About the Ward Center

The Robert L. Ward Center for Real Estate Studies (hereafter referred to as the Ward Center) was formed in 2007 and named after Robert L. Ward, CCIM President (1978), to provide advanced and continuing education to CCIM Institute members and non-members on relevant and timely topics in the commercial real estate industry.

The commercial real estate industry is constantly changing due to market conditions, government regulations, technology, and information innovations. CCIM Institute’s Ward Center for Real Estate Studies supplies timely education and training to keep you current in your ever-changing market environment. You’ll tackle today’s most relevant topics, including current financial analysis strategies, communication skills, advanced negotiation techniques, high-tech marketing strategies, and sponsoring group investments.

Ward Center courses are offered in a variety of delivery models, including:

- **Live workshops** - Interact and network with other students in a collaborative setting. Typical workshops range from one-half day to two days in length.*
- **Online, instructor-led offerings** – These courses combine the flexibility of online education with live instructor and classmate interaction via the Internet. Online offerings range from 90-minute presentations to multi-session classes.

Courses are listed by topic and delivery type.

Elective credit ()

C= Classroom
O=Online
SP=Self-Paced

*Prices are subject to change, and may vary depending on course sponsor.

To Learn More:
Visit www.CCIM.com/Ward to view the complete schedule or call 800-621-7027, Option 2
Financial Investment Tools

Real Estate Applications of Time Value of Money Concepts (.25) O
Money has a time value. A dollar received today is worth more than a dollar received tomorrow. During this interactive online course, you will learn how to effectively analyze real estate investment opportunities using time value of money (TVM) concepts.

Member Rate: $105  REALTOR Rate: $115  Non-Member Rate: $125

Real Estate Financial Analysis Excel (1.0) O/SP
The class is designed specifically for real estate professionals interested in expanding their knowledge of financial concepts and Excel tools. Students learn Excel’s advanced tools financial analysis functions and then apply them to their own investment and development models.

Member Rate: $435  REALTOR Rate: $485  Non-Member Rate: $535

Financial Analysis Tools for CRE (0.5) O/C
This course focuses on key investment fundamentals along with the technology needed to apply these fundamentals to make informed real estate decisions. A case study features a complete before-tax discounted cash flow analysis of a suburban office building highlighting various performance measures common in the marketplace.

Member Rate: $165  REALTOR Rate: $178  Non-Member Rate: $190

User Cost of Occupancy Analysis (.25) O/C
Whether you lease or buy, you pay for the space you occupy. Examine several occupancy alternatives and how to quantify their respective occupancy costs. Learn how to apply the Investment Base concept to make better occupancy decisions, and use the latest user decisions spreadsheets.

Member Rate: $165  REALTOR Rate: $178  Non-Member Rate: $190

Creating Reliable Valuations (.25) O/C
The commercial real estate market is in recovery, with Primary Markets showing the best performance, followed by secondary and tertiary markets. In a robust market, there is substantial data from comparable sales to apply to valuation and determine benchmark numbers for cap rates, discount rates, and sales prices per square foot.

Member Rate: $105  REALTOR Rate: $115  Non-Member Rate: $125

Feasibility Analysis for Commercial Real Estate (.25) O
Get up to speed on the latest market analysis forecasting processes using the CCIM Strategic Analysis Model. Participants will integrate mapping in the decision-making process and discover how to bridge the gap between market analysis and financial analysis.

Member Rate: $165  REALTOR Rate: $178  Non-Member Rate: $190

Before and After Tax DCF Analysis (.25) O
Learn to conduct a comprehensive real estate investment analysis on a before- and after-tax basis through this interactive online course. The course concludes with you completing a five-year before- and after-tax discounted cash flow analysis on a subject property.

Member Rate: $165  REALTOR Rate: $178  Non-Member Rate: $190

Variations, Manipulations, and Extensions of the IRR Calculation (.25) O
This course is for commercial real estate professionals who want to make better decisions using the internal rate of return calculation. The IRR calculation assumes that cash flows are annual and occur at the end of each year, but that is not always the case in the real world.

Member Rate: $165  REALTOR Rate: $178  Non-Member Rate: $190

(O) = Online  (C) = Classroom

For more information about the Ward Center or to register for any of the courses listed please contact CCIM (800-621-7027, opt. 2)
New to CRE?
For the businessperson desiring to know more about the exciting asset class of commercial real estate, these courses open the door to concepts and tools to effective analyses.

**Foundations for Success in CRE (1.0) O/C**
This two-day classroom or five-session online case study-driven course provides agents, brokers, students, and allied professionals with an understanding of the skills, resources, and business practices that pave the way for success in commercial real estate. Learn how to analyze leases and investment value, and develop a plan to kick-start your career.

