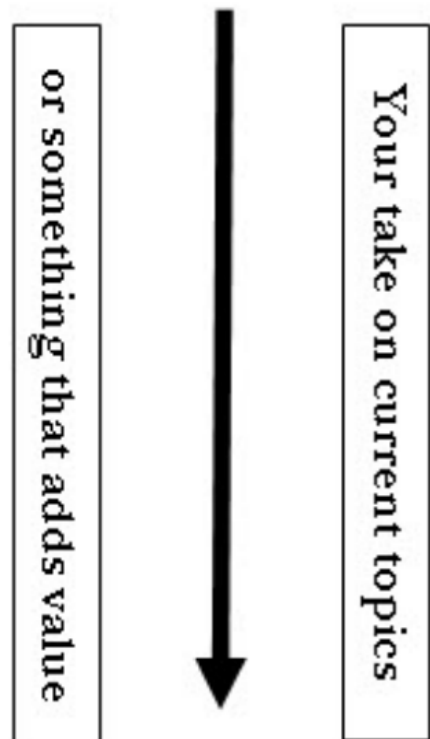


Research

TAGS: what is your audience saying?
What is on their mind?
RESEARCH

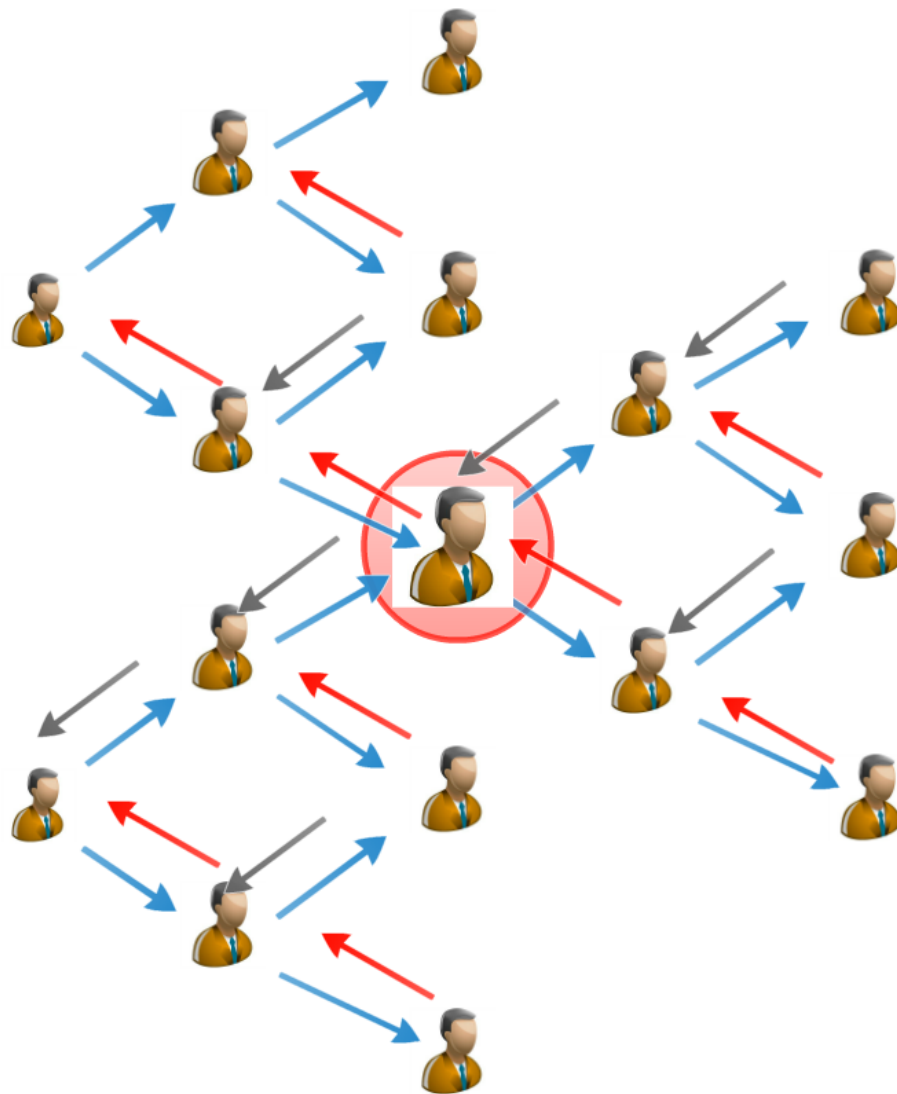


Colonel John Boyd OODA Loop



Engagement





Todd Clarke, CCIM

tclarke@nmapartment.com

@nmapt

www.ToddClarke.com

www.canteraconstultants.com/
tech

**Todd Clarke**

about an hour ago

"Never have so many people been pulled out of poverty as fast as The Chinese have over the last decade..." Michael J Parks at WA State Commercial Association of Realtors — at Hilton Bellevue.



Like · Comment · Share · Tag Friends



Kathy Baldwin-Moya likes this.



Frank Cangial that's because we sent all our shit over there, the only thing we make well in this country is war. maybe we should hire out, you know, if some dork country wants to start a war, we'll do it for them, for a price, that's what we're good at.

about an hour ago · Like

Write a comment...



Todd likes East Mountain Flooring.



Todd wrote a recommendation for REALTORS® Conference & Expo.



Todd subscribed to updates from Mark Zuckerberg, Founder and CEO at Facebook.

**Todd Clarke**

about an hour ago

Happy 100th Birthday Chevrolet!



Shared from **CHEVROLET'S CENTENARY: From 0 to 100 in The Economist - US Edition**
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Chevrolet, which celebrates its centenary on November 3rd, is as woven into the fabric of American culture as Coca-Cola. Not all of its birthdays have been happy, but as it reaches its 100th its prospects are on the up. In the July to September quarter, a record 1.2m cars and pickups with the Chevy "bow-tie" badge on t...

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**Todd Clarke**

2 hours ago

They are only adding fuel to the fire, in what is already a precarious balancing act.



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kindle.amazon.com

Companies' cash is drying up, with dire consequences for their workers 505 words
BEIJING EFFORTS to curb inflation in China are having some painful side-effects. A squeeze on bank lending has prompted some businesses short of cash to stop paying wages to blue collar

