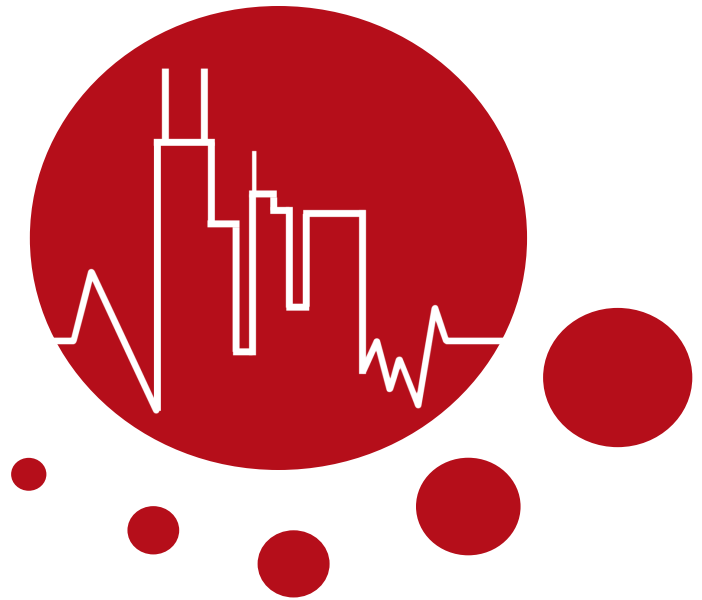


CCIM Pulse

for Leadership

Issue XI

First Quarter 2017

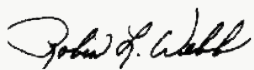


Dear CCIM Board of Directors:

During the 2017 Midyear Governance Meetings, held April 1–5 in Chicago, 377 CCIM leaders gathered from across the U.S. and international countries to celebrate our 50th anniversary and focus on strategic advancement for the next 50 years. With leaders' valuable feedback, we implemented new directives to move forward on our strategic plan, enhance CCIM brand promotion, and look forward to the Toronto 2017 CCIM Global Conference, Oct. 15–16.

On the financial side, the first quarter of 2017 shows revenue up 14 percent year over year. The primary revenue drivers were an 8 percent increase in membership dues revenue and 17 percent jump in education revenue due to corporate classes at Ten-X and strong registration for Ward Center Courses. For an overview of CCIM Institute during the first quarter of 2017, please review this issue of *CCIM Pulse for Leadership*.

