



# MEMBER REFERENCE GUIDE

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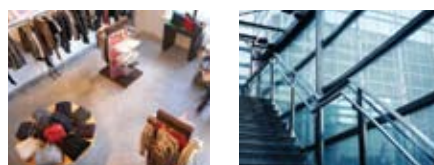
# COMMERCIAL SUPPLEMENT



NATIONAL ASSOCIATION OF REALTORS®

*The Voice for Real Estate®*

# Now more than ever, CONNECTIONS really count.



## NAR provides resources to help commercial real estate practitioners navigate the vast, diverse and always-changing commercial real estate market.

Connect to commercial real estate resources, information and thousands of commercial professionals like you. The Commercial Division of the NATIONAL ASSOCIATION OF REALTORS® encompasses more than 80,000 commercial real estate agents and brokers at all levels of experience.

Tap into the most powerful source for breaking news, proven tools for success, and a wealth of marketing tactics and solutions available. So don't waste a moment, let us help you – and your business – TODAY!

## Connect to Growth

Expand your knowledge, enhance your skill set, and boost your bottom line with a wide array of educational offerings and cutting-edge research. Our online and in-person educational opportunities, including a series of webinars, make it easy for you to learn on your own time. Commercial practitioners also have access to our proprietary industry research. To learn more, visit [www.REALTOR.org/RCA](http://www.REALTOR.org/RCA).

## Connect to Possibilities

With today's commercial real estate market presenting a variety of challenges, it can be difficult to keep the big picture in focus. The Commercial Legislative and Regulatory Subcommittee is your connection to Capitol Hill – acting as your advocate, monitoring, reviewing and analyzing legislation that affects commercial real estate, and recommending policies that best benefit you.

You also have opportunities to connect with commercial real estate professionals from around the country at local and national networking events, including commercial sessions at the REALTORS® Conference & Expo in November. To locate upcoming events, visit [www.REALTOR.org/RCA](http://www.REALTOR.org/RCA).

## Connect to Solutions RIGHT TOOLS RIGHT NOW

With a mission to be the industry's most comprehensive commercial property listing database, **CommercialSource.com** is the place to connect with clients and prospective investors while networking with other commercial real estate practitioners. Join **CommercialSource.com** and be part of the growing number of your colleagues who are listing, searching and finding success every day on the site.

Operated by eProperty Data, a leader in CIE technology, this resource provides REALTORS® nationwide exposure to potential clients, allowing you to post commercial property listings on the site and be listed in the commercial broker directory – both FREE and with the REALTOR® logo for further branding.

To boost exposure, the site offers an Enhanced Listing Package with features including additional photos, mapping data, video tours, demographic data and more. The \$25 per month fee for the Enhanced Listing Package covers all this and is offered at this rate to REALTORS® only.

As an added benefit and additional presence online, commercial property listings from **CommercialSource.com** will automatically appear on REALTOR.com®. Visit [www.REALTOR.com](http://www.REALTOR.com) and click on Commercial Real Estate.

**CommercialSource.com** continues to develop enhanced features to meet your needs as a commercial practitioner. Take advantage of this FREE benefit today!

RIGHT TOOLS  
RIGHT NOW Over 300 NAR resources for FREE or AT COST – available only to members. Visit [www.REALTOR.org/RightTools/MG](http://www.REALTOR.org/RightTools/MG) for program details.

# Your Commercial Benefits AT A GLANCE

The Commercial Division staff is committed to helping you find success in an ever-changing market. We work to support you through the following benefits as part of your NAR membership:

## Publications RIGHT TOOLS RIGHT NOW

- **RCA Report**—quarterly newsletter with research, public policy updates and articles.
- **Commercial Report**—monthly e-newsletter providing timely industry news and events, public policy updates and research sources.
- **Hot Topics**—in-depth updates on breaking news in the industry, such as NAR/Securities and Exchange Commission updates on Tenant-in-Common transactions and Global Capital Flows.

## Technology RIGHT TOOLS RIGHT NOW

- **CommercialSource.com**—the commercial real estate marketplace, a new Web site featuring a national commercial property listing database, offers posting and searching of commercial listings for FREE.
- **Technology & Intelligence Briefings**—FREE monthly podcasts featuring timely audio interviews with industry experts.

## Up-To-Date Benefits

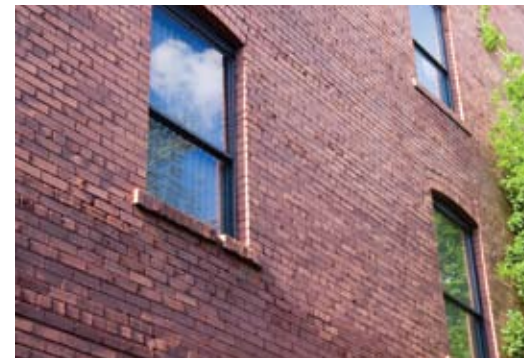
You can always find your most up-to-date commercial benefits at [www.REALTOR.org/RCA](http://www.REALTOR.org/RCA).



RIGHT TOOLS, RIGHT NOW.  
Access over 300 NAR products, publications and services available for FREE or AT COST.  
[www.REALTOR.org/RightTools/MG](http://www.REALTOR.org/RightTools/MG)

## Education

- **Discovering Commercial Real Estate**—This newly revamped online course is the perfect introduction to the basics and getting started in commercial real estate.  
[www.REALTOR.org/commed](http://www.REALTOR.org/commed)
- **Webinars RIGHT TOOLS  
RIGHT NOW**—Monthly interactive online presentations featuring guest speakers on a variety of topics pertinent to today's commercial real estate market and practitioner.
- **Commercial Connect at the REALTORS® Conference & Expo**—Attend educational sessions, participate in networking events and visit the new central location for commercial vendors at the Expo!
- **Affiliate Education**—Connect to special offers on educational training opportunities from NAR Commercial Affiliates.



