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President's message: Many reasons to become a CCIM

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One of the things that I often get asked is, "Why should I join CCIM?" To which, I answer, "Why would you not want to join!" To be fair, I am somewhat biased... okay I am a lot biased, but with good reason. As I have always said, CCIM is about NETs. Not taxes, CAM and utilities, but networking, education and technology. This month I want to spend some time discussing how CCIM Technology can help you be a better real estate professional.

Let me start by painting a picture as you may be very similar to me: I love technology; I love things that save me time and money but I do not love taking time out of my day to learn said technology. Sound familiar? If you are like most of the professionals I know, we have ways of doing things day in and day out. We want to adopt new means of treating our clients and ourselves better but sometimes that is not always that easy. So let me point to three quick ideas.

My first bit of advice is for all of you reading this who own an iPod, iRiver, or any other MP3 player. You don't even have to be a CCIM to take advantage of this. First go to www.ccim.com, in the search bar on the top right, type "CCIM Podcast". This will take you to a step-by-step tutorial on how to download CCIM Podcasts. For those really tech savvy folks, the URL of the Podcast is "<http://podcast.ccim.com/?feed=rss2>", trust me just do the walk through. Now I can listen to what is going on in the market and the CCIM world, while I am driving to work or I am pretending to work out at the gym.

The next bit of advice is for CCIM candidates or designees only. The new CCIM Mailbridge is a great way for you to connect with CCIM's from around the country and the world. You may have noticed some beta emails being sent out in the past 30 days. The system is now working its way through and you as a user can set your levels as well as post listings to other like-minded CCIMs. Need a comp for a ground lease? CCIM Mailbridge! Have a NNN leased building? CCIM Mailbridge! Have extra tickets to a Sox game? Well, call me!

The last bit of advice is for CCIM designees. Did you know that you could have your own personal webpage? No, not a Myspace page... Go into CCIM and click on CCIM Member Login, after you finish logging in you can "Edit your Professional Profile" which will directly edit your personal URL. This can be used as a tag to emails or just as a resource for your potential customers to learn more about you.

Whatever your tech needs are, CCIM is always staying ahead of the curve. As always feel free to call me or email me with any questions. (603) 668-7000.

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