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Top Firms Look to CCIM Institute for Education

NEW YORK CITY-**Wayne D'Amico**, CCIM, has spent the past 26 years working in commercial real estate and is now a senior advisor for New York City-based **Lance Capital**. In addition, D'Amico served as 2013 president of the **CCIM Institute**, a National Association of Realtors affiliate that offers commercial real estate education and services to professionals around the globe. In this Q&A, he discusses the recent evolution of the CCIM Institute and why its programs appeal to top companies such as GE, pricewaterhousecoopers and Walmart Realty.

What is CCIM Institute?

D'Amico: CCIM stands for Certified Commercial Investment Member. The Institute proffers the CCIM designation to commercial real estate professionals who've completed a rigorous program and evidenced mastery of the core content: fundamentals of investment and market analyses of commercial real estate. The program also includes a variety of non-designation courses that

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Long sought by commercial brokers, the CCIM designation can now be found in a variety of related disciplines. Broadening the base of designees is just one of many ways the CCIM Institute has evolved along with the industry.

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appeal to allied professionals as well as brokers. We have 56 local chapters in the U.S., including a strong group in New York.

What types of firms are recruiting CCIMs and utilizing the CCIM education program?

D'Amico: Over the past 15 to 20 years we've evolved from a supermajority of brokers to what's now getting close to a 50/50 split of non-traditional brokers and professionals in the business. Our members and instructors work for some of the largest real estate firms in the world, including **Jones Lang LaSalle**, **Colliers International** and **Cushman & Wakefield**. And the latest growth has been in working with the lenders: the **Mortgage Bankers Association** and working down into the local MBA organizations. The likes of **J.P. Morgan Chase** and **Bank of America** also see huge value in the organization, not only in the value that the CCIM perspective gives to underwriters and people involved in deals on the lending side, but also in the networking. When it comes to corporate, we've seen **GE Capital** and **pricewaterhousecoopers** ramping up their use of the education program. And **Walmart Realty** has been very active for several years.

Why are these firms interested in the program?

D'Amico: The material is the foundation. Students learn the concepts of cash-flow analysis and market analysis, which means understanding trends in marketplace demographics and whether they indicate demand, and, if so, what kind of demand. Those two core principles are what we train people in. And then we look at it from two perspectives: the user perspective and the investor perspective. The user perspective helps students understand lease vs. buy analyses. For investors, the question is: of multiple investment alternatives, what are my best choices and why? So students evaluate the projects and arrive at the best possible scenario for the investor.

About CCIM

The CCIM Institute was established in 1954 to give commercial real estate practitioners a previously unrealized opportunity to further their business practices through focused education and networking opportunities. Today, with the addition of advanced technology tools, CCIM is the global leader in commercial and investment real estate education and services. And the coveted CCIM designation, recognized as a hallmark of professional competency, affords members an undisputed competitive advantage. Belonging to CCIM means being part of an ethical and knowledgeable network that fosters lasting relationships based on mutual respect. Our membership represents diversity in culture, gender, and age from all disciplines in the commercial real estate industry. For more information, visit <http://www.ccim.com>.



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