



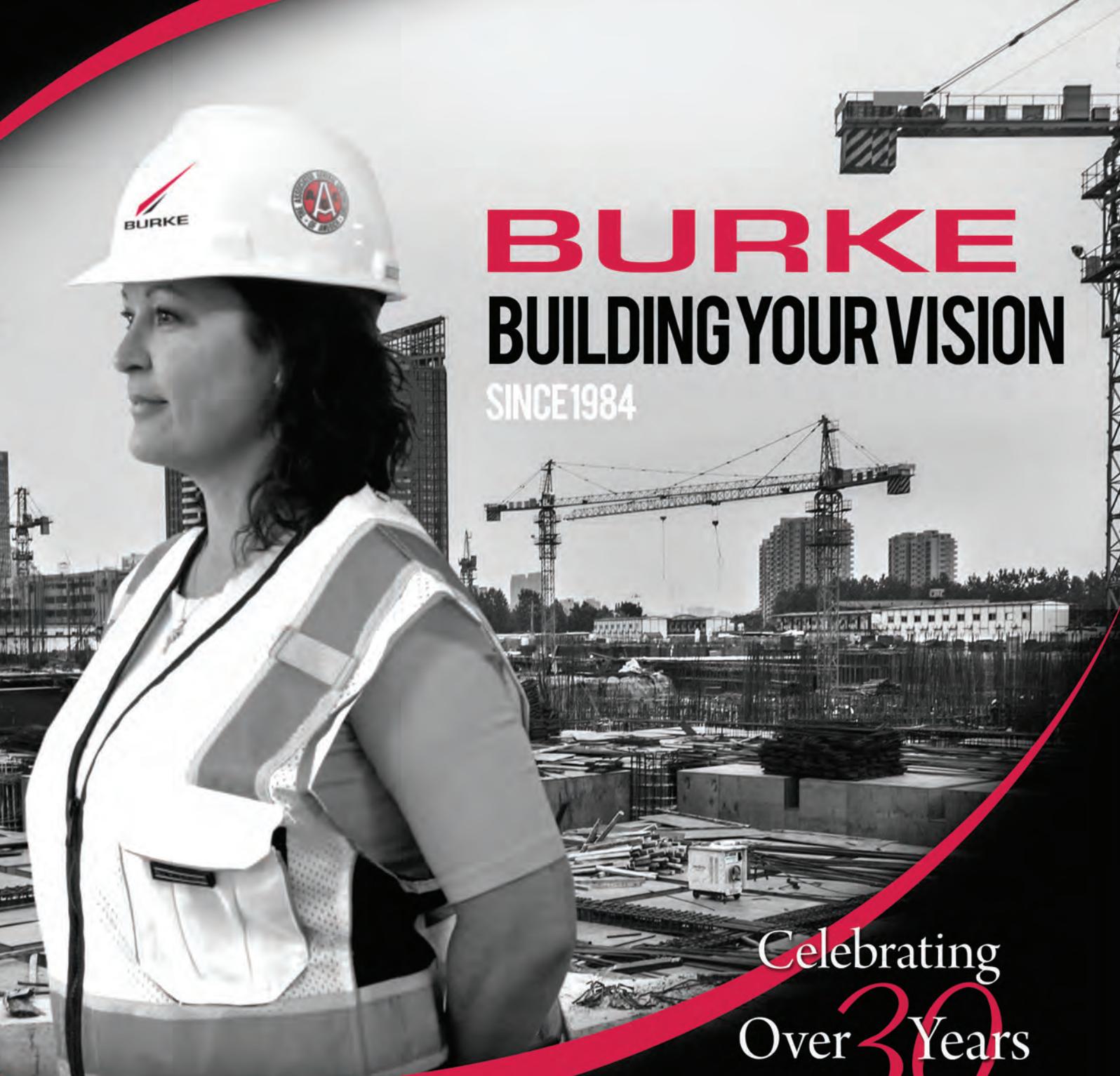
I AM A CCIM



**Nevada
Business**
THE DECISION MAKER'S MAGAZINE

SPECIAL REPORT

SITTING (Left to Right): Andrew Levy, CCIM • Soozie Jones Walker, CCIM • Carol Cline-Ong, CCIM • Tedd Rosenstein, CCIM
STANDING (Left to Right): Cathy Jones, CCIM • Brian Sorrentino, CCIM • Bobbi Miracle, CCIM
Robin Civish, CCIM • Devin Lee, CCIM • Ryan Martin, CCIM