Warm regards,



Robin L. Webb, CCIM
2017 CCIM Institute President



David P. Wilson, CCIM
2017 CCIM Institute President-Elect



Barbara Crane, CCIM
2017 CCIM Institute First Vice President

Performance at a Glance

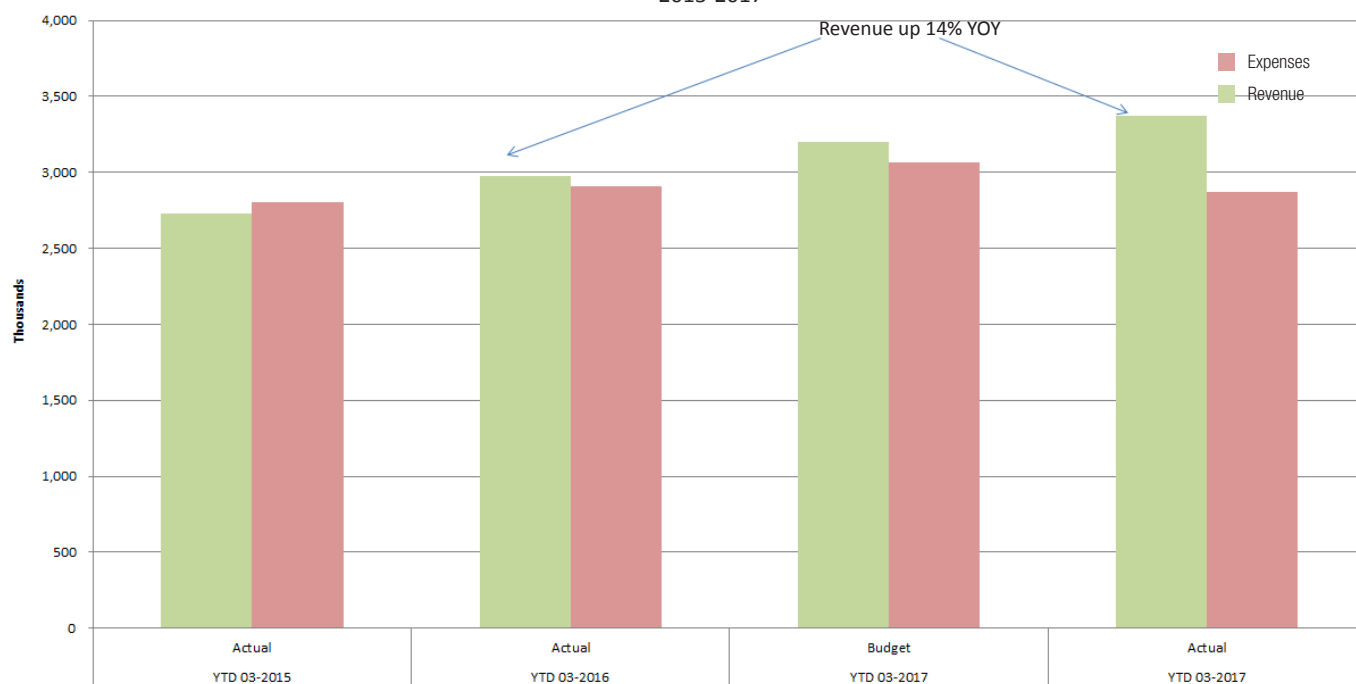
FINANCIAL PERFORMANCE

View [1Q 2017 Financial Statement](#)

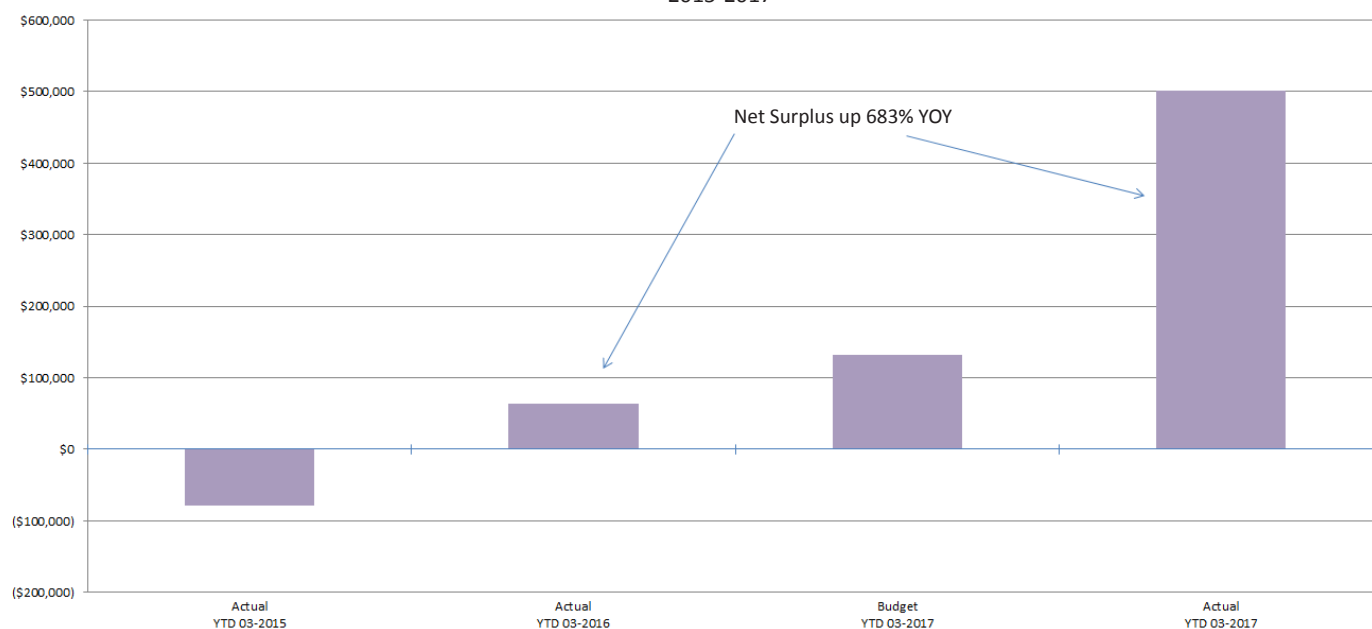
View [Finance Report](#)



