

RCA IS DELIVERING ON THE PROMISE

REALTORS® Commercial Alliance (RCA) - The commercial division of NAR

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SACS – Share a Commercial Success

REALTORS® Commercial Alliance of Greensboro, NC

Building a Regional RCA Commercial Certificate Program (CCP)

Our Commercial Certificate Program (CCP) is designed to bring together a faculty of industry leaders and top producers to teach the Fundamentals of Commercial Real Estate. Eight courses are offered over four weeks, two courses per day, one full day per week, allowing students to be able to do business while learning. A Certificate of Completion is awarded for students who attend all eight classes. Our program just finished our fourth year and has had 65 RCA members earn their CCP as well as hundreds of other members who have taken one or more of the classes.

There are numerous education opportunities for a commercial real estate practitioner once they have gotten started in their careers, i.e., CCIM, BOMA, IREM, SIOR, ICSC and ULI, but these designation programs and educational opportunities generally assume the practitioner has a sound base in the field. Our certificate program provides that much needed base.

The topics which our CCP program covers include:

- **Commercial Real Estate Overview:** This course, developed by NAR for use by local commercial structures, kicks off the program which teaches the basics, to the advanced topics, in order to acquaint the student with the different elements of commercial real estate. It explains what is involved in commercial transactions and development and for which students receive four hours of North Carolina CE credit.
- **Land Issues:** This course explores how to determine site development potential according to the physical and legal constraints.
- **Financial Investment:** Covers the basics of finance valuations, and the student will learn how appraisers and underwriters value the listings.
- **Office Real Estate:** This course teaches about leases and what is important to an office tenant and office building owner.
- **Retail Real Estate:** This course teaches successful retail leasing and development from an experienced team.
- **Property Management:** This topic covers the responsibilities of a property manager, real property versus facility management, building operations and tenant relations.



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- **Industrial Real Estate:** This course focuses on all the issues of site development, financing and industrial space reuse.
- **Technology and Marketing for Commercial Real Estate:** The final course focuses on contract management systems, using demographic information and marketing.

Our faculty, which have been recruited to teach from across North Carolina, are not only experts in their field but are also great teachers, and receive a stipend for their effort.

The CCP was our RCA's effort to raise the professionalism of the commercial practitioners in our market place, and was never meant to be the profit center that it now has become!

For more information please contact:

Michael Barr
CEO of the RCA of Greensboro
Greensboro Regional REALTORS® Association
Ph: 336.854.5868 Fax: 336.292.5416
mpbarr@grra.org
www.grra-rca.org



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