

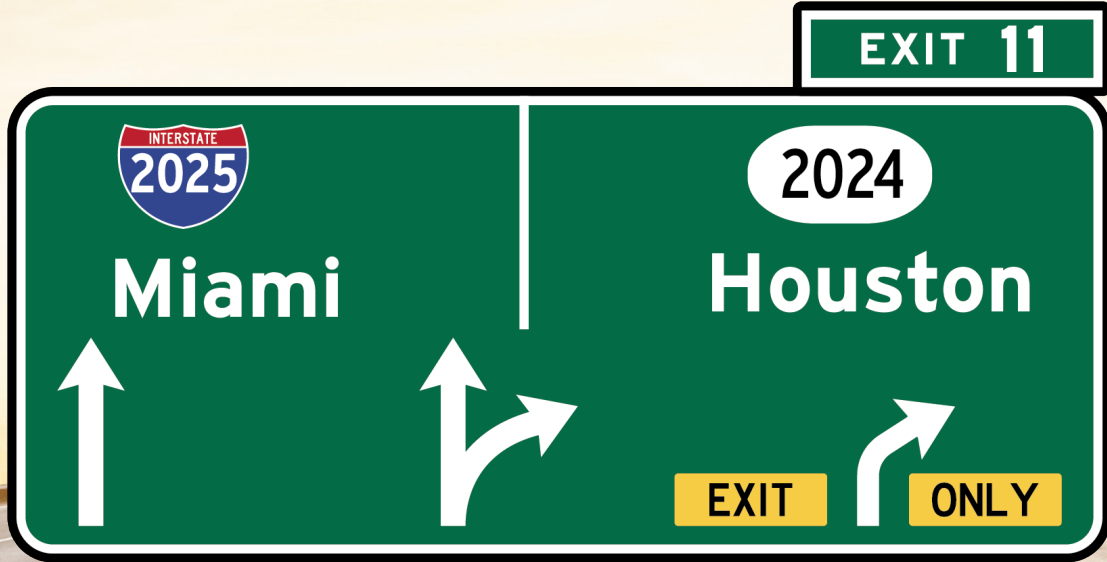
# CCIM CONNECTIONS

The Official Publication of The CCIM Institute

THE CCIM INSTITUTE  
WINTER 2024

**Navigating the  
Multi-Family  
Landscape**

*Evolving demographics  
and trends in  
homeownership provide  
opportunities for CCIMs.*  
pg. 14



## LOOKING BACK AT ANNUAL GOVERNANCE

pg. 10

### Updates from the National Campaign

*"Choose Excellence. Expect Results."* continues to promote the value of CCIMs to a wide audience.

pg. 9

### The Biggest Deal

A CCIM makes a major career milestone with a significant hotel transaction.

pg. 6



The Commercial Real Estate Experts



# More Than a *Designation*

Take Advantage of Exclusive Offers  
From Our Member Advantage Providers



**BigBoysBlast.com**  
Commercial real estate marketing

Commercial real estate marketing

**biproxi**

Marketing platform for commercial real estate professionals

**BREVITAS**

Commercial real estate listing platform

**CommercialEdge**  
POWERED BY YARDF

Commercial Real Estate asset management system

**COMPSTAK**

Commercial real estate sales and lease analysis software

**CREgrow**

Website design, development, hosting, and support

**CRE MODELS**  
ANALYSIS & TR

Underwriting and asset management

**CREOP**

Cloud-based software for custom marketing packages and more

**CREXi**

Commercial real estate marketplace and technology platform

**FUEL**

Valuation, forecasting, and transaction platform

**IdealSpot**

Demographic and site selection platform

**Squared Marketing**

Brand strategy and digital marketing services

**earthvision**

Mapping, aerials, flyers and customer analysis for retail real estate

**IMS**

Investment management software

**KADO**

A digital business card, lead generation, and management tool

**Leadpipes**  
COMMERCIAL

Realeflow - Whitelabel Data Solution  
Client management and lead generation software