Revenue and Expenses 2015-2017



Net Surplus (Deficit) 2015-2017





1Q17

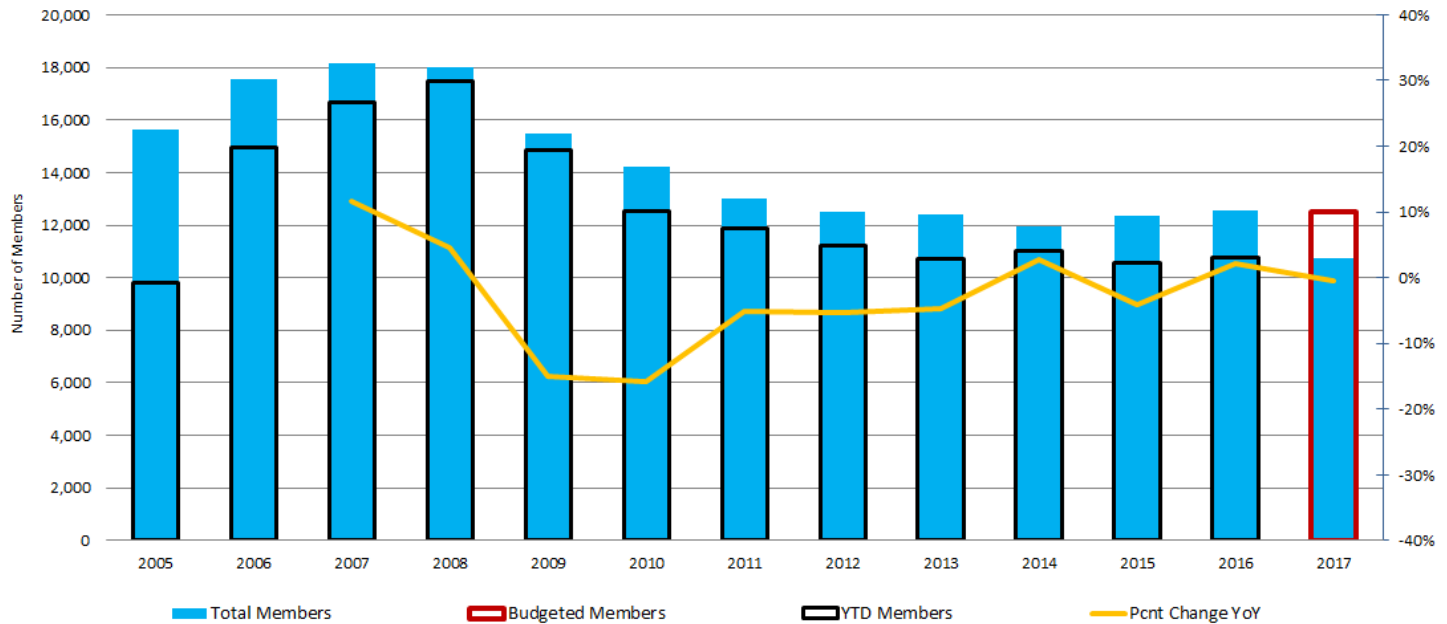
Performance at a Glance

MEMBERSHIP

View [Membership/Operations Report](#)

