

From the **core program** to the many elective courses, the institute's educational offerings give designees the knowledge and practical skills to compete in a difficult market. As **Maggie Gorden, CCIM**, notes, "The courses are demanding, but the rewards are infinite."



**Keeping It Real**

CCIM courses are more focused on real-life application. My greater understanding of commercial real estate investment decision analysis has helped substantially, specifically reflecting current economic conditions.



— **Brian D. Frank, CCIM, GAA**

**Million-Dollar Concepts**

I credit my first million-dollar transaction to a concept I learned in CI 103, which saved an otherwise dead deal.



— **Suzanne Scott, CCIM**

**Career Advice**

I loved CI 101, where I learned how to do a lease comparison analysis for a client to show him that a current deal was going to cost him an additional \$25,000. I can walk into any room and any meeting and be confident I am providing the best financial advice for real estate transactions.

— **David Schnitzer, CCIM**

**Competitive Edge**

The value of the CI 103 and CI 104 skills used in a lease transaction is almost indescribable.



Acquiring this knowledge enabled a small, Redding, Calif.-based partnership to compete successfully with a very large national corporation.

— **Janice C. Cunningham, CCIM, CRE**

**The ROI on ROI**

I consider a continuing education program called How to Develop a Neighborhood Shopping Center to be my big break. The most important concept I learned was return on investment. I always recommend that young people get involved in the CCIM program. It is the best ROI for your money.



— **Van Corr, CCIM**

**Commission Tuition**

After learning cash-flow analysis in the CI 101 course, my partner and I used the concept to convince a buyer to meet our client's price. The commission we made from that one deal paid for our remaining CCIM courses, which were without a doubt the best investment I have ever made in my business.

— **David Buurma, CCIM**

**Need a Reboot?**

The past few years have been challenging and taking the CCIM courses "rebooted" my thinking. CI 104 highlighted financial analysis items that I immediately incorporated into our existing APODs. And CI 102 seems straightforward, but many smaller investors aren't doing such extensive analyses. I don't think a comparable professional education course exists.



— **June Paek Farahan, CCIM**

**Hear Opportunity Knock**

The CI 102 course taught me how to recognize opportunity. A market analysis of La Vernia, Texas, determined that the health and fitness segment was lacking. My team secured a national gym franchise to occupy the remaining space in one of our La Vernia properties.



— **Alex Johnson, CCIM**

**Ahead of the Gains**

There isn't a day that goes by when the subject of capital gains taxes doesn't come up. I am able to differentiate myself from the competition as well as offer a valuable service to my clients because of the capital gains expertise I picked up in CI 104.



— **Michael P. Jakubiec, CCIM**

**Challenge the "Experts"**

I took the CCIM course on 1031 tax-deferred exchanges to assist a client who wanted to sell a tax deed. The client's attorney dismissed the 1031 option. But with the help of a study that my CCIM instructor conducted, the attorney reversed his position and apologized. The CCIM courses were what I needed to bring my clients all of the options and to fend for myself against attorneys and CPAs.

— **Gary Sisler, CCIM**

**How do you promote the CCIM designation in your market?**

Send your responses to [rrosfelder@ccim.com](mailto:rrosfelder@ccim.com). To find out what other CCIMs say about the institute's education program and member benefits, go to "CCIM Connections Continued" at [www.ciremagazine.com](http://www.ciremagazine.com).