**magicplan**

A mobile solution to survey commercial real estate properties

**MOO**

On-demand printing for business and marketing materials

**nextCRE**  
Next CRE Equity Solution

Matching CRE Sellers with Investors

**NATIONAL ASSOCIATION of REALTORS\***

National Association of REALTORS® (NAR) membership

**OCCUPIER**

Client and deal management platform

**FIABCI**  
INTERNATIONAL REAL ESTATE FEDERATION USA

Worldwide business networking for professionals in real estate

**PARTNER**  
Engineering and Science, Inc.

Engineering, environmental, and energy services

**propdocs**  
Propdocs - CRE Contract Management Platform

Document creation in the cloud

**Real Dash**

Real estate marketing and technical platform

**RealNex**  
The Technology Behind the Deal

CRM software for commercial real estate

**RealtyZapp.com**

Integrated SEO, email, and social media marketing platform

**SHARPLAUNCH**

Marketing platform for building owners, asset managers, and brokers

**SITE SELECTION MAGAZINE**

Publication of the latest trends in economic development and corporate real estate

**Snazzy Traveler**

Travel discounts on hotels, rental cars, cruises, and more

**STRATAFOLIO**

Automated analytics for real estate

**TheAnalyst PRO**

Apps for business tools, calculators, and analysis reports

Your membership in The CCIM Institute gives you access to additional discounts and programs for travel, printing, technology tools and more.

Scan to learn more:



Do you belong to or know of a company that would be a good fit as a Member Advantage Provider?

Scan to learn more:



## CCIM CONNECTIONS

CCIM Connections, the official publication of The CCIM Institute, reports on member news, insights, market trends and analysis, developments in the field, and successful business strategies.

### CCIM Connections Staff

Editor, Hannah Donegan, [hdonegan@ccim.com](mailto:hdonegan@ccim.com)  
 Vice President of Sales, Marketing, and Communications,  
 Rhys Fullerlove, [rfullerlove@ccim.com](mailto:rfullerlove@ccim.com)  
 Communication Specialist, Ashley Bland, [abland@ccim.com](mailto:abland@ccim.com)  
 Email Marketing Specialist, Blake McGinn, [bmcginn@ccim.com](mailto:bmcginn@ccim.com)  
 Marketing Specialist, Emily Pleasant, [epleasant@ccim.com](mailto:epleasant@ccim.com)

Editorial Address: 430 N. Michigan Avenue, Chicago, IL 60611-4084;  
 Contact us at (312) 321-4531 or [editor@ccim.com](mailto:editor@ccim.com).

Advertising: Liz Brennan at [lbrennan@ccim.com](mailto:lbrennan@ccim.com).

Subscriptions: \$45 for nonmembers in U.S.; \$55 for nonmembers in  
 Canada and Mexico. Call (800) 523-8633.

Reader Services: All dues-paying members of The CCIM Institute  
 receive CCIM Connections magazine four times a year as a member  
 benefit.

Subscribe to the print edition, purchase back issues, or order  
 customized article reprints: [www.ccim.com/real-estate-insights/  
 commercial-connections](http://www.ccim.com/real-estate-insights/commercial-connections) or (800) 532-8633 x4491.

Make address changes: [editor@ccim.com](mailto:editor@ccim.com) or (800) 532-8633 x4491

Request reprint permission: [editor@ccim.com](mailto:editor@ccim.com)

Submit articles and editorial ideas: [editor@ccim.com](mailto:editor@ccim.com)

Postmaster: Send address changes to CCIM Connections, 430 N.  
 Michigan Avenue, Suite 700, Chicago, IL 60611-4084

The opinions expressed in signed articles and materials appearing in CCIM  
 Connections, including specific references to products and services, are those of  
 the authors and not necessarily those of CCIM Connections, The CCIM Institute, or  
 the National Association of REALTORS®.

## THE CCIM INSTITUTE

© 2024 by The CCIM Institute. All rights reserved.

The CCIM Institute, an affiliate of the National Association of REALTORS®, confers  
 the CCIM Designation to commercial real estate professionals who have extensive  
 training and industry experience and complete a rigorous study program.