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Dear Nevada,

Throughout the Las Vegas Valley, buildings are going up and property is moving in one of the biggest hit markets in the nation. As that activity continues to bring growth to Nevada, CCIM members find themselves at the forefront of this movement. Having the connections and the knowledge to navigate a quickly changing marketplace is essential for survival; these are also some of the many tools you'll find in the toolbox of one that possesses the CCIM Pin.

While the recession brought about its own set of challenges, this market is ideal for CCIM and its member brokers to shine. By taking advantage of a national and statewide network of commercial real estate professionals, all of whom possess a level of integrity and know-how that is trusted within the community, CCIMs are able to better handle the big deals while bringing the expertise necessary for smooth transactions. Part of what makes the CCIM Pin so coveted is the education that comes along with it. Going through an extensive training and coursework program, designees have the skills to stay ahead of the curve in their commercial real estate specialties. We pride ourselves on our work, our industry and on being a part of an organization that is respected for its professionalism and ethics.

The Southern Nevada chapter of CCIM is made up of individuals representing a diversity of backgrounds and skill sets. With all the tools necessary to stay at the top of their fields, Southern Nevada CCIMs are at the pinnacle of the market and I am proud to count myself among their ranks. If you're in commercial real estate and are looking to be a part of the best of the best, consider going after the CCIM Pin. If you're looking to get a deal done, take a look at our designees. Every single one of us is proud to say, "I am a CCIM."

Best wishes,

A handwritten signature in black ink that reads "Robin Civish". The signature is written in a cursive, flowing style.

Robin Civish,
CCIM 2015 President – Southern Nevada Chapter

I A M A CCIM

By Doresa Banning

ACCORDING to Jarrad Katz, the CCIM organization deserves much credit in regards to the launch and course of his successful commercial real estate career. CCIM gave him his start and led to him meeting some of his strongest business colleagues. It also resulted in him becoming a principal of the firm, MDL Group in Las Vegas, where he's the senior vice president and works in the industrial (in which he specializes) and office sectors.



CCIM

Mission Statement

To position the Chapter as the premier commercial real estate organization for Southern Nevada by enhancing the value of the CCIM designation and increasing the number of designees and candidates through professionalism and educational excellence.



Jarrad
Katz
MDL Group

“CCIM gave me so much,” he said, having been pinned in 2010. “I doubt I’d be at this point in my career without it. People on the board reached out, gave me a hand and helped me get where I am.”

Along with Katz, only 83 of about 500 purely commercial real estate agents in Southern Nevada have the Certified Commercial Investment Member designation. But what exactly does being a CCIM signify?

Being a CCIM means ...

Meeting Tough Requirements

To earn the CCIM designation, candidates must fulfill an extensive curriculum that includes classes in financial analysis, market analysis, user decision analysis, investment analysis and ethics along with negotiations training. They must submit a portfolio of qualifying experience—transactions or consultations that meet certain monetary and time standards—and pass a comprehensive examination. This set of requirements ensures that designees are proficient in both theory and practice. Once they’re met, candidates received the designation, a lapel pin to denote their achievement and a host of related benefits. To maintain the credential, designees must maintain strict ethical and professional standards throughout their career.

Individuals who qualify to earn the designation include those whose real estate work is commercial focused and transaction based. Typically, they include brokers, lenders, property managers and title agents.

Here’s what “I Am a CCIM” means to these designees:

Brian Sorrentino:

“It means that I should know better. It means that I have more detailed reasons why somebody should or shouldn’t do a deal. I should be able to help eliminate risk and help my clients make better decisions.”

