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CCIM president's message: Receiving your CCIM designation

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I am learning every day to know what I don't know... We all go through stages of learning in our careers, from unconsciously incompetent (don't know what you don't know) on to consciously incompetent (know what you don't know), then to consciously competent (know and practice what you know, but have to think about it) and finally to unconsciously competent (automatic, don't even have to think about it). Think of when you were learning to drive a standard shift car and you will recognize the stages. Well, it's the same with your commercial real estate development. CCIM membership represents more than simply quality education. The programs, services and publications offered are of the highest caliber and represent the commitment of the CCIM Institute to the professional development of CCIMs and candidates. Some of those programs are:

- * Chapter and Business Network
- * Worldwide Directory of CCIMs
- * CIRE Magazine
- * Course and Conference Discounts
- * Designation Promotion
- * Advanced Education Courses
- * Online Education
- * Legislative Representation
- * CCIM E-mail Network
- * www.ccim.com
- * CCIMNet
- * Site To Do Business
- * CCIMREDEX

Recognized for its preeminence within the industry, the CCIM program represents the core knowledge expected of commercial real estate practitioners. The curriculum of study consists of four primary offerings, Introduction to Commercial Investment Real Estate Analysis, Financial Analysis 101, Market Analysis 102, User Decision Analysis 103, Investment Analysis 104.

Equally attributable to the high reputation the CCIM program holds in the marketplace is the faculty behind the program--a cadre of more than 60 CCIMs. The CCIM faculty is a group of commercial real estate professionals teaching commercial real estate professionals, the end result of which is more realistic classroom dialogue and a more practical education experience. And, the designation education curriculums have all just been totally reworked to fit all of our current market issues.

One need not travel far to attend a CCIM course. With 265 offerings annually in over 50 markets, an increasing number of students are completing their coursework within their local marketplace.

CCIM courses are offered through direct delivery, as well as through many of the CCIM Institute's 59 chapters. Local boards of Realtors, state associations and corporate and international sponsors also

host CCIM education offerings.

CCIMs hold a distinguished reputation as model business partners for commercial real estate users, owners and investors. Several Fortune 1000 companies rank CCIMs among their most valued real estate partners.

By the same token, many Fortune 1000 companies enroll their own real estate personnel in the challenging CCIM curriculum. Today, many CCIMs are employed by the leaders of world business. Additionally, international brokerage firms such as CB Richard Ellis, Cushman & Wakefield, Trammell Crow Company, RE/MAX, Coldwell Banker Commercial, and Century 21 encourage their brokers to earn the CCIM designation.

The CCIM designation process ensures that CCIMs are proficient not only in theory, but also in practice. In addition to submitting a portfolio of qualifying experience and passing a day-long comprehensive exam, candidates for the CCIM designation will have mastered such concepts as the time value of money, valuing commercial real estate, measuring investment performance, analyzing the best use of a site, forecasting the demand for property, evaluating and managing risk, and lease versus own analysis.

The CCIM Business Network offers 14,000 business partners in 1,000 markets in North America, Europe and Asia. In addition to the 7,500 professionals currently holding the CCIM designation, another 6,500 practitioners are working toward earning the CCIM designation.

Through this commercial real estate network--the largest on earth--CCIMs successfully complete 156,000 transactions annually, representing over \$400 billion.

Professionals from every segment of commercial real estate recognize the multi-disciplined value in earning the CCIM designation.

The CCIM membership network consists of approximately 50% brokers, 15% property managers, 10% asset managers, 10% corporate real estate executives, 10% developers/investors, 3% appraisers and 2% others (lenders, attorneys, accountants, etc.)

Through CCIMNet, the institute's exclusive commercial information exchange, and CCIM email list serves, CCIMs can electronically market a client property to thousands of prospective buyers, sellers and tenants.

CCIMNet features include an email notification service to buyers and sellers, side-by-side comparables and geo-coding technology. CCIMNet also allows you to create comprehensive digital marketing packages that include more than 200 fields of information, in addition to multimedia elements, mapping and member biographies. CCIMs also have the resources of The Site To Do Business an online suite of demographic and mapping reports, aerial imaging, transaction management software and many more invaluable business tools. And, CCIMREDEX gives you the opportunity to list your properties one time and send them to multiple listing services.

Finally, we are hosting our "Third Annual New England Commercial Real Estate Golf Tournament" on August 12th, at the Windham County Club in Windham N.H. Each year we have doubled the number of participants, so don't delay in signing up. This year, we are sponsoring "Operation Homefront, New England" a wonderful organization that assists the families of our military men and women with food, Communication Devices, Furniture & Household Items, Moving, Vision care, Homefront Celebrations, Operation Homefront Villages, Operation Homefront Online, Financial Assistance, Holiday Programs, Disaster Relief and many other areas. Don't miss it!!!

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