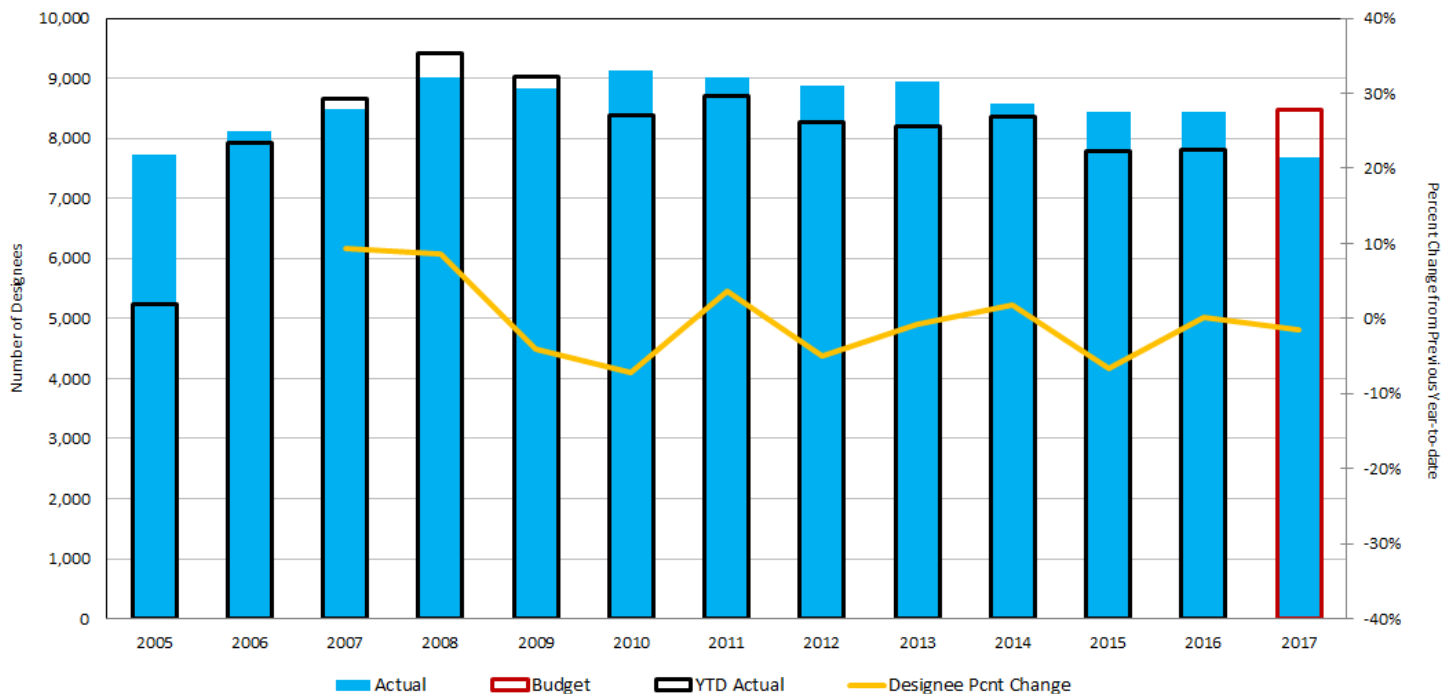


Total Paid Domestic Members (2005-2017)



In 2005 membership renewals occurred on an individual's anniversary. Starting in 2006 renewals were changed to a yearly cycle.

Paid Domestic Designees (2005-2017)



In 2005, membership renewals occurred on an individual's anniversary. Starting in 2006, renewals were changed to a yearly cycle.