### 2024 Management Team

President, D'Etta Casto-DeLeon, CCIM, Houston, TX  
 President-Elect, Steve Rich, CCIM, Charlotte, NC  
 First Vice President, Adam Palmer, CCIM, Fort Myers, FL  
 Treasurer, Jim Tansey, CCIM, Davenport, IA  
 Treasurer-Elect, Brad Waken, CCIM, Enid, OK  
 Executive Vice President & CEO, Paul Rumler, Chicago, IL

## DEPARTMENTS

<b>President's Desk</b>	<b>4</b>
<b>Deal Makers</b>	<b>6</b>
<b>CCIM Marketing Campaign</b>	<b>9</b>
<b>Houston Roundup</b>	<b>10</b>
<b>Site To Do Business</b>	<b>19</b>
<b>The CCIM Institute Foundation</b>	<b>13</b>
<b>Trends in Commercial Real Estate</b>	<b>14</b>
<b>CCIM Spotlight</b>	<b>16</b>

# 16

## New Designee Story

Emmitt Quiambao Chang, CCIM, shares his journey to the Pin.

# 9

## Spotlight on the National Campaign

"The Choose Excellence. Expect Results." campaign continues to add value to the Designation and highlight the expertise of CCIMs.

# D'ETTA CASTO-DELEON, CCIM

2024 Global President

As the year draws to a close, I reflect with gratitude and pride on what we have accomplished together. This has been a year of growth, collaboration, and innovation for The CCIM Institute, made possible by the dedication of our volunteers, staff, and leadership. Whether at the Global, National, or Chapter levels, your efforts have been the cornerstone of our success, and I thank you wholeheartedly.



and create value across our organization. While these initiatives are in their early stages, they demonstrate our determination to remain at the forefront of technological advancements.

## Strengthening CCIM Tech and Foundation Impact

CCIM Institute Technologies continues to advance through Site to Do Business, introducing dynamic market analysis capabilities that empower CRE professionals to close more deals and increase returns. Building on this success, the team has collaborated with NAR's Reach program, with three new tools set to enhance the platform in early 2025. To deepen engagement, a dedicated Task Force recommended specialized webinars and chapter tech ambassadors, further educating users on maximizing the platform's potential.

The CCIM Institute Foundation also made a remarkable impact this year, continuing its mission to advance commercial real estate careers. To date, 255 Named Education Scholarships have been awarded, totaling more than \$250,000. Additionally, more than \$130,000 was awarded to Veterans and Diversity Scholarship recipients reflecting our ongoing commitment to supporting those who serve and foster an inclusive commercial real estate professional community.

## Strengthening Partnerships and Building Global Connections

Partnerships, both new and longstanding, have been a key highlight this year. We welcomed Avison Young and Premiere Property Group as our newest educational partners and are grateful for the continued support of Coldwell Banker Commercial, RE/MAX, Keller Williams, and NAI Global. To build on this momentum, we established a task force to engage volunteers in securing and nurturing partnerships, strengthening our relationships and expanding our reach.

The C5 + CCIM Global Summit was another standout achievement. With 50% of attendees learning about

A hallmark of this year has been continuity—building upon the strong foundation laid by those before us. As we progressed through the second year of our three-year strategic plan, we celebrated initiatives rooted in years of vision and teamwork. These successes are a testament to our collective commitment to elevating the CCIM Designation and fostering growth in the commercial real estate industry.

## Advancing Our Mission Through Innovation & Outreach

This year, we introduced a National Marketing Campaign to highlight the essential role of CCIM Designees in commercial real estate transactions. By presenting their expertise through a unified national effort, we elevated the CCIM brand and reinforced its importance in an ever-changing industry landscape.

We also launched the Currently Commercial series, providing timely and relevant insights to keep our members ahead of market trends. The first segment focused on artificial intelligence (AI), underscoring its significance in shaping the future of commercial real estate. This initiative, paired with a revised Introduction to Commercial Real Estate Certificate program, reflects our responsiveness to member feedback and dedication to delivering the global standard in commercial real estate education.

Our focus on AI extended beyond the Currently Commercial series. Recognizing its transformative potential, I established the AI Presidential Advisory Group (PAG) to evaluate AI's impact on both the industry and the Institute. This group is identifying ways AI can enhance efficiencies, improve member experiences,

*Continued on Page 5*



*Continued from Page 4*

the event through The CCIM Institute, it highlighted the effectiveness of our outreach. The Summit provided an unparalleled platform for networking, knowledge sharing, and showcasing the CCIM Designation, setting the stage for future growth and reinforcing our leadership in the commercial real estate industry.

