



## Public Relations: It's A Management Practice Every CCIM Should Follow

After hard work, long hours, and great sacrifice, you've earned the CCIM designation. You're proud of it. You recognize its value. Every time you work on a transaction or project, you see that the theory and skills you've learned set you apart from others in the field. In fact, the CCIM skills make you more valuable to client users and investors.

But not everyone shares this understanding. There are still those in the industry and in allied fields who do not realize that the CCIM designation signifies special skills and expertise in commercial investment real estate.

Public relations is not optional; it's involuntary. Whether an organization or individual has worked on it or not, a public image has been formed—distinct or distorted. However, whether the climate of future public opinion is favorable, unfavorable, or apathetic can be a matter of choice.

The CCIM Institute's public relations efforts are directed to a variety of programs to relate the CCIM story to the real estate and business communities. National public relations are important, but an effective campaign must include solid local programs. Chapters, regions, and individual CCIMs can play an important role in communicating the message that CCIMs are the best source for expert direction in commercial investment real estate.

### What You Can Do as a CCIM:

- Wear your pin every business day.
- Include "CCIM" after your name and incorporate the CCIM logo on business cards, stationery, and in print and online advertising.
- Promote the designation in your discussions with clients and reporters.
- Offer commercial investment real estate article suggestions to local and national media to keep CCIMs visible before investors and dealmakers.
- Make sure the business and real estate editors of your local newspapers and news directors of your local radio and television stations have names of CCIMs in their files as possible real estate news sources.
- Invite a local reporter to a CCIM chapter meeting, arrange a tour of your project, or set up a one-on-one interview.
- Join and be active in allied professional group chapters in your market and help keep them aware that you are a CCIM.
- Work with your chapter, board, and state association to bring licensed delivery courses to your area.
- Utilize the articles in *Commercial Investment Real Estate* magazine as an effective designation promotion tools.
- Practice the Guerilla Marketing techniques on a continual basis.

And remember, CCIM Institute has a Public Relations Department that stands ready to answer questions or assist in with local public relations efforts. Contact Edward M. Bury, APR, at [pr@ccim.com](mailto:pr@ccim.com).