Data as of 4/1/17



50
YEARS

EXCELLENCE IN
COMMERCIAL REAL ESTATE



1Q17

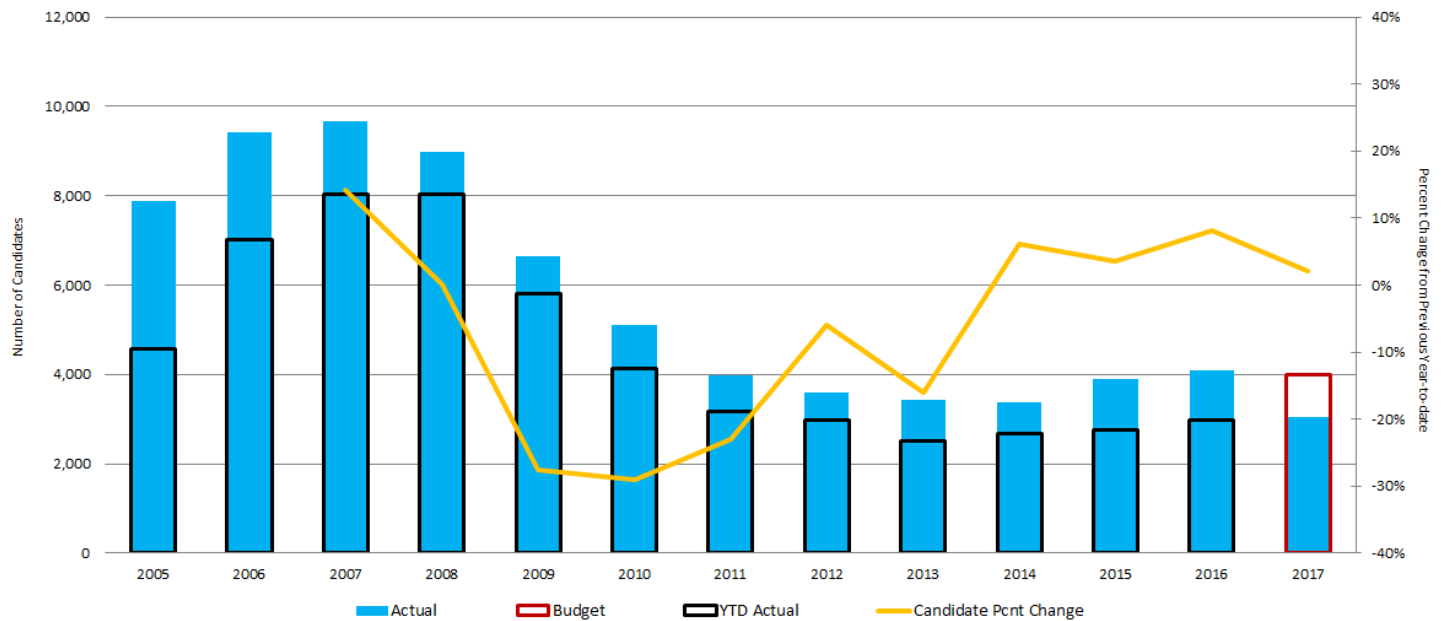
Performance at a Glance

MEMBERSHIP (CONT.)

View [Membership/Operations Report](#)



Paid Domestic Candidates (2005-2017)



In 2005 membership renewals occurred on an individual's anniversary. Starting in 2006 renewals were changed to a yearly cycle.