Internationally, we continued to expand our global footprint. Turkey hosted more courses, and we re-engaged with China. Canada's "Vision to 100" initiative is a prime example of strategic focus, as we work toward 100 new Designees in the country. Additionally, events like MIPIM allowed us to represent CCIM on an international stage, fostering relationships that will drive growth and opportunity in the years ahead.

### **Supporting Our Chapters & Celebrating New Designees**

At the chapter level, we implemented a comprehensive business plan to provide targeted support and strengthen engagement. Chapter Officer Training reached new heights, and we enhanced the resources, data, and content available to chapters, encouraging best practices and deeper integration with the Institute's strategies. These efforts ensure that our chapters remain vital, connected, and aligned with our goals.

One of the most rewarding experiences this year

has been presiding over pinning ceremonies for new Designees. From East Asia to the United States, these events symbolize the culmination of hard work and dedication. With multiple countries represented, this year's ceremonies showcased the truly global impact of the CCIM Designation.

Additionally, we expanded our instructor cadre, recruiting and training new professionals who are now delivering world-class education to our members.

### **Looking Ahead**

As we approach 2025, I am excited for what lies ahead. The groundwork laid this year and last positions us to continue growing, innovating, and enhancing the value of the CCIM Designation. Our progress is not the result of one year or one leader but of the continuity and collaboration that define the CCIM Institute. I am honored to have played a part in this journey alongside such an extraordinary team.

Thank you again for your commitment, your hard work, and your belief in the mission of the CCIM Institute. Together, we are shaping the future of commercial real estate, one initiative, one partnership, and one success at a time.

Wishing you all a joyous holiday season and a prosperous New Year. ■



*First American*  
**Exchange Company™**

[firstexchange.com](http://firstexchange.com)

# 1031 Exchange Services

**NATIONWIDE SERVICES BACKED BY THE  
EXPERIENCE OF AN INDUSTRY LEADER**

**LOOK TO US  
TO DISCOVER  
SOLUTIONS**

**STRENGTH.  
EXPERIENCE.  
LONGEVITY.**



# THE BIGGEST DEAL

WINTER 2024



## Nishitha Kambhaladinne, CCIM, Marks Major Career Milestone With \$20 Million Transaction

**Nishitha Kambhaladinne**, CCIM, represented the buyer in a *\$20 million* transaction of a Holiday Inn Express in Sunset Park, Brooklyn, NY.

For Nishitha, closing her first major commercial real estate deal was a significant milestone in her career. It also marked the buyer's first purchase in the New York market, adding to their portfolio of properties in New Jersey and Pennsylvania and

establishing the start of what Nishitha hopes will be a strong, ongoing relationship.

The deal came with its share of challenges. Initially, the seller chose a private equity firm over Nishitha's client, but when that deal fell through, her persistence

paid off. She maintained communication with the seller, which eventually reopened negotiations.

Nishitha credits The CCIM Institute for its role in the transaction. She discovered the property on CCIM Connect and leveraged the community's resources to move the deal forward. "Real estate can feel isolating, especially in a competitive market like New York, but The CCIM Institute provides a network to find opportunities," she shared.

As she reflects on this achievement, Nishitha is also looking ahead. She's passionate about helping others get started in commercial real estate, particularly those who feel it's out of reach. With plans to educate new investors and expand her network, Nishitha sees this deal as an important step in her CRE journey. ■







## OFFICE

**Landon Williams**, SIOR, CCIM, of Cushman & Wakefield Commercial Advisors in Memphis, TN, represented the seller, Union Office Center, LLC, in a *\$6.7 million transaction* of 119,213-sf office property in Memphis, TN.

**Sandy Shindleman**, CCIM, of Shindico in Winnipeg, MB, represented the seller, Manitoba Liquor & Lotteries, in a *\$4.8 million (CAN) transaction* of 830 Empress Street, a 20,175-sf office property in Winnipeg, MB.

