



CCIM Institute
Equipping the world's best minds
in commercial real estate

UNPARALLELED ONLINE TOOLS

All CCIMs have access to the most comprehensive technology tools in commercial real estate. The Site To Do Business is the premier resource for market information and trends. It offers comprehensive integration of demographic information, GIS, and analytical and financial tools. The web-based application provides access to a variety of databases and reports, including demographics and maps, retail market potential, tapestry segmentation, consumer spending, business list data, flood source maps, Pictometry imagery, traffic counts, comparison reports, and satellite imagery. The Site To Do Business converts raw data into valuable information, affording immeasurable knowledge to CCIMs for making the best real estate decisions on behalf of clients.

Integrated with the Site To Do Business is CCIMREDEX, a real estate data exchange and repository of commercial property data. It provides a platform for CCIMs to research, analyze, and market properties all in one place. Property data is entered one time and distributed to multiple listing outlets nationwide.

GLOBAL RESOURCES

Today, there are CCIMs in every state, across Canada and Mexico, and in more than 30 nations overseas. Domestically, the network encompasses more than 1,000 markets, large and small. Globally, CCIMs comprise one of the largest commercial real estate networks in the world. This powerful force means a CCIM has the resources to close a client transaction or provide a referral across the country or around the globe.

WHY USE A CCIM?

There are countless benefits to working with a CCIM. Commercial real estate investment requires the counsel of a qualified professional. This holds true for the individual owner of an apartment building or the real estate director of a multinational corporation.

A Certified Commercial Investment Member provides clients with the assurance that every decision will be made in the best interest of the client's long-term investment objective.

Industry experience. Unparalleled education. Today's technology. A network of support. These factors set CCIMs apart from the competition. Plus, CCIMs are bound to the strictest ethical guidelines and standards of practice in the industry today.

When assembling a commercial real estate investment team, start with a CCIM.

WHO'S BEHIND THE CCIM DESIGNATION?

The CCIM designation is conferred by the Chicago-based CCIM Institute, a commercial real estate affiliate of the National Association of REALTORS®. Learn more about the value of working with a CCIM. Call +1 312-321-4460, (800) 621-7027 ext. 3100 or visit www.ccim.com.



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THE CCIM PROFESSIONAL

Your Model Business Partner



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WORKING WITH A CCIM PROFESSIONAL

When you need advice on your taxes and accounting, you use a CPA.

When you need a skilled, certified property manager, you use a CPM.

When you need help with financial planning for investments and retirement, you use a CFP.

When you need expertise in commercial investment real estate, you use a CCIM.

Read on to learn more about why CCIM designees are an invaluable resource for commercial real estate owners, investors, and users.

EXPERIENCE BACKED BY EDUCATION

For more than 40 years, Certified Commercial Investment Members (CCIMs) have been recognized as experts in commercial investment real estate. Backed by the most challenging education program in the industry, CCIMs bring an exceptional level of real-world experience, market knowledge, and negotiation skills to each client assignment. Today, about 10,000 professionals hold the CCIM designation throughout North America, Europe, Asia, and Africa. Commercial real estate users, owners, and investors recognize a CCIM as the first person to call for advice and direction in commercial real estate.

Only six percent of all commercial real estate practitioners hold the elite CCIM designation, which reflects not only the caliber of the program, but why it is one of the most coveted and respected designations in the industry.

Each CCIM has successfully completed a graduate-level program comprised of 200 hours of education. The curriculum focuses on financial, market, user decision, and investment analyses—the cornerstones of real estate use and investment. CCIM courses are refined regularly to keep current with a changing and dynamic industry.

Candidates for the designation must also submit a portfolio of qualifying experience showing a depth of practical knowledge in the field, and successfully pass a day-long comprehensive exam. This designation process ensures that CCIMs are proficient not only in theory, but also in practice.

All Certified Commercial Investment Members have mastered such theories and issues as the time value of money, measuring investment performance, cash flow, analyzing the best use of a site, property supply and demand, evaluating and managing risk, lease versus own analysis, market demographics, negotiations, tax implications, financing options, and geospatial technology. And in an industry that requires expertise, CCIMs have also developed one or more specialties:

Appraisal	Leasing
Asset management	Marketing
Brokerage	Property management
Consulting	REITs
Corporate real estate	Sale-leasebacks
Development	Tax-deferred exchanges
Institutional investment	Troubled assets
International real estate	

CCIMs apply this expertise to each brokerage assignment, lease negotiation, development project, or consulting role involving every commercial property type: office buildings, industrial properties, retail space, multifamily dwellings, hotels and motels, senior living facilities, special purpose real estate, and land.

