

Commercial **1** Brokers

Certified Commercial Investment Member (CCIM)

The CCIM Designation

The CCIM Institute is an affiliate of the National Association of REALTORS® (NAR). The institute confers the Certified Commercial Investment Member (CCIM) designation through an extensive educational curriculum and experiential requirements. The CCIM designation was established in 1969 and is recognized as the mark of professionalism and knowledge in commercial-investment real estate.

A CCIM is a recognized professional who may specialize in commercial real estate brokerage, leasing, asset management, valuation, and investment analysis. The CCIM community is worldwide with the majority of members residing in the United States and Canada (4%). Of the approximately 125,000 commercial real estate practitioners in the United States, 6,500 hold the CCIM designation. An additional 5,500 candidates are pursuing the designation.

Membership Profile

The typical member is a male (15% are female) between 35-49 years of age who has been in the real estate industry for 20 years, has been practicing commercial-investment real estate for 16 years, and has held the CCIM designation for 7 years. Studies of candidates indicate that, of those pursuing the designation, an increasing number are women, more highly educated, with fewer involved solely in transactions and more representing corporate and institutional practitioners.

Education is a priority for institute members throughout their lives. Nearly 40% have pursued formal education beyond the bachelor's degree, with nearly a quarter having a graduate degree. This puts them on a par with the captains of business who are often their clients.

Most members come from very large metropolitan areas. Two thirds of a member's business is local, with nearly a quarter regional. Less than 10% of the business, on average, is considered national or international. The addition of the CCIM Electronic Network has expanded the scope and ability of members to conduct business outside their market areas.

The CCIM designation is the preferred certification for those who have earned multiple designations, especially within the real estate industry. The CCIM Institute receives an over 90% rating as the most valuable real estate organization.

Institute members are generally viewed as being in the technological forefront of the industry. The CCIM Electronic Network (email, the CCIM Web site, the CCIMNet Property Information Service, and the Site To Do Business) provides members with vehicles for communication, networking and business development. Through its national and international relationships with other prominent real estate organizations, the CCIM network is of global dimensions. The CCIM Electronic Network places members in the forefront of technological advances in the commercial-investment real estate industry and gives them and their clients a tremendous edge in the marketplace.

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