## INDUSTRIAL

**Matt Bogue**, CCIM; **Paul Kenny**, CCIM; and **Matt Gelso**, CCIM, of Paul Kenny & Matt Bogue Commercial Real Estate in Hailey, ID, represented the seller in a *\$7.2 million transaction* of a 4.2 acre industrial property in Hailey, ID.

**Landon Williams**, SIOR, CCIM, of Cushman & Wakefield Commercial Advisors in Memphis, TN, represented the seller, Natureplex Properties, LLC, in a *\$7 million transaction* of industrial property in Olive Branch, MS.

**Carl D. Kuhn**, CCIM, of Jack White Commercial in Anchorage, AK, represented the buyer in an *\$4.95 million transaction* of a 8,896-sf industrial property in Wasilla, AK.

**J. Jeffrey Castell**, SIOR, CCIM, of Cushman & Wakefield in Indianapolis, IN, represented the tenant, Plymouth Industrial REIT Inc., in a *\$4.3 million transaction* of Park 350, a 147,310-sf industrial property in Lafayette, IN.

**Carl D. Kuhn**, CCIM, of Jack White Commercial in Anchorage, AK, represented the seller in a *\$3 million transaction* of a 34,094-sf industrial property in Anchorage, AK.



*Park 350, Lafayette, IN.*

## MEDICAL

**Daniel Weingarten**, CCIM, of Realty Trust Group in Atlanta, GA, represented the tenant in a *\$5.3 million transaction* of 4025 Johns Creek Parkway, 45,000-sf medical office property in Suwanee, GA.



*Want to be featured in Deal Makers? Scan to learn more.*

THE BIGGEST DEALS FROM WINTER 2024 *continued*



River Ridge Shopping Center, Picayune, MS.

## RETAIL

**Robert Hand**, CCIM, of Louisiana Commercial Realty in New Orleans, LA, represented the Buyer, Rouses Market, and seller, Bill Johnson, in a **\$3.3 million transaction** for River Ridge Shopping Center, a 58,000-sf, 4.5-acre retail property in Picayune, MS.

**Ron E. Cruz**, CCIM, of The Econic Company in Campbell, CA, represented the seller, in a **\$4.5 million transaction** of 321 N. California Ave., a 47,750-sf retail property in Palo Alto, CA.

**Carl D. Kuhn**, CCIM, of Jack White Commercial in Anchorage, AK, represented the buyer in a **\$3.1 million transaction** of a 9,000-sf retail property in Anchorage, AK.

## SPECIALTY

**James Milner**, CCIM, of Appalachian Commercial Real Estate in Boone, NC, represented the seller, US Hwy 421 S, LLC, in a **\$3 million transaction** of 15.5 acres of land property in Boone, NC.

**Patrick Murray**, CCIM, SIOR, of Grant-Murray Real Estate in Fayetteville NC, represented the seller, Fayetteville Woman's Care, in a **\$3.25 million transaction** of a 11,939-sf medical office building in Fayetteville, NC.

**Mike Salik**, CCIM, of Matthews Real Estate Investment Services in Jacksonville, FL, represented the landlord in a **\$5.9 million transaction** of an Amazon 59,669-sf heavy industrial property in Panama City, FL.

## MULTIFAMILY

**Greg Brownd**, CCIM, of KW Commercial in Lubbock, TX, represented the buyer and seller in a **\$3+ million transaction** for Western Oaks & Omni, a 171-unit multifamily property in Lubbock, TX.

**Joseph Burrough**, CCIM, of Palma Commercial in San Diego, CA, represented the buyer and seller in a **\$23.6 million transaction** for a 44-unit multifamily property in San Diego, CA.



Western Oaks & Omni, Lubbock, TX.



# "Choose Excellence. Expect Results."

## A Bold Step in Building Awareness & Driving Impact

In an era where the commercial real estate industry faces unprecedented challenges, The CCIM Institute embarked on a groundbreaking journey earlier this year to elevate its brand and reaffirm the value of its Designation through a comprehensive national marketing campaign, "Choose Excellence. Expect Results." With more than one million ads served in just eight weeks, this campaign has set a new benchmark for engagement and impact within the commercial real estate community.