## Research RIGHT TOOLS RIGHT NOW

- **Commercial Leading Indicator**—provides a national indicator of future commercial real estate development activity.
- **Commercial Real Estate Outlook**—This quarterly market report includes periodic sector reports on office, multifamily, retail, industrial and hospitality properties.
- **Commercial Member Profile**—publishes findings gained from surveying members, including insights on demographic, economic and business characteristics of NAR's commercial members.

## Law & Policy

- **Commercial Legislative and Regulatory Subcommittee**—works to monitor, review, analyze and recommend policies on issues and trends in the commercial real estate industry.

## Fast Fact

More than 80,000 commercial practitioners are part of the NATIONAL ASSOCIATION OF REALTORS®.

## Connect as a Volunteer

Whether as a meeting attendee or a committee volunteer, there are a wide variety of ways to become more engaged and make a difference. Groups include:

- REALTORS® Commercial Alliance Committee
- Commercial Leadership Forum
- Commercial Legislation Regulatory Subcommittee
- Commercial Real Estate Research Subcommittee
- Economic Issues & Commercial Real Estate Business Trend Forum
- Land Use, Property Rights and Environment Committee
- Property Management Forum

Contact us at [RCA@realtors.org](mailto:RCA@realtors.org) to get connected!

# Commercial AFFILIATES

NAR's Commercial Affiliates are an integral part of advancing your knowledge in the commercial real estate industry and increase your value to clients and prospects. Not only a source of information and networking, the Commercial Affiliates offer extraordinary commercial education and training. Earning designations offered by these groups can mean getting noticed and staying a step ahead of everyone else.



## CCIM Institute (CCIM)

The CCIM Institute confers the Certified Commercial Investment Member (CCIM) designation to commercial real estate professionals through an extensive curriculum of 200 classroom hours, in addition to industry experience. The CCIM education curriculum addresses financial analysis, market analysis, user decision analysis and investment analysis—the cornerstones of commercial investment real estate. The CCIM Institute is the largest brokerage network in the world, with 9,500 CCIMs in 1,000 markets worldwide and another 9,500 candidates currently pursuing the designation. Visit [www.CCIM.com](http://www.CCIM.com) or call 1-800-621-7027.



## The Counselors of Real Estate (CRE)

The Counselors of Real Estate represents high-profile professionals from prominent real estate, financial, legal and accounting firms, as well as leaders of government and academia who provide expert, objective advice on complex real property and land-related matters. Membership is extended by invitation only. The CRE designation is awarded to members in recognition of proven problem-solving ability in real estate counseling. Visit [www.CRE.org](http://www.CRE.org) or call 1-312-329-8427.



## Institute of Real Estate Management (IREM®)

The Institute of Real Estate Management (IREM®) has been the source for education, resources, information and membership for real estate management professionals for more than 75 years. IREM is the only professional real estate management association serving both the multifamily and commercial real estate sectors. With 80 U.S. chapters, 10 international chapters and several other partnerships around the globe, IREM is an international organization that also serves as an advocate on issues affecting the real estate management industry. Visit [www.IREM.org](http://www.IREM.org) or call 1-800-837-0706, ext. 4650.



## Society of Industrial and Office REALTORS® (SIOR)

The SIOR (Specialist, Industrial & Office Real Estate) designation is awarded to brokerage specialists who meet strict experience, transaction, education and ethical standards. Recipients of this designation are recognized within the commercial brokerage industry as the most experienced and capable commercial real estate practitioners. As one of the leading commercial and industrial real estate associations, SIOR has 3,200 members—2,800 of whom hold the designation—located in more than 590 cities in 25 countries. Visit [www.SIOR.com](http://www.SIOR.com) or call 1-202-449-8200.



## REALTORS® Land Institute (RLI)

The REALTORS® Land Institute is dedicated to building knowledge, relationships and business for its members—the extraordinary real estate professionals who broker, lease, sell, develop and manage our most precious resource: the land. RLI offers superior education through its RLI Land University and professional development programs, provides an array of services that encourage networking and referral opportunities, and serves as a voice in Washington on land-related issues. Members of RLI may earn the prestigious Accredited Land Consultant (ALC) designation, conferred to only those land specialists who complete a rigorous education program and achieve a volume of successful land transactions. Visit [www.RLILAND.com](http://www.RLILAND.com) or call 1-800-441-5263.

### Key Affiliate Events

CRE Annual Convention New Orleans, LA October 11–14, 2009	SIOR Fall World Conference Toronto, Ontario, Canada October 29–31, 2009
CCIM/IREM Success Series Honolulu, HI October 16–17, 2009	REALTORS® Land Institute Annual Convention San Diego, CA November 11–13, 2009

# Make a Connection TODAY!

- 1 Bookmark our commercial home page at [www.REALTOR.org/RCA](http://www.REALTOR.org/RCA)
- 2 Become our Fan on Facebook today at [www.tinyurl.com/RCAfacebook](http://www.tinyurl.com/RCAfacebook)
- 3 Post your commercial properties today on [www.CommercialSource.com](http://www.CommercialSource.com)
- 4 Link up with us on LinkedIn®, join our Group, **REALTORS® Commercial Alliance**
- 5 Follow us on Twitter at [www.Twitter.com/RCATweet](http://www.Twitter.com/RCATweet)
- 6 Call us any time at **1-800-874-6500**
- 7 Ask a question by e-mailing us at [RCA@REALTORS.org](mailto:RCA@REALTORS.org)

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Real Estate



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