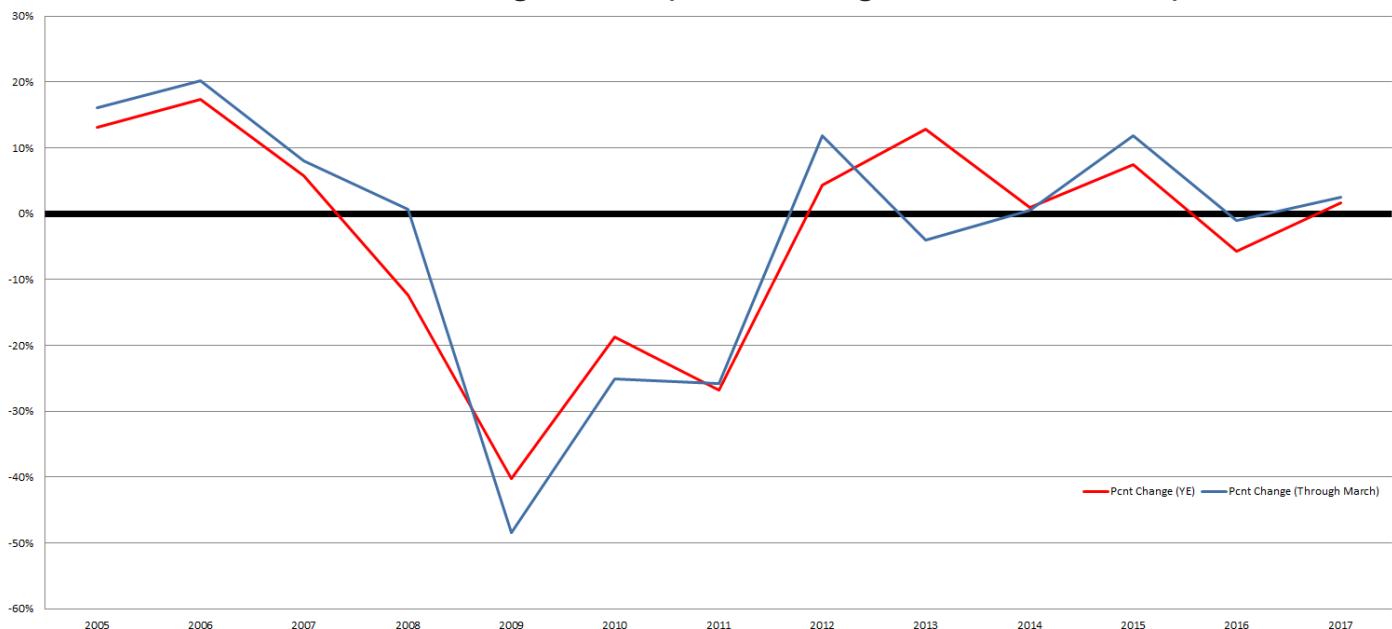
Data as of 4/1/17

EDUCATION

View [Education Report](#)



All Core Course Registrations (Percent Change from Previous Years)



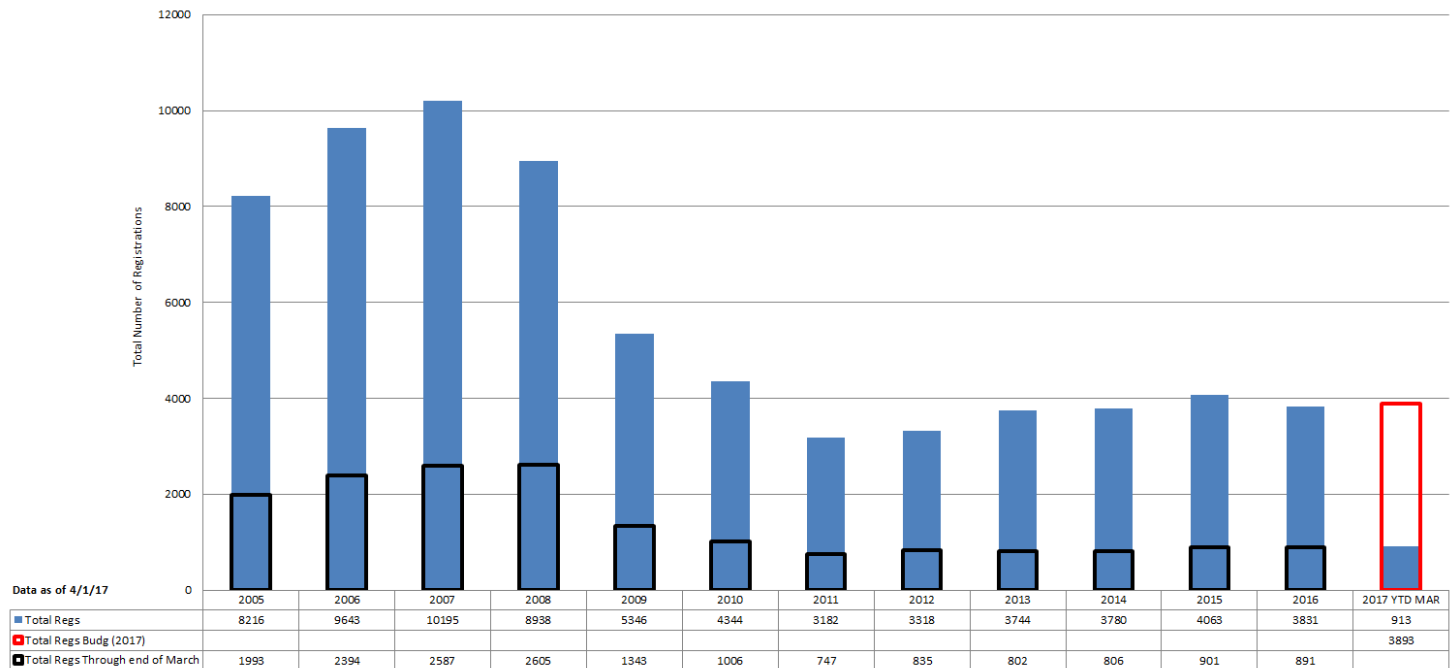
Performance at a Glance

EDUCATION (CONT.)