The vision for this initiative was born out of strategic discussions led by The CCIM Institute's leadership. D'Etta Casto-DeLeon, CCIM, Global President of The CCIM Institute, highlighted the importance of bold action in uncertain times.

"This campaign reflects our commitment to positioning the CCIM Designation as the gold standard in commercial real estate," Casto-DeLeon said. "We knew it was essential to invest in our brand not only for today but for the future, ensuring our Designees are recognized as leaders in an ever-changing industry."

The campaign's genesis came from the Marketing Committee's efforts to identify opportunities to strengthen awareness. Glenn Preuss, CCIM, immediate past chair of the Marketing Committee, shared his perspective on the strategic discussions that led to the campaign's approval.

"Our Board of Directors under-

stood that the commercial real estate landscape is evolving rapidly," Preuss said. "We needed a proactive strategy to amplify the value of the CCIM Designation, demonstrating that our members are equipped with unparalleled tools and expertise."

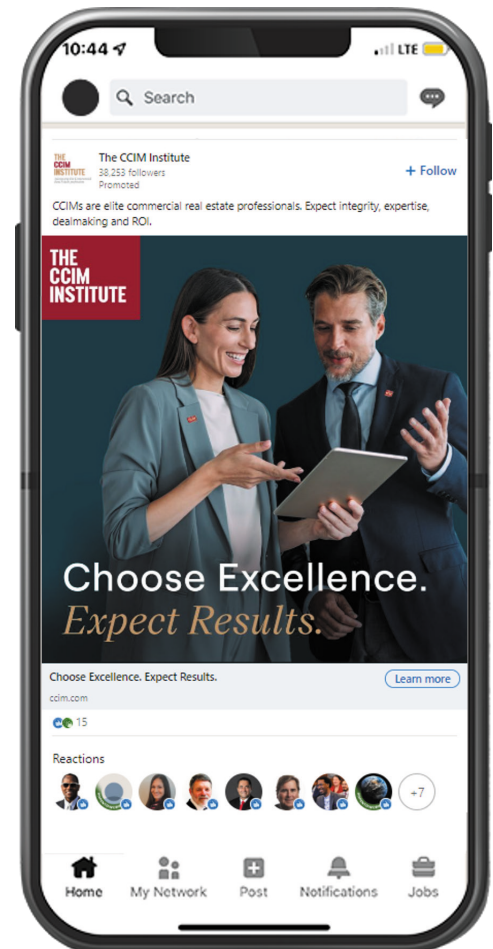
Preuss emphasized the long-term vision driving the initiative. "This wasn't just about staying visible during a downturn," he noted. "It was about preparing for the recovery and ensuring that CCIM Designees are seen as indispensable to the future of commercial real estate."

### The Campaign's Impact

The campaign has exceeded expectations, providing valuable insights into the reach and influence of The CCIM Institute. Robby Eaves, CCIM, the current Marketing Committee Chair, celebrated the measurable impact of the initiative.

"The results have been nothing short of phenomenal," Eaves said. "In just a matter of weeks, we surpassed industry benchmarks by 2 to 4 times on our digital and social media ads. That's a testament to how well our messaging resonates with our audience."

The campaign leveraged real-life success stories to highlight the tangible value of being a CCIM Designee. Leslie Biskner, CCIM, Vice Chair of the Marketing Committee, underscored the importance of storytell-



ing in achieving the campaign's success.

"The human element is what makes this campaign so impactful," Biskner said. "By sharing the real-world experiences of our Designees, we've shown how the Designation can transform careers and deliver measurable results. This connection has resonated deeply with our audience."

The campaign also focused on showcasing The CCIM Institute's advanced tools, such as Site To Do Business, which empowers members with cutting-edge analytics and insights. Biskner noted that

*See Campaign, page 18*

# Howdy from H



## Driving The CCIM Institute Forward: *A View from*

The CCIM Institute's Annual Governance Meetings in Houston celebrated a year of growth and achievement in the commercial real estate industry. These gatherings underscored the strength of our global network and the dedication of our members, with 161 new Designees pinned, bringing the 2024 total to 356. Each Designee exemplifies the expertise and commitment that define the CCIM community.