Online: Member Rate: $325  REALTOR Rate: $360  Non-Member Rate: $395  
Classroom: Various locations - Refer to ccim.com for more information

**Residential Real Estate Financial Analysis (.25) O/C**
Residential Real Estate Financial Analysis is designed for residential agents who want to expand their business to include selling single-family homes, condos, duplexes, four-plexes, or small commercial properties to investors. This course is for residential agents interested in the commercial arena, new commercial agents looking to enhance their basic financial analysis skills, and private investors who want to learn basic financial analysis skills to apply to their investment portfolio.

Online: Member Rate: $165  REALTOR Rate: $178  Non-Member Rate: $190  
Various locations: Refer to ccim.com for more information

**Financial Analysis Tools for CRE (1.0) O/C**
Financial Analysis Tools for Commercial Real Estate provides the commercial real estate practitioner with financial analysis skills and technology needed to succeed in today's market. This course focuses on key investment fundamentals along with the technology needed to apply these fundamentals to make informed real estate decisions.

Online: Member Rate: $165  REALTOR Rate: $178  Non-Member Rate: $190  
Various locations: Refer to ccim.com for more information

**Real Estate Applications of Time Value of Money Concepts (.25) O**
Money has a time value. A dollar received today is worth more than a dollar received tomorrow. During this interactive online course, you will learn how to effectively analyze real estate investment opportunities using time value of money (TVM) concepts.

Member Rate: $105  REALTOR Rate: $115  Non-Member Rate: $125

**Fundamentals of Tenant Representation (1.0) C**
In today's business environment, "tenant rep" brokers are expected to possess specialized knowledge to help their clients make better real estate decisions. The one-day Fundamentals of Tenant Representation workshop provides a framework for anyone involved in leasing commercial real estate to build or tailor their business plan for success in the tenant representation arena.

Various locations: Refer to ccim.com for more information

For more information about the Ward Center or to register for any of the courses listed please contact CCIM (800-621-7027, opt. 2)
Market Analysis/Technology

Real Estate Risk Analysis (.25) O
Real estate risk analysis techniques are vital for all business professionals who deal with real estate investment decisions on a regular basis. Does a proposed real estate investment match the yield requirement and risk tolerance characteristics of an investor? How much does debt financing increase the financial risk of an investment? What’s the expected return on investment?
Member Rate: $165  REALTOR Rate: $178  Non-Member Rate: $190

High Tech Marketing for Commercial Real Estate (.50) O/C
High Tech Marketing for Commercial Real Estate allows you to identify multiple technology, social media, and blog resources, and through hands-on instruction, apply these tools for commercial real estate. This course will walk you through the free opportunities to create inbound leads online.
Member Rate: $335  REALTOR Rate: $385  Non-Member Rate: $435

Feasibility Analysis for Commercial Real Estate (.25) O
Get up to speed on the latest market analysis forecasting processes using the CCIM Strategic Analysis Model. Participants will integrate mapping in the decision-making process and discover how to bridge the gap between market analysis and financial analysis.
Online: Member Rate: $165  REALTOR Rate: $178  Non-Member Rate: $190

Communications Skills for Business Professionals (.25) O
It doesn’t matter how good your social media and data are. If you can’t communicate effectively in person, you will not win the assignment or close the deal. Learn how to turn initial interest into a lasting business relationship by participating in Communication Skills for Business Professionals.
Member Rate: $105  REALTOR Rate: $115  Non-Member Rate: $125

Professional Growth & Development

Better Business Writing for CRE Professionals (1.0) O
This six-session online course provides commercial real estate professionals with the tools they need to write clearly and concisely. Increase your confidence in your writing skills and help reduce your anxiety about the writing process. In addition to creating a more effective and persuasive writing tone, you will be better able to edit your own writing and the writing of others for brevity, clarity, and correct structure.
Member Rate: $595  REALTOR Rate: $625  Non-Member Rate: $650

Communications Skills for Business Professionals (.25) O
It doesn’t matter how good your social media and data are. If you can’t communicate effectively in person, you will not win the assignment or close the deal. Learn how to turn initial interest into a lasting business relationship by participating in Communication Skills for Business Professionals.
Member Rate: $105  REALTOR Rate: $115  Non-Member Rate: $125

High Tech Marketing For Commercial Real Estate (.50) O/C
High Tech Marketing for Commercial Real Estate allows you to identify multiple technology, social media, and blog resources, and through hands-on instruction, teaches you how to use these tools for commercial real estate. This course will walk you through the free opportunities to create inbound leads online.
Member Rate: $335  Non-Member Rate: $435

New! (O) = Online  (C) = Classroom
**Business Development**

**Fundamentals of Tenant Representation (1.0) C**

In today's business environment, “tenant rep” brokers are expected to possess specialized knowledge to help their clients make better real estate decisions. The one-day Fundamentals of Tenant Representation workshop provides a framework for anyone involved in leasing commercial real estate to build or tailor their business plan for success in the tenant representation arena.

