



## Now That You Earned The CCIM Designation, Make The Designation Work For You

Now that you are a CCIM designee, it's to your advantage to put the designation to work for you. The first thing to consider is to market your accomplishment. Let your peers and the public know you earned one of the most prestigious commercial real estate designations available.

Here are some other suggestions to consider, as well as insight into designee-only and Institute-wide benefits.

- **Brand Yourself as a CCIM:** Add "CCIM" after your name on all your business related communications. Wear your CCIM pin during the business day and have the red CCIM logo included on your stationery. Distribute the sample news announcement to local business and industry media. Consider purchasing the designation promotion brochures available from the Institute. The more the designation is recognized as the authoritative voice for commercial investment real estate in your market, the more you will be sought out for that expertise.
- **Online Search:** After you earn the designation, CCIM Institute will add your contact information to the on-line designee database on [www.ccim.com](http://www.ccim.com). You'll have the ability to post your image and other pertinent information. Anyone can search for a designee through the "Find a CCIM Professional" search feature. Keep your contact information up to date; that way, there's a better chance you'll be found in a search.
- **Solution Center:** The CCIM Institute created a Solution Center to handle inbound calls from members seeking answers to questions regarding Institute policies, programs, password issues, and other online questions. The Solution Center specialists are also there to help guide members through the process of logging in to STDBonline, [ccim.com](http://ccim.com) and CCIMNet and providing assistance in navigating these technologies. To reach The Solution Center, call (800) 621-7027.
- **STDBonline:** The Site To Do Business, an exclusive online tool available only to CCIMs and candidate members, has been enhanced and expanded to make preparing demographic and mapping reports quicker and more in-depth. Using the Site Analysis features, one can tailor a demographic report based on a wide range of variables, including: SIC codes, business names, U.S. Census data, household income, zip codes, and other factors. Custom, full-color maps can be prepared using 300 variables. Completed maps and reports can then be printed or sent via email to clients and prospects in a PDF format.
- **Other CCIM Only Options:** The Member Online Options page lists a number of other options for CCIMs only. From this page, you can: Change your password; update personal and business information; submit your closed sales for the *RER C/CCIM Investment Trends Quarterly* (ITQ); download the CCIM logo; order the "Make the Right Decision: Use a CCIM Professional" brochure; and take advantage of other benefits and services of membership.
- **MailBridge:** MailBridge is a preference-matching, designee-only email contact system for the distribution of haves, wants, and general information. All designees can opt in to the MailBridge network and choose from a wide range of preferences. When you are the sender, you can be sure that your message is going only to those designees who want to receive it. When you get a message, you can be sure that it matches the profile of messages in which you are interested. And, you can update your preferences at any time. MailBridge is a tune up for your inbox, enhancing your participation in the CCIM e-mail network.

**CCIM.Net Alias E-Mail Address:** Once you input your e-mail address, the Institute will assign you a [ccim.net](mailto:ccim.net) e-mail address. It is an “alias” address that only works if you maintain a regular e-mail address. It is permanent to you so long as you remain a CCIM. You may place it on your business cards and stationery. Any e-mail sent to it will automatically forward to your regular e-mail address. It eliminates the need to notify everyone whenever you change e-mail service providers. If you switch companies, your e-mail finds you without delay. Just make sure you inform CCIM Institute of your new e-mail address whenever it changes.

**CCIM Chapters:** Do face-to-face networking. Join your local CCIM chapter and enjoy the benefits of education programs, property marketing sessions, technology updates, etc.

**National Meetings:** Network with and get to know your fellow CCIMs by attending the CCIM Institute business meetings held in the Spring and Fall each year. All members are invited to attend the Board of Directors and most other committee meetings. At the meetings, participate in the marketing sessions, attend timely education sessions, and learn about the products available from our affinity partners and other services providers.