THE CCIM INSTITUTE
Kansas Chapter

CI 102: Market Analysis for Commercial Investment Real Estate



One of CCIM's most innovative core courses, CI 102 shows you how to deploy “big data” and the most advanced digital tools to assess critical issues like market demand, location facility, and supply-chain strategy. CI 102 students have learned BAO mapping and data analytics to help their clients select store locations; others used Tapestry Segmentation to determine demand for apartment properties. In CI 102 you'll work with four case studies covering each of the major property types: office, industrial, multifamily, and retail.

After completing this course, you will be able to:

- Apply Market and Competitive Analysis, Political and Legal Analysis, Location and Site Analysis, and Financial Analysis to make fundamental investment decisions;
- Perform state-of-the-art geospatial analyses; and
- Forecast future demand and opportunities for investment.

Tech Requirements:

This course requires the use of a laptop or desktop computer with full Excel capabilities. Mobile devices, like iPads, tablets, and cellphones, will not run CCIM Institute's macro-enabled spreadsheets.

EVENT DETAILS

January 26th- 29th
8:00 am - 5:00 pm
142 N. Emporia, Wichita, KS 67202
Lunch will be provided

REGISTRATION

REGISTRATION REQUIRED BY JANUARY 19TH
To register, you will first need to log in or create an account at www.CCIM.com. If you don’t have a CCIM Institute account, select “Create Account” on the main menu before proceeding with your registration.

QUESTIONS?

Contact Cassy Cummings at 316.259.7052



Eric Hillenbrand, CCIM

Eric Hillenbrand, CCIM, is Retail Investment Specialist at Marcus and Millichap in Indianapolis, Ind. He has over 25 years of commercial real estate experience and specializes in the acquisition and disposition of investment grade retail shopping centers and single-tenant net-leased real estate.
Hillenbrand has been a CCIM Institute instructor since 2008. He was the Indiana Chapter CCIM President in 2014 and currently serves his chapter on the education committee. He was elected by his peers to serve on the CCIM Institute National Board of Directors and is active on the national level serving on several national committees. Hillenbrand earned his Bachelor of Science degree in Business from Indiana University.