Various locations: Refer to ccim.com for more information

**Corporate Services Representation (.25) O**

This four-hour course is for commercial real estate professionals who want to learn the unique skills required for working with corporate real estate decision makers, including how to find, secure, and keep a corporate client coming back for more! The course will also provide corporate services representatives with tools that make you invaluable to their clients.

Member Rate: $165  REALTOR Rate: $178  Non-Member Rate: $190

**Fundamentals of Real Estate Auctions**

Real estate markets in many communities have become more erratic and inconsistent over the last few years. Foreclosures are at all-time highs and many owners (both residential and commercial) are seeing their properties as either “underwater” or “upside down.” While mortgage rates are at historical low rates, the ability to obtain a mortgage is extremely difficult and complicated.

Member Rate: $105  REALTOR Rate: $115  Non-Member Rate: $125

**Tax-Related**

**1031 Tax-Deferred Exchange (.25) O**

This advanced course provides a concise and thorough overview of Internal Revenue Code Section 1031 tax-deferred exchanges.

Member Rate: $105  REALTOR Rate: $115  Non-Member Rate: $125

**Before and After Tax DCF Analysis (.25) O**

Learn to conduct a comprehensive real estate investment analysis on a before and after tax basis through this interactive online course. The course concludes with you completing a five-year before- and after-tax discounted cash flow analysis on a subject property.

Member Rate: $165  REALTOR Rate: $178  Non-Member Rate: $190

**Disposition Analysis for Commercial Real Estate (.25) O**

One of the most difficult investment decisions is when to dispose of an investment. This course will provide a sound methodology to make the hold versus dispose decision.

Member Rate: $165  REALTOR Rate: $178  Non-Member Rate: $190

**Current Topics in Real Estate Tax (.25) O**

This 90-minute course provides real estate professionals with current information on trending real estate topics in U.S. tax structure and their potential impact in how they do business.

Member Rate: $0  REALTOR Rate: $100  Non-Member Rate: $110

**NEW! FREE! To CCIM Members**
Negotiations

Preparing to Negotiate (.50) SP
This interactive course introduces you to a proven negotiations process using the CCIM Interest-based Negotiations Model. This model, customized to the commercial real estate environment, presents you with concepts, interactive practice opportunities and quizzes, as well as a scenario-based practice exercise throughout the course.
Member Rate: $370  Non-Member Rate: $475

Commercial Real Estate Negotiations (1.0) C
Learn and apply the CCIM Interest-based Negotiations Model to your most challenging transactions. Learn new, proven strategies to client acceptance that will get you out of the “high/low game” and other tactics that can derail a successful transaction.
Various locations: Refer to ccim.com for more information

Advanced Negotiations Workshop (1.0) C
Invest in the skills that will pay you back many times over! Back by popular demand, CCIM reintroduces its industry-leading Advanced Negotiation Workshop, led by international negotiation expert, John Shulman, J.D. from Harvard Law School.
Member Rate: $995  REALTOR Rate: $1145  Non-Member Rate: $1295

Specialized Programming

Persuasive Presentations (1.0) C
For the very first time, CCIM will offer the opportunity for any CRE professional to experience a rigorous presentation skills program, the likes of which had been previously the exclusive domain of CCIM’s high-powered cadre of core curriculum instructors. You will have the opportunity to make fundamental behavioral changes in how you present offers, obtain business, or teach a class on sophisticated financial analysis techniques.
Rate: $1895

Ultimate Group Sponsor Workshop (1.0) C
The advanced real estate syndication techniques taught in this workshop will show you how to pool investor money to finance your commercial real estate deals. Gene Trowbridge, CCIM, attorney and founding partner at Trowbridge Taylor Sidoti, LLP, will discuss how to attract private money while complying with securities laws. You’ll discover how to structure your deals, what legal entities to use, and more.
Member Rate: $995  Non-Member Rate: $1495

Advanced Negotiations Workshop (1.0) C
Invest in the skills that will pay you back many times over! Back by popular demand, CCIM reintroduces its industry-leading Advanced Negotiation Workshop, led by international negotiation expert, John Shulman, J.D. from Harvard Law School.
Member Rate: $995  REALTOR Rate: $1145  Non-Member Rate: $1295

Enhance your presentation skills

CCIM’s Persuasive Presentations Course
Gain a competitive advantage by understanding and applying key skills for clear and persuasive presentations that will set you apart from the rest. CCIM’s Persuasive Presentations course provides a rigorous hands-on learning experience. You will have the opportunity to make fundamental behavioral changes in how you present offers, obtain business or teach a class.

