



REALTORS® COMMERCIAL ALLIANCE (RCA) — The commercial division of NAR



**SACS – SHARE A COMMERCIAL SUCCESS**  
ISSUE 22 – JUNE 2009

**Association:** Florida Association of REALTORS®

**Topic:** RCA Accreditation

Since our accreditation of May of 2008, the REALTORS® Commercial Alliance of Florida is making progress on many items; in particular, we are building stronger connections and communication between the array of commercial real estate groups in Florida and throughout the nation.

On the state level, we have expansive overlay boards, along with localized boards, committees, societies and divisions. At the national level there are five commercial real estate affiliate organizations CCIM (CCIM Institute), CRE (The Counselors of Real Estate), IREM (Institute of Real Estate Management), RLI (REALTORS® Land Institute), and SIOR (Society of Industrial and Office REALTORS®), all of which have active chapters in Florida. These diverse-yet-similar groups create a whole that's greater than the sum of its parts. Call it whatever business catch phrase you wish - a win-win situation, synergy, taking it to the next level - but we have great power at our fingertips.

We are currently supporting the development of a commercial Web site that can serve as a central point for news, a resource for connecting to other Florida brokers, and a new commercial real estate information site. We also are pursuing a commercial broker database that will make teamwork easier.

The Florida Association of REALTORS® pursued the RCA Accreditation to enhance the value of our commercial services and promote membership to other commercial practitioners. The RCA Accreditation promotes the Commercial Alliance of Florida as a leader in our industry. Obtaining the accreditation is a simple and painless process. I urge other commercial structures to pursue the RCA Accreditation.

For more information, please contact:

Rodger Wunderlich  
Vice President, Professional Development  
Florida Association REALTORS®

Phone: (407) 438-1400 x2409  
Email: [rodger@far.org](mailto:rodger@far.org)  
Web site: [www.far.org](http://www.far.org)

# CONNECTIONS COUNT