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EXCELLENCE IN COMMERCIAL REAL ESTATE

**On its Golden Anniversary,** the CCIM designation remains the only credential at the leading edge of investment strategy, financial analysis, and negotiation.



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# Brand Story

The story of CCIM is the story of a half century when the commercial real estate industry emerged from the era of private ownership and wildcatter developers to become a global, public, professionalized industry with increasingly complex ownership and financial structures.



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Throughout, CCIM has been a force and a champion of careful financial, market, and investment analysis, and fiduciary-level professionalism in all phases of the commercial real estate transaction.



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## **CCIM Was Born in 1967**

Regional shopping centers and chain hotels were springing up across the country. RE syndications were being replaced by REITs as the premier public ownership structure for commercial real estate. The interstate highway system led to the creation of new suburban communities.

**Commercial real estate was about to become more complex.**



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# CRE's 50-Year Journey

CCIM took shape at a time of revolutionary change.

- **The 70s:** skyscrapers, planned communities, and stagflation
- **The 80s:** S&Ls, junk bonds, and soaring vacancies
- **The 90s:** the RTC, CMBS, and the growth of public CRE data
- **The 2000s:** soaring prices, crowdfunding, and the Great Recession



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# CCIM was there.

CCIM has been a powerful presence during 50 years of entrepreneurialism, exuberance, and excess. Through it all, we have remained stewards of the highest values of professionalism and ethics.



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# CCIM answered.

- **The industry became more sophisticated;** we designed a Core Curriculum that kept pace.
- **The industry became increasingly specialized;** we engaged the most accomplished practitioners in every field to teach through the Ward Center for Real Estate Studies.
- **Technology became more intricate;** we created the leading digital toolkit for our members.
- **The industry globalized;** we became a worldwide community that could source, refer, and transact deals.



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# The World Today

- Institutions and entrepreneurial real estate firms are looking for increasingly sophisticated analytical skills to be competitive
- Secondary and tertiary markets are soaring
- Buyers lack the bandwidth and expertise to analyze every acquisition target in a market glutted with product
- Risk-mitigation, pricing, and cycle assurance have become critical to the investment community

**This is a market primed for the expertise of a CCIM.**



# Real-world Education

CCIM Institute offers real-world, actionable education covering timely topics such as:

- Crowdfunding
- Taxation
- 1031 Exchanges
- Negotiations
- Corporate Representation
- Valuations



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# Networking

If you ask around the industry, it's clear that companies and other real estate professionals are more likely to seek out experts who possess the CCIM designation.



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# Technology Built for You

STDB provides CCIM Institute members with a first-tier digital toolkit powered by Silicon Valley technology. Use it for:

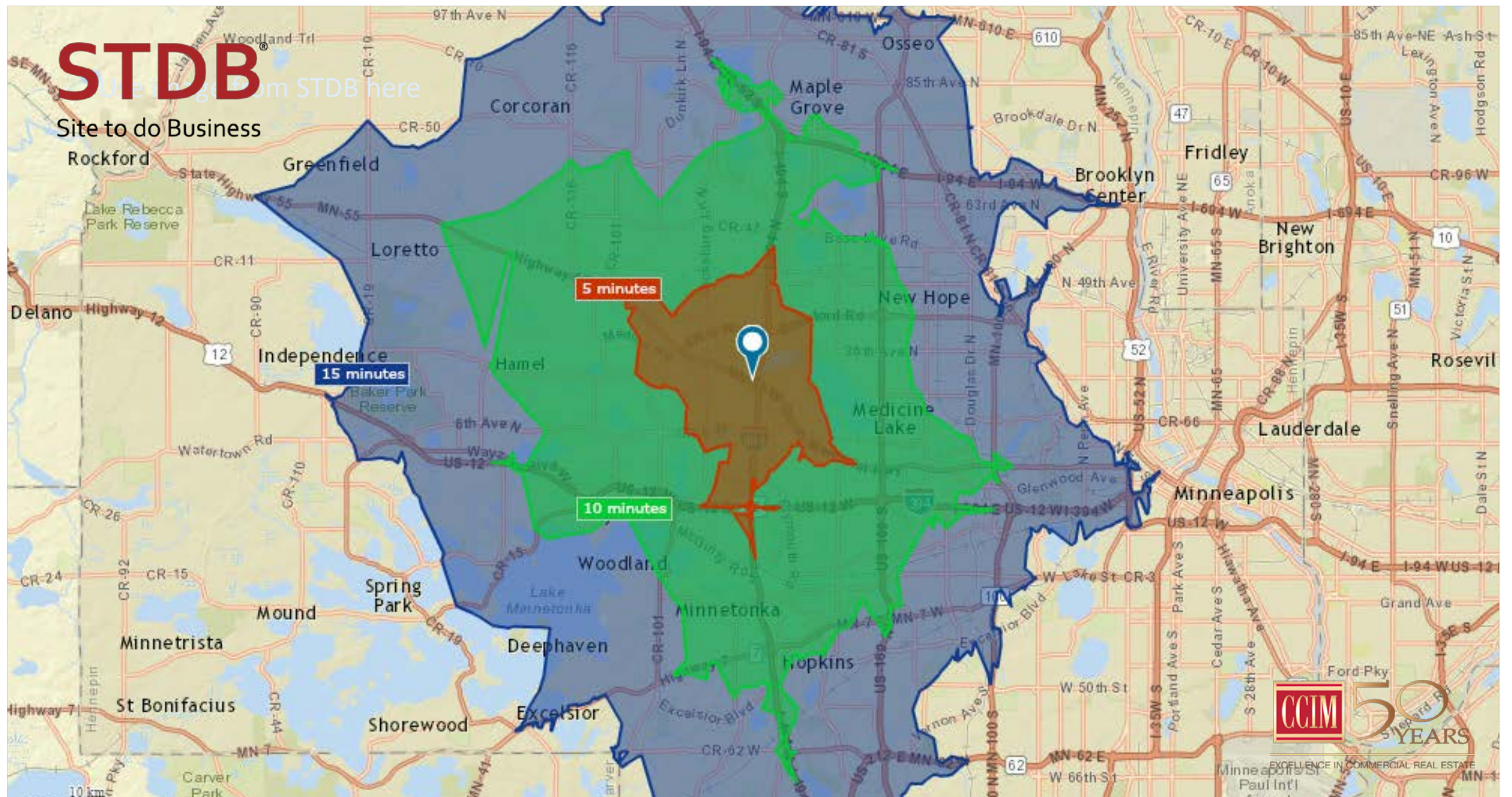
- Demographics/psychographics
- Advanced mapping
- Business lists
- Investment analysis



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# STDB

Site to do Business



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# CCIM 50: Preparing for Tomorrow

The CCIM 50 initiative sets a goal of raising the involvement of underrepresented groups in CRE through a variety of programs:

- Cultural Diversity Education Program
- Vets in Real Estate Program
- Young Professionals Program



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