This hands-on course will focus on:
• Delivery: The impact of tone, voice, movement, gestures and volume.
• Content: Make it persuasive, engaging, relevant, clear, and valuable to your audience.
• Design: Develop simple, effective visuals that enhance your core message.
• Interaction: Engage and maintain audience interest through dialogue, and listening techniques.

This 2.5-day workshop provides personalized coaching, feedback, and hands-on practice, making and delivering presentations along with practical tips on your delivery, message, and audience engagement. All presentations are video recorded for playback during and after workshop.

For more information visit: ccim.com/PERP01 or call: 800-621-7027, opt. 2

(O) = Online  (C) = Classroom
Webinars

1031 Tax-Deferred Exchange (.25) O
This advanced course provides a concise and thorough overview of Internal Revenue Code Section 1031 tax-deferred exchanges.

Member Rate: $105  REALTOR Rate: $115  Non-Member Rate: $125

Current Topics in Real Estate Tax (.25) O
This new interactive 90-minute webinar provides you with current information on trending real estate topics in U.S. tax structure and their potential impact in how they do business. Students will also have the opportunity to discuss current real estate tax issues with instructor Evan Liddiard, Senior Policy Representative - Federal Taxation from the National Association of REALTORS.

Lease Accounting Standards (.25) O
The FASB/IASB rule changes would require companies to report all of their leases on their financial statements and may impact their financial ratios. Basically, the proposed rules would treat a lease similar to owning the property. The proposed changes may change not only how you look at a lease on the balance sheet but how you do business as well.

Member Rate: $105  REALTOR Rate: $115  Non-Member Rate: $125

The State of CRE (.25) O
The two-hour State of CRE webinar is intended to provide an overview of the national commercial real estate market, and a perspective of trends and risks that are potentially emerging in the marketplace. Instructor Brian Bailey will share his perspectives on the dynamics in the CRE sector and the reemergence of risk within certain areas in the marketplace.

Member Rate: $105  REALTOR Rate: $115  Non-Member Rate: $125

Senior Housing Investment Overview (.25) O
Senior Housing as a commercial property type is unique. This course offers an overview for the commercial real estate professional interested in this niche property type. This course will provide participants with current information to become more effective in Senior Housing real estate market.

Member Rate: $105  REALTOR Rate: $115
Non-Member Rate: $125

Crowdfunding: What Every Commercial Real Estate Pro Should Know
Join CCIM Instructor Gene Trowbridge, CCIM, senior partner at Trowbridge Taylor Sidoti LLP, for the Ultimate Group Sponsor Workshop.

Learn how to:
• Raise money while complying with securities laws
• Structure your deals, including what legal entities to use
• Finance deals to meet investors’ expectations

CHICAGO, IL, April 20-21, 2016
Levine Learning Center
430 N. Michigan Ave.
8th Floor
Chicago, IL 60611

Microtek
90 Broad Street
11th Floor
New York, NY 10004

CHICAGO, IL, Sept 22-23, 2016
Levine Learning Center
430 N. Michigan Ave.
8th Floor
Chicago, IL 60611

Visit www.ccim.com/UGS316 to learn more, or call (800) 621-7027, Option 2.

NEW! FREE! To CCIM Members

NEW!

NEW!

NEW!

NEW!
Development Specialty Track
Starting Summer 2016

The Development Specialty Track program provides commercial real estate developers, investors, and consultants with an understanding of the resources and business practices required for successful development projects.

Step 1
Introduction to Development Workshop
June 1–3, 2016, Chicago
This two-and-half-day workshop, which serves as the specialty track’s program launch, is open to all students.
Learn more at www.ccim.com/WARDDST16.

Plan for the Track

2Q2016
• Introduction to Development Workshop (June 1–3, Chicago)

3Q2016
• Acquisition
• Financing
• Market Studies

4Q2016
• Environmental Issues
• Approvals/Permits
• Improvements
• Transportation/Accessibility
• Sales/Disposition

2017
• Additional courses and Capstone Project

All courses are online unless otherwise noted. Dates and program requirements are subject to change.

The program content is structured around the Real Estate Development Matrix designed by Daniel Kohlhepp, Ph.D., Academic Program Director for Real Estate and Infrastructure at Johns Hopkins Carey Business School.

For more information on the Development Specialty Track, visit www.ccim.com/WARDDST16.

For more information about the Ward Center or to register for any of the courses listed please contact CCIM Institute at (312) 321-4460 opt. 2.