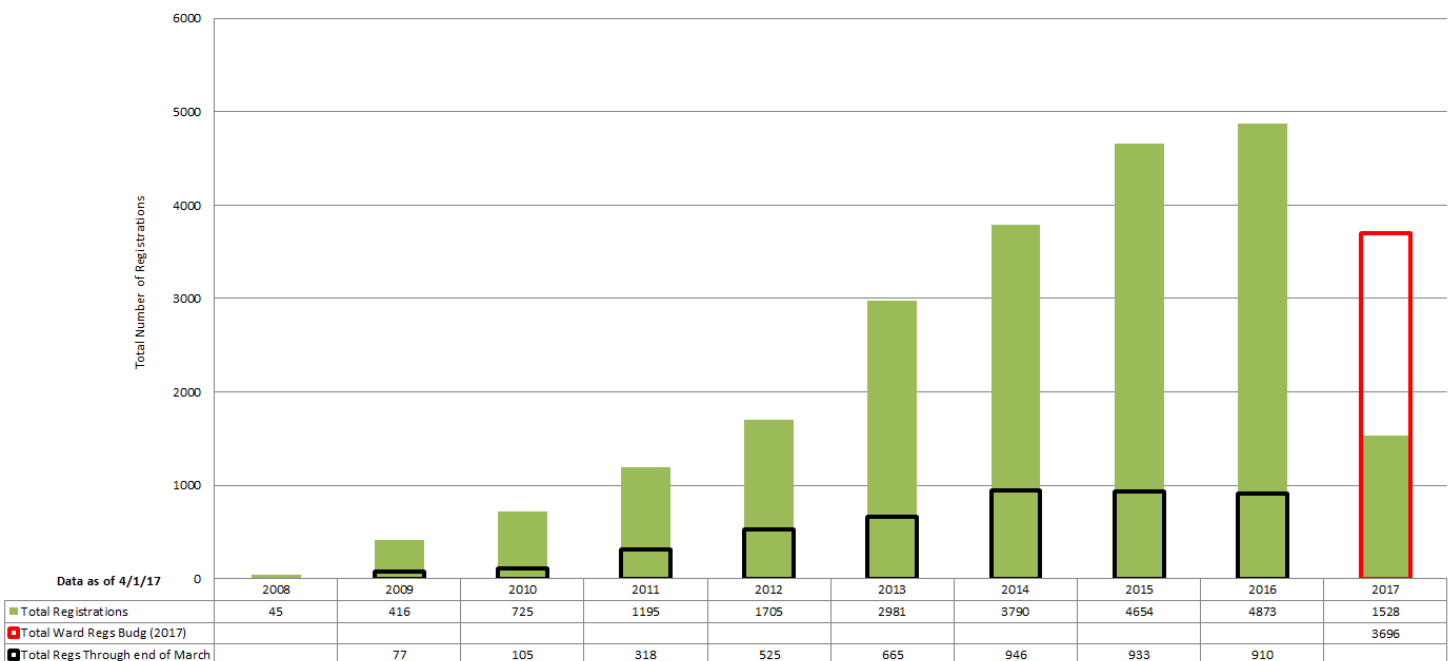
View [Education Report](#)



Total Core Course Registrations (All Formats) YOY from 2005 to 2017



Total Ward Course Registrations/Total Registrations, YOY from 2008 to 2017



The Intro course is included with the Ward Center starting in 2014

TECHNOLOGY BENEFITS

View [IT Report](#) 

DEALShare

Significant Statistics

This online platform connects CCIM members who want to buy, lease, or sell properties.

10%

increase in the number of property listings compared to Q1 2016

23%

jump in views versus Q4 2016

845,000+

notifications sent during 1Q 2017



CCIM

CONNECT

This online community forum allows CCIM members to communicate, network, collaborate, and share files.

