



nerej

President's message: Newest tool available - CCIMREDEX

April 21, 2010 - Front Section

I hope you all survived the monsoon season here in New England. It seems like a great many of our colleagues and clients are still bailing out from the recent floods. It seems to be over and it's time to move forward. The best way to do just that is to enhance your business by improving your skills. As a member of the New England CCIM chapter you can take advantage of the many programs, networking events and tools at a much reduced rate.

Speaking of tools, our latest tool is the new "CCIMREDEX". CCIMREDEX is a Real Estate Data Exchange and a repository of commercial property data. CCIMREDEX essentially provides a platform for CCIM members to research, analyze and market properties all in one place. Members can access property locations, demographics, sales and lease history, and enter property data one time with the ability to send it out to multiple listing outlets nationwide. A neutral platform with multiple third party applications electronically integrated, CCIMREDEX is an Internet based technology tool accessible from anywhere in the world. Members can create flyers, property brochures and distribute Flash websites and eBooks. CCIMREDEX is designed by CCIMs and is exclusively available for free to all CCIM Institute chapter members.

This tool also integrates with the "Site to do business" to allow you to get demographic, site and property information. Don't miss this exciting new technology that will save you time and more than enough money to pay for your membership.

On the education front, there is a brand new version of CI101, the financial analysis module of the CCIM designation program coming up on April 26th through April 30th. During this program you will learn to apply the CCIM Cash Flow Model to make your investment decisions based on wise investment fundamentals. This class will also introduce you to two other important tools -- the CCIM Strategic Analysis Model, the fundamentals behind the numbers, and the CCIM Decision-Making Model, a process for analyzing and making real estate decisions. You will also apply state-of-the-art real estate analysis tools to quantify investment return, and measure the impact of federal taxation and financial leverage on the cash flow from acquisition, ownership and disposition phases of real estate investment. This program has been totally re-vamped for 2010 and CCIM designees can take it for just \$275. There is so much new information and tools in this program, that current designees should retake it! Please check it out on our website, www.neccim.com.

Another great program coming up very soon is the "Selling in a tough market workshop", to be held in conjunction with the Greater Boston Real Estate Board, to be held at their offices at One Center Plaza on May 25th. During this program, you will learn to grow your sales and work more qualified business. Bring the objections, complaints, challenges, and problems you're seeing and hearing from your prospects in the market today. Mark Banard, a professional Sandler Sales Institute trainer, will help you identify new insights into where you're going wrong, why it's ok to say no, and how applying a few key skills may mean the difference between a huge waste of time and a big payday.

Sign up today at our website, www.neccim.com .

We also have a great CCIM calculator course coming up in the Springfield area in August. Watch our website for more info. And, don't forget our 3rd Annual Commercial Real Estate Golf Outing in the early Fall. This years' event promises to be bigger and better than ever.

Have a great and profitable month and check back next month for more great opportunities!!!

Sandy Brown, CCIM, is the 2010 president of the CCIM New England chapter, Boston.

New England Real Estate Journal - 17 Accord Park Drive #207, Norwell MA 02061 - (781) 878-4540