Leadership transitions were a central highlight, with Steve Rich, CCIM, inaugurated as the 2025 Global President and Andie Edmonds, CCIM, elected as the 2025 First Vice President. The new Board of Directors promises a dynamic mix of experienced and fresh perspectives, ready to guide the institute into a promising future.

Two standout members were honored for their dedication: Scott Overby, CCIM, received the Mac McClure Volunteer of the Year Award, and Charlie Mack,

CCIM, was recognized with the Jay Levine Distinguished Service Award. Additionally, 17 international members from Asian chapters, including leaders from Korea, Japan, and Taiwan, highlighted the institute's global reach and collaborative spirit.

Key initiatives presented at the meetings emphasized enhancing member value:

- **Education:** The Commercial Education Series engaged over 1,000 participants since May, delivering insights to navigate evolving market trends.
- **Technology:** A Tech Ambassador Program was approved, assigning tech liaisons in each chapter to streamline communication and access to tools.
- **Foundation Milestones:** The CCIM Foundation awarded 157 Named Education Scholarships worth nearly \$155,000—exceeding last year's



# Houston

The CCIM Institute  
2024 Annual Governance Meetings  
Sept. 27 - Oct. 1, 2024



## from the Annual Governance Meetings in Houston

achievements.

- Diversity, Equity, & Inclusion: The Cultural Diversity Education Program expanded to include 16 new participants in 2024, supporting diverse perspectives in the industry.

Looking ahead to 2025, The CCIM Institute aims to amplify its influence with an ambitious marketing campaign. Featuring connected TV commercials, radio ads, and digital outreach, the campaign will elevate the visibility of CCIM Designees and attract new talent to the network.

The institute remains committed to supporting members with education, resources, and a thriving community, reinforcing the value of the CCIM Designation as a symbol of excellence in commercial real estate. The achievements and plans unveiled in Houston set a strong foundation for continued success in 2025 and beyond. ■

# 161

New Designees  
Pinned in Houston  
on October 1.

# 300

Total Attendees

Steve Rich, CCIM, speaks  
at his inauguration as  
2025 Global President.





AVISON  
YOUNG

# purpose built

Unique career opportunities  
for industrial strength talent.

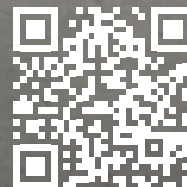
Lots of support. Less red tape.  
Room to grow your own way.

When you're with us,  
you're in good company.



Paty Perman. Principal, Director, U.S. Industrial Operations.  
Talent finder. Connection maker.

Get in touch





# The CCIM Institute Foundation

## Supporting the Future of Commercial Real Estate

The CCIM Institute Foundation proudly recognizes the seven recipients of its 2024 Veterans Scholarship. These dedicated individuals have chosen to pursue the prestigious CCIM Designation with the support of their scholarships. Hear from recipient Addison, who was able to continue his "Path to the Pin".

"I am so honored to be selected as a recipient of The CCIM Institute Foundation Veterans Scholarship," said Addison Hagan.

"I have delayed my pursuit of the CCIM Designation, as all three of my children have been in college at the same time. My wife and I

have happily sacrificed to ensure our children's quality education at The Virginia Military Institute. This scholarship allows me to begin my 'Path to the Pin' immediately, when it would otherwise be unfeasible. In fact, the day I was notified of this award, I registered for the very first available CI 101 course in my area. I am ever so grateful to the donors who have made this possible," Hagan said.

The CCIM Institute Foundation



Addison Hagan

is proud to announce the seven recipients of its 2024 Diversity Scholarship. The Diversity Scholarship Program plays a pivotal role in fostering an inclusive community within the commercial real estate profession. Partnering with The CCIM Institute's Cultural Diversity Education Program, these scholarships provide transformative opportunities for eligible individuals, funding their journey toward the prestigious CCIM Pin.

Awarded annually to a select number of applicants, these scholarships cover enrollment and fees for

*See Foundation, Page 19*

## Site To Do Business:

### ArcGIS Updates Bring a Wealth of New Data

The November 2024 update to ArcGIS Business Analyst Web App introduces key enhancements aimed at improving usability, analysis capabilities, and data accessibility for commercial real estate professionals. This update expands the tool's capabilities for commercial real estate professionals, providing advanced insights, better visualization, and enhanced workflows tailored for strategic decision-making. From urban planning to property evaluation, the November release ensures a cutting-edge experience in spa-



tial analysis.