25%

increase in library views compared to Q4 2016

39%

jump in total public posts versus Q4 2016

176

documents uploaded to the library is the highest ever for a single quarter

SOCIAL MEDIA STATS*

1Q 2017



up
533



11,239

Facebook likes



increase
of **874**



22,250

Twitter followers



jump of
362



7,210

LinkedIn followers



increase of
262



761

Instagram followers

*Compared to 4Q16

SIGNIFICANT MARKETING NEWS

Silva Brand is conducting Customer Discovery

Research through in-depth interviews with members, students, and employees. Silva Brand is working with CCIM staff to integrate the “voice of the customer” in marketing materials and product descriptions, as well as to develop key customer personas.

- **Lead Generation** for non-CCIM members is growing, with more than 1,100 new prospects signing up to receive the weekly *CCIM Education Connection* newsletter.
- **New CCIM branding online** is now featured on CCIM.com, reflecting the new branding and messaging on the home page, which features professional photography of members. This refresh will continue to be rolled out across the site throughout the year.
- **Brand Awareness Videos** are being developed from extensive video footage captured of CCIM and industry leaders during the Midyear Governance Meetings in Chicago. The videos will be used to create a sizzle reel video for ICSC RECon, brand awareness videos for YouTube, and more.
- **The CCIM Mentor program** and platform launched in mid-March, and the first platform improvements, based on user feedback, will be deployed in May.

LEGISLATIVE PROGRESS

- All CCIMs are encouraged to attend the [Capitol Hill Visits](#), May 17–18, in Washington, D.C. CCIM Institute is hosting a cocktail reception, May 16, from 6:30 to 7:30 p.m., at the Marriott Wardman Park Hotel.
- A [CCIM Connect](#) community was created for the Chapter Presidents’ Roundtable to encourage members to share and discuss legislative issues at the state and national levels. At the Midyear Governance Meetings, it was decided to add Regional Vice Presidents to the roster.

INTERNATIONAL COLLABORATIONS

- CCIM Leadership representatives will participate in the CCIM Korea Conference, Aug. 17–19, 2017, to enhance global connections for CCIM designees in east Asia. The event will coincide with CITYSCAPE Korea, Asia's premier international Real Estate Exhibition, which is hosted by *The Korea Economic Daily*.

EDUCATION

Ward Center's Robust Revenue

Ward Center Courses exceeded their expected revenue by more than 30 percent in 1Q 2017.

— New CCIM Instructor Recruitment

- 11 CCIM instructor candidates will participate in a New Instructor Training Seminar, May 18–20, in Scottsdale, Ariz.
- The new workshop leaders will then begin training with senior CCIM instructors for core courses in a classroom setting.

— International Curriculum

- The development of international curriculum will be completed this month. Translated materials began pilot programs in 2016 and will continue through 2017 and 2018, depending on the country's individual translation plans.
- Implementation of new international course materials include:
 - China: CI 101 on May 10 and CI 103 on May 17
 - Poland: CI 101 on May 15
 - Russia: CI 101 on April 19 and CI 102 on May 31

— University Outreach

- Development of guidelines for a system to rank college-level university real estate programs to enhance awareness of the CCIM brand in the academic community.
- Creation of a university certificate program that establishes a formal relationship with undergraduate and certificate real estate programs that do not qualify for CCIM University Partner status. This is expected to be implemented by fall 2018. Also, this program will help CCIM chapters with building and expanding their network with local colleges and universities.

SPOTLIGHT

on CCIM Staff

Jennifer Weed

HOME

Lakeview neighborhood of Chicago

PROFESSION

Vice President of Education

HOBBIES

Running, Reading books, and Performing Pro Bono legal work for the Chicago Volunteer Legal Society

LAST BOOK READ

"The Underground Airlines" by Ben Winters

CCIM ASPIRATIONAL ACCOMPLISHMENTS

With just one month's tenure at CCIM Institute, Jennifer's highest priorities are to offer more CCIM Ward Center Courses on diverse topics and to provide continuing education credit for all online and blended CCIM Core Courses, as well as Ward Center Courses. She sees both priorities as ideal opportunities for growth at CCIM Institute.

THREE WORDS TO DESCRIBE JENNIFER

Passionate. Loyal. Adventurous.

