



Course Marketing Tips for CCIM Chapters

CCIM chapters attract many new students to the CCIM education program. Some chapters are especially successful at this. CCIM Institute collected course marketing tips from conversations with representatives from five of these all-star chapters below.

1. Leverage the local board of REALTORS®

In most markets, the local board of REALTORS® will be the best source for new students — especially for the Foundations for Success in Commercial Real Estate course. Some boards will want to partner on the sponsorship, as in Vancouver, where the board markets courses to its list of 12,000 members. In Ohio, the Columbus board has simply agreed to promote CCIM courses to its members as a solution for continuing education, without receiving any direct financial benefit.

2. Spread the word at chapter events

Even if your chapter events mostly draw CCIMs, let them know what courses are coming up in the area and encourage them to recruit students from their company or professional network. The North Texas chapter sees chapter members bringing junior brokers — future CCIM students — to its golf event each year.

3. Maintain your data

The Georgia chapter frequently cleanses and updates its database to ensure that it's connecting with the best possible prospects.

4. Promote in the classroom

Encourage students to sign up for the next course on site or to spread the word to colleagues after they return to the office. In North Texas, board members visit courses and briefly explain the importance of earning the CCIM designation.

5. Start with Foundations

In Vancouver, the Foundations for Success in Commercial Real Estate course acts as a feeder for CI 101 and subsequent core courses.

6. Use existing channels

Add course promotions to all regular chapter communications, including leadership and admin email signatures. The Georgia chapter systematically updates all newsletters and promotional emails once a course is scheduled.

7. Partner with other associations and companies

The Ohio chapter has leveraged partnerships with the local CREW chapter and Xceligent to promote courses to new audiences.

8. Offer scholarships

In 2015, the North Texas chapter gave out 12 scholarships totaling almost \$7,000. One catch: the course had to be taken in Dallas. The chapter raises scholarship funds from local events, such as a sporting clays tournament.

9. Incentivize sharing

Consider offering discounted or complimentary sponsorships to companies that send a minimum number of students through your courses. Chapter members can act as ambassadors to their own local offices.

10. Hold chapter events during the course

In North Texas and other markets, students are invited to join local chapter members for a cocktail reception.

Need more details? Feel free to contact representatives from these chapters.

Need further assistance? Or have course marketing tips you'd like to share? Contact your staff liaison at the Institute's Chicago headquarters.