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## **President's message: Where can you look for value today?**

August 25, 2009 - Front Section

Value. There I said it. It is what we are all looking for. We are not looking for "inexpensive" or "cheap." Think about if you advertised your building or your interest rates as the "Cheapest in Town," that has negative connotation written all over it. Like the Kool-Aid Guy breaking through your wall, "cheap" is something that is always a letdown. So where can you look for value today?

Well for those who have already paid for their CCIM dues lets look under one obvious stone. STDB Online.... "Wait Chris, I have already heard of its virtues please don't write another article about STDB." ... fair, but lets look at it this way. In the month of May 49,385 reports were ordered using the Site Analysis function on STDB. These reports retail at \$25 to \$100. If we use the low end figure then in May alone there were \$1,234,625 worth of reports ordered from CCIM members, at a cost of what \$600 per year to national? Question: Were you one of the ones getting that value? To find out more about STDB, mark your calendar for November 19th when we will be unveiling some great new tools in a full day session.

I have discussed before the value of education. CCIM education sure ain't cheap! But it does have a high value. If you are looking to start their career in the CCIM program, look to our Intro Course in Providence. For the price of a Lambeau Field ticket for Brett Farve's return you can begin on an education program that is the best value for all commercial real estate (\$325). If you already have your Pin and you want a two day intro refresher course, or just want to see some of the new technology pieces you can retake the Intro course for the price of a Detroit Lions ticket (\$150). P.S. That would probably buy the team outright.

If you are looking for value, we have it with a capital V. Let us know how we can help you get the most out of the CCIM program. Our chapter leadership is here to help you take away value. Visit [www.neccim.com](http://www.neccim.com) for more details.

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