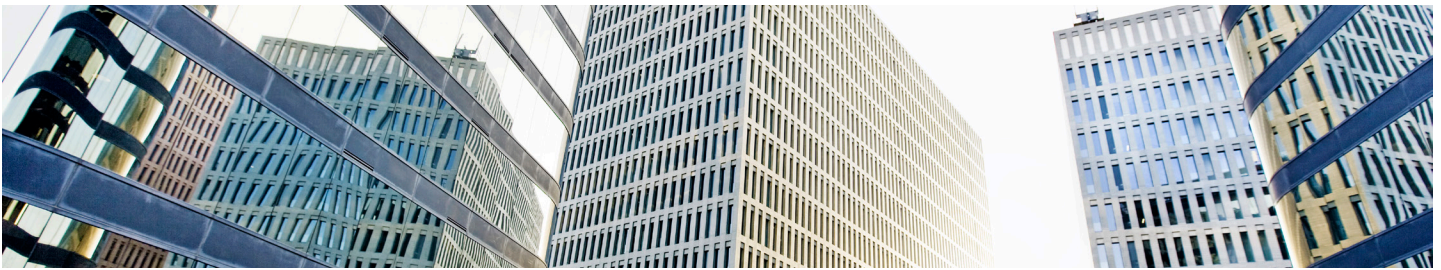


THE LEADER IN ONLINE REAL ESTATE EDUCATION

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COMMERCIAL COURSE DESCRIPTIONS

Designed with the commercial agent in mind, these CE courses focus on subject matter that's important to you. Visit our website today to learn more about available commercial courses and packages.



THE FUNDAMENTALS OF COMMERCIAL REAL ESTATE

- Definitions of key terms and concepts that apply to commercial real estate.
- A detailed explanation of how to identify and meet the various needs of your commercial real estate clients.
- An analysis of the main differences between commercial and residential real estate sales.
- An overview of the most common valuation methods for real estate and businesses.
- Tips on gathering the demographic and location-related details that clients need to make well informed decisions.

ANATOMY OF A COMMERCIAL BUILDING

- A foundational understanding of foundations! Includes footings and how they work with foundations to form a system, design concerns of foundations including soil conditions, water tables and live and dead loads.
- Design considerations for roofs, walls, windows and doors.
- An overview of HVAC types and considerations, including cost, efficiency and varying tenant needs.
- A look at electrical, lighting, controls and fire and security alarms, and how they differ by building use and tenant need.
- How external conditions can impact building design, occupancy and parking, including zoning and code location, topography, environmental factors.

CLIENT ADVOCACY IN COMMERCIAL REAL ESTATE

- Real life examples of complicated transactions and the key actions that made them successful.
- Evaluation of how specialization expands your core competencies resulting in a more stable and successful business strategy.
- A deep look at your client interactions with specific advice on how to improve the results process.

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DETERMINING VALUES OF COMMERCIAL PROPERTIES

- An in-depth look at the process of data collection, analysis and three approaches to value (cost, income and sales comparison) for commercial property valuation.
- Faculty expert, Bill James, a 40-year veteran of commercial appraisal, takes students step-by-step through a real-life appraisal report, which includes the process of data collection, approaches to value, analysis and value determination.
- More than two dozen handouts used in a real-life commercial appraisal, with a detailed explanation of each.

INVESTMENT STRATEGIES IN COMMERCIAL REAL ESTATE

- The six main categories of commercial properties, and their specific challenges and opportunities for investors.
- A definition of transit-oriented communities and why they are a growing type of mixed-use development.
- How zoning, building codes, title issues and the Americans with Disabilities Act impact commercial property development and investment potential.
- How licensees can use financial analysis and individual investor profiles to assist clients in analyzing commercial properties for purchase and sale.

COMMERCIAL LANDLORD REPRESENTATION

- An analysis of the commercial real estate market as it stands today. A description of the in-house and external landlord reps, and why landlords choose to work with landlord reps.
- A survey of a panel of six landlord representatives who have a combined total of nearly 200 years of experience in commercial real estate.
- A look at additional training, accreditation and associations for commercial real estate professionals.
- A comparison of different types of commercial leases.
- An overview of the tenant build-out process.
- A timeline with activities for landlord reps from hire to full execution of a commercial leasing listing contract.

COMMERCIAL ETHICS

- A review of recent revisions and additions to the Code of Ethics
- Tips for applying the Code's principles and guidelines to your commercial real estate practice
- A discussion on the benefits of mediation
- Commercial-specific examples and activities to illustrate the practical application of the new information and frame it in everyday context