#### Data Updates

- Urbanicity Dataset: A nationwide classification system identifying U.S. geographies by urban and rural characteristics.
- Updated Business Summary Dataset: Expanded to include 14 new business categories, updated quarterly.
- Traffic Data Update: Traffic count data refreshed to Q3 2024.

#### Enhanced Benchmark Comparisons Workflow

- Redesigned for seamless

mapping and analysis, featuring side-by-side visualization of geographies and up to 10,000 comparisons.

- New comparison methods and improved Results pane with charts, summaries, and in-app documentation on statistical measures.

#### Improved POI Search

- Advanced search options, streamlined workflows, and better styling flexibility for targeted data retrieval.
- Smart Map Search Enhancements

*See STDB, Page 19*





# Trends in Commercial Real Estate

## Riding the Current: How CCIMs Can Navigate the Multifamily Housing Market in 2025

Staff Article

CHICAGO – As economic conditions and demographic shifts continue to reshape the multifamily housing market, the outlook for 2025 reflects cautious optimism rather than an all-encompassing boom. While certain regions are poised for growth, challenges such as affordability concerns, supply imbalances, and fluctuating interest rates temper expectations. CCIM Designees, equipped with unparalleled tools and expertise, are uniquely positioned to guide investors through these evolving conditions, identifying opportunities while mitigating risks.

### The Multifamily Market: A Mixed Landscape

Growth in the multifamily sector is expected to remain uneven in 2025, with certain regions outperforming others. Areas like the Southeast, Texas, and parts of the West, which continue to attract population growth and job creation, are likely to see rental housing demand outpace supply. According to data from the U.S. Census Bureau, migration into these regions has been fueled by cost-of-living advantages and lifestyle preferences, including remote work flexibility and warmer climates.

However, even in these high-demand regions, the multifamily market faces headwinds. The delivery of over 500,000 units in 2024—the highest in 20 years—has contributed to oversupply in certain markets, particularly in the South and West. Meanwhile, the affordability crisis in housing persists, with 30 renters vying for every available home for sale, highlighting the need for more workforce and affordable housing.

Despite these challenges, suburban areas that mimic urban amenities are emerging as bright spots in the multifamily market. These "urbanized suburbs" offer spacious housing options with access to workplaces, schools, and retail centers, catering to renters seeking a balance between convenience and comfort. This trend underscores the importance

of tailoring developments to meet evolving renter preferences.

### Opportunities for CCIMs to Lead

#### 1. Leverage Advanced Tools for Data-Driven Insights

CCIMs have access to tools like Site To Do Business (STDB) and Moody's Market Pro, which provide deep insights into local market dynamics. These platforms enable Designees to evaluate migration patterns, employment trends, and income demographics, allowing investors to target regions where rental demand is poised for sustainable growth.

Using STDB, CCIMs can map population density, proximity to job hubs, and commute times, identifying neighborhoods where zoning and infrastructure are favorable for multifamily investment. This data-driven approach ensures that investors can act quickly and confidently in an increasingly competitive market.

David Monroe, CCIM, Founder of AcquisitionPRO® in Mobile, AL, has also found the tools useful.

"I have recently replaced the supply side tool I have been using for many years with Moody's CRE Market Pro and found that I can search for owners based on CMBS, Fanny and Freddy, and other loan details, where in the other product I was only able to pull CMBS data," Monroe said.

"This is a game changer for my business."

"I can now search for owners that have loans which are distressed in some form and offer solutions that prevent the owners from going through a foreclosure or bankruptcy, creating a win/win/win for all parties involved," Monroe said.

#### 2. Adapt Strategies Through Continued Education

As multifamily markets shift, staying informed on trends is crucial. The CCIM Institute offers programs

*See Multifamily, page 18*

# Emmitt Quiambao Chang, CCIM

Starting from an office manager, Quiambao Chang credits many great mentors for his success as he earns his CCIM Designation.



## Can you share a bit about your background and how you first got into real estate?

I moved to Tucson and was hired as an office manager by a