



CCIM: A true level of expertise and achievement

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To be designated as a CCIM is a great personal achievement, proving that hard work and dedication certainly pay off. As a CCIM you have achieved the highest level of commercial investment real estate education possible. Some of you may be familiar with what being a CCIM means, while others may have never heard of the designation. In this article we will breakdown what it means to be a CCIM, how to become a CCIM, and the benefits of being a CCIM.

Since 1954, CCIM Institute has evolved into a global organization with more than 15,000 active members. Founded on the principles of delivering the most in-depth education and analytical tools available in the commercial real estate industry, the CCIM Institute has helped thousands of students propel their careers and grow their businesses. Awarded by CCIM Institute, a CCIM (Certified Commercial Investment Member) is a recognized expert in the commercial and investment real estate industry. The designation process ensures that CCIMs are proficient in the areas of investment analysis, market analysis, user decision analysis and financial analysis for commercial real estate. This elite group of experts includes brokers, leasing professionals, investment counselors, asset managers, appraisers, corporate real estate executives, property managers, developers, institutional investors, commercial lenders, attorneys, bankers, and other industry professionals.

It is no surprise that to become a CCIM one must endure a rigorous process. The CCIM designee process can be completed at one's own pace and includes four key components: education, portfolio, professional affiliation and comprehensive exam. One must complete the designation curriculum that covers essential CCIM skill sets including ethics, interest-based negotiation, financial analysis, market analysis, user decision analysis, and investment analysis for commercial investment real estate. In addition to the designation curriculum, a professional work experience portfolio must be crafted proving that one has worked in the commercial real estate industry for at least five years, and containing all qualifying experience, which demonstrates commercial real estate experience at the required volume, capacity and depth. This portfolio of qualifying experience must be submitted before taking the comprehensive exam. Another key component is professional affiliation. One must have proof of CCIM Institute membership in good standing and be a member in good standing of the National Association of Realtors. Lastly, one must pass the comprehensive exam. This exam is only given once each year, each time at a different location around the world. The exam is 2-3 days long and includes a course concepts review (CCR) and a comprehensive exam. Designees must score 70% or higher to pass the exam.

Whether its access to an extensive network of professionals around the globe or the results and expertise you bring to your clients, the benefits of being a CCIM are diverse and plentiful. Having a CCIM designation is the most prestigious designation commercial real estate professionals can achieve within the industry. For clients, by partnering with a CCIM, they effectively utilize the

top-level, most reliable performers in the industry. Working with a CCIM ensures minimal risk, structured credibility, informed decision making, and the ability to close more deals. As far as community and network, there are CCIMs in every state and across the globe in over 30 countries. The network of CCIMs expands from large metro areas to small cities and towns. CCIMs are not only known for their credibility but also for their integrity as they are bound to the strictest ethical guidelines and standards of practice in the industry. And, if all of those benefits are not enough, it is a fact that CCIM members close thousands of transactions annually totaling in more than \$200 Billion in value. As for business, 67% of CCIM designees hold the title of owner, partner, principal, president, vice president or broker. (Source: CCIM Institute)

Only 6% of all commercial real estate practitioners hold the CCIM designation, which reflects not only the caliber of the program, but why it's one of the most respected designations in the industry. On March 24th, in Chicago, IL, the CCIM Institute and their local chapter members honored CCIM's newest 146 designees during a pinning ceremony and reception. The 146 new CCIMs hail from diverse states and countries and have varying degrees of experience in commercial real estate. This hits close to home for us at AIP. I recently have been honored as a CCIM. As a commercial real estate broker, I practice integrity on a daily basis, and utilize, invest in, and support the CCIM's network and community. My credible portfolio and proven track record support this positive measurement. To the other 145 newly designated CCIMs, we at American Investment Properties, congratulate you on all of your hard work, integrity, and success in becoming the newest members of the CCIM community.

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