Phillip Dunning:

“It means I’m proud of my accomplishments. I’m proud of wearing the pin and displaying that I have knowledge of commercial investment real estate.”

Robin Civish:

“It means that I believe knowledge and integrity are the keys to professionalism.”

Jarrad Katz:

“It means everything I do is upheld to the highest standard of ethics.”

Ryan Martin:

“It means immediate credibility in the business. It means bringing a high level of understanding and skills to the table.”

"I am proud to be a CCIM because it wasn't easy. It involved a large time commitment and a lot of learning and also commercial real estate experience," said Robin Civish, 2015 president of the Southern Nevada CCIM chapter and a designee since 2009. Specializing in the retail sector, she's also a senior associate at Voit Real Estate Services, a commercial brokerage and property management firm in Las Vegas.

Being a CCIM means ...

Instant Credibility and Respect

The CCIM designation, whether conveyed through the pin, on letterhead or in an e-mail signature, affords designees instant recognition as industry experts. It indicates they've accomplished the necessary requirements to attain such standing and, as such, often are held in higher regard when compared to their peers. It also opens doors to clients and colleagues due to the inherent trust of CCIMs that comes before even working with them. Sometimes, CCIMs are invited to do business simply because of the four letters after their name.

"The designation provided a lot of clout for me as a young professional," said Ryan Martin, who is a Designation Promotion Committee member and a CCIM since 2006. He's also the senior vice president specializing in office leasing and sales at Colliers International, Las Vegas, a commercial real estate company. "It showed competitors I understood the business, knew how to underwrite financial models and knew how to evaluate different opportunities in commercial real estate."



Ryan
Martin
Colliers International

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“It definitely gives you an advantage. When you have that experience, people are going to go to you before they go to the less experienced.”

— Robin Civish

The designation supports CCIMs when they express their opinions or take action. When involved in a transaction, they're able to confidently challenge both parties when appropriate, using data and proof to defend their case.

“It gives me more confidence to analyze deals and to speak my mind with some sort of authority,” said Brian

Sorrentino, a board member and chair of the Programs Committee of the local CCIM chapter, who was pinned in 2010. He's also the director of Las Vegas-based ROI Commercial Real Estate, where he specializes in the retail market.

set managers, appraisers, corporate real estate executives, developers, institutional investors, attorneys, architects, general contractors and other allied professionals. Candidates are individuals working toward the pin. Anyone can join the chapter and participate in its local events. The chapter's Membership Committee is responsible for growing the body.

The local chapter is part of the CCIM Institute, which encompasses about 13,000 non-designee members who are located in 100 markets and 30 countries worldwide.

The overall network affords designees a referral base and a national reach and expands their area of influence into various commercial real estate-related segments. It allows them to get to know, interact and work with other members, form lasting bonds and build contacts, locally, nationally and globally.

Being a CCIM means ...

An Immediate Network

The Southern Nevada CCIM Chapter consists of 250 members. Along with CCIM designees, they include affiliates, who encompass non-designee leasing professionals, investment counselors, as-



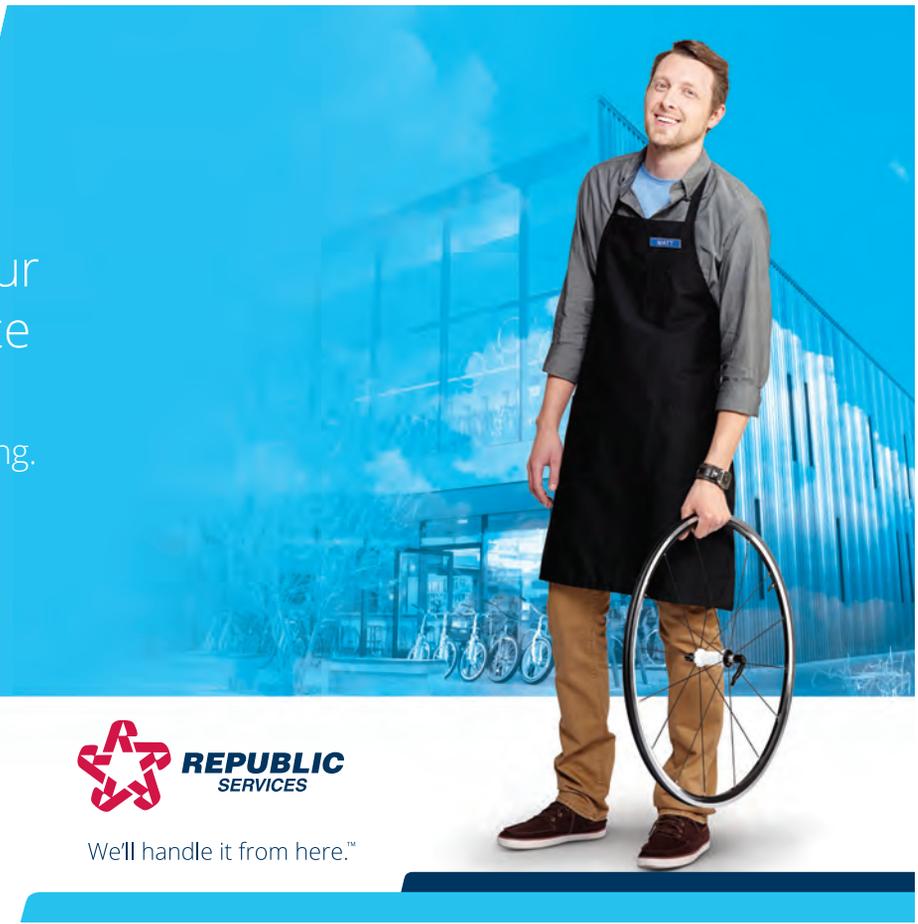
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Brian
Sorrentino
ROI Commercial Real Estate

“The CCIM chapter and institute have just been a great network platform for me. It’s opened doors to a lot of relationships, and it’s great to do business with other CCIMs throughout the U.S.,” said Phillip Dunning, a CCIM since 2011, the chapter’s secretary/treasurer and a senior associate specializing in retail investment sales at Colliers International, Las Vegas.

When given a choice, CCIMs tend to gravitate toward working with their kind because they have instant rapport and know other members are well qualified.

“We are both starting on the same playing field,” said Sorrentino, who’s closed numerous transactions with designees. “We can eliminate a lot of small steps in order to get to the real points of negotiation and can flesh out a deal. It’s really great.”

Being a CCIM means ...

Networking and Social Opportunities

The local chapter holds monthly educational luncheons and a handful of fun events each year.

“As a commercial real estate agent, your peers are also your customers,” Civish said. “The networking that we do at our monthly lunches and other events help us get to know each other. When



Phillip
Dunning
Colliers International

JAMES WELD, CCIM, RPA

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2012 | **Ryan Martin, CCIM**

2011 | **Bobbi Miracle, CCIM**

2010 | **Carol Cline-Ong, CCIM**

2009 | **Tedd Rosenstein, CCIM**

2008 | **Devin Lee, CCIM**

2007 | **Miriam Campos-Root, CCIM**

2006 | **Jan Hoback, CCIM**

2005 | **Soozi Jones Walker, CCIM, SIOR**

2004 | **E. Thomas Naseef, CCIM, SIOR**

2003 | **Lucinda Stanley, CCIM, CPM**

2001-2002 | **Andrew S. Levy, CCIM, CPM**

1999-2000 | **Philip Robbins**

1997-1998 | **Stephen J. Hoopes, CCIM, GRI**

1996 | **Charlie Mack, CCIM**

1995 | **Jack A. Rappaport, CCIM**

1993-1994 | **Soozi Jones Walker, CCIM, SIOR**

1992 | **William A. Gayler, CCIM**

1991 | **Charlie Mack, CCIM**

1990 | **Barry R. Moore, CCIM**

1988-1989 | **Connie Bobo, CCIM**

you know somebody, you're more willing to do business with them."

Eight of each year's luncheons feature panelists or speakers on a relevant hot topic, such as master-planned communities or the local office market—all designed, scheduled and run by the Programs Committee. About 150 people attend these open-to-the-public events. The September luncheon is an annual joint mixer with Commercial Alliance. December's is a holiday event where awards are bestowed and the next year's officers are installed.

"We are trying to draw a crowd to educate them about what's going on in the local market or maybe our local news," Dunning said. "We do our best to make it impactful."

Two annual social events that serve as fundraisers for the chapter's designated charities and its scholarship fund are the poker tournament, handled by the Networking/Social Events Committee, and the wine tasting. The latter, organized by the Wine Committee, is a popular event with a silent auction, raffle and cash prizes. Last year, it yielded over \$13,500 for the chapter, most of which went to local charities. This year, the 19th Annual Wine Tasting & Silent Auction, to be held in October, will boast a "Mad Men" theme.

Being a CCIM means ...

Access to Tools and Education

A major benefit of being a CCIM is the array of analytical and informational tools available to them. The CCIM Institute supplies financial worksheets, for sales and cash flow for instance; legislative news and updates; and research reports on trends in investment real estate nationally and in local markets.



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Strategic Alliances

One of the ways in which CCIM provides value for its membership is through several strategic alliances in Southern Nevada. By partnering with other organizations and companies in the community, CCIM members are able to take advantage of a broad local network to promote their deals and clients.

- Commercial Alliance Las Vegas (CALV) is a non-profit organization managed by the Greater Las Vegas Association of REALTORS. As a partner to CCIM, the organization has come alongside to support CCIM membership. One of the ways in which CALV does this is by working with CCIM leadership to lobby for important legislation on behalf of the organization. In addition, CALV is a platinum level sponsor of CCIM and supports the organization through education.
- The Southern Nevada community is an important partner for CCIM and as such, the organization has set up the Southern Nevada CCIM Education Fund to give back to the community. The fund is used to support the John S. Park elementary school and half of the proceeds from the organization's annual wine soirée are donated to the fund.
- In addition to the organizations already mentioned, CCIM has cultivated a vast network of sponsors and supporters throughout the years. Each sponsor plays an important role in ensuring that CCIM members are able to take advantage of key relationships.



The School of the Elite...

CI 101

Financial Analysis for Commercial Investment Real Estate

This class serves as an introduction to the CCIM Cash Flow Model. Learn to apply the CCIM Cash Flow Model to make investment decisions based on wise investment fundamentals.

CI 102

Market Analysis for Commercial Investment Real Estate

It isn't possible to make intelligent real estate decisions without learning about the CCIM Strategic Analysis Model for investors, lenders, developers, brokers and other real estate professionals. Learn how financial analysis and market analysis are two separate, yet completely interrelated components of the strategic analysis process.

CI 103

User Decision Analysis for Commercial Investment Real Estate

This class incorporates the CCIM Decision-Making Model into all case studies. Begin to develop the practice of applying the CCIM Communications/Negotiations Model to all real estate decisions with a focus on using this Model in interest-based negotiations.

CI 104

Investment Analysis for Commercial Investment Real Estate

Similar to other courses, CI 104 is case-study driven. Learn about key investor decisions within each case study and gain knowledge, tools, and resources needed to make the right decisions.

Online Ethics Course

This course, which is required for all candidates pursuing the CCIM designation, provides relevant information about the CCIM Code and Standards of Practice of the CCIM Institute.

Interest Based Negotiation: Preparing to Negotiate and Advanced Negotiations Workshops

These interactive workshops introduce a proven negotiations process using the CCIM Interest-based Negotiations Model.

Site To Do Business is hugely popular for members. It's an integrated online service that provides information that can be used to analyze and compare the past, present and future trends of properties and geographical areas. Using information it aggregates from various databases, CCIM designees can retrieve, visualize, create, manage and analyze more than 100 reports and documents for a specific location. Those include topography, flood and other map, demographics, business information, consumer expenditures, financial data, aerials, retail market potential, crime, environmental reports, growth trends, employment data and more.

The Education Committee oversees and offers two to four classes locally each year. Numerous courses are available, too, online via Life After The Pin—such as User Cost of Occupancy Analysis, Real Estate Financial Analysis Using Excel and Creating Reliable Valuations—at a discount for designees. All geared toward commercial real estate, they're relevant and highly educational.

Being a CCIM means ...

Giving Back

The Southern Nevada chapter donates the bulk of the money it raises during the year to at-risk school John S. Park Elementary in Las Vegas.

In addition some of the chapter's donations fund scholarships for local candidates, either to help cover the cost of the core classes (a \$1,000 and \$1,500 gift) or the review and examination (a \$300 gift). This year, five individuals will receive some type of financial assistance. The Scholarship Committee manages this component.

In another of its charitable efforts, the local chapter gives one book in the

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—BENJAMIN FRANKLIN

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NAIOP

SPECIAL REPORT

October 2015

In October of this year, *Nevada Business Magazine* will publish a special report for NAIOP (National Association of Industrial and Office Properties). The report will profile the Southern Nevada chapter, its leadership and initiatives.

The special report will be included in the full run of the October 2015 magazine, where it will reach over 82,000 business decision-makers statewide. In addition, the stand-alone magazine will be distributed to leaders in the commercial real estate industry throughout the year.

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name of every panelist who's participated in the luncheons over the prior 12 months to Spread the Word Nevada. This organization helps advance early childhood literacy by getting books into the hands and homes of children within Southern Nevada's at-risk, low-income communities.

Finally, during the CCIM Institute's national Community Caring in Motion week, during which every chapter shows community support, local members volunteer at the Three Square Food Bank. About 40 already have signed up to help prepare meals this year.

Designees may also contribute by serving on a committee or the board of the Southern Nevada chapter and/or getting involved at the national level.



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Being a CCIM means ...

Getting Exposure

The Designation Promotion Committee works to ensure the chapter's CCIM designees and the designation itself are promoted and recognized. For instance, it helps disseminate information about who local designees are and what they're accomplishing in addition to the benefits of doing business with them. The local bi-monthly newsletter, *Perspective*, which is archived online, highlights CCIM's recent deal makers. The Newsletter Committee creates and distributes this publication, which also incorporates a message from the president, event information and articles written by the Legislative Affairs Committee about relevant legislative and legal developments at the local and state levels.

The Institute's Commercial Investment Real Estate (CIRE) bi-monthly magazine also contains large transactions done which gives the involved CCIMs national recognition. The publication, which is another perk for designees, includes current events, legislative issues, state and federal public policy, industry trends, challenges that could affect business and strategic advice.

The Communications Committee is tasked with coordinating and maintaining the chapter's various marketing drives, including media notification of events, classes, awarding of scholarships and the like. It also is using social media—Facebook, Twitter and LinkedIn—as well as the website to spread the word.

"My biggest platform has been to improve our communication," Civish said. "With improving communication, I'm hoping to promote designees and sponsors better and also to promote the Pin or what a CCIM is."



Robin
Civish

Voit Real Estate Services

Being a CCIM means ...

Fostering Others

Assistance from the Candidate Guidance Committee is available to CCIM candidates, those working toward the designation, in the form of guidance, encouragement and mentoring.

The chapter also supports and promotes its sponsors, both members and non-members, as they help fund its events. The Sponsorship Committee, one of the largest, does so by offering marketing opportunities to sponsors on every possible occasion and by hosting dedicated events, such as the Sponsor Appreciation Mixer. Sponsors are promoted in social media, in *Perspective* and on the chapter's website and asked to participate on luncheon panels when possible. Members do their best to conduct business with sponsors as well.

"As a board," Katz said, "we are constantly talking about making sure we give business to our sponsors to show the benefits of CCIM."

Katz, who said getting the designation "was one of the best decisions I ever made," is so grateful to the organization that he's paying it forward as the Southern Nevada chapter's president-elect.

"It's a big deal to be a CCIM, and people take it seriously," he said. 

Contact

For more information about the resources CCIM offers and for a list of the members, visit chapters.ccim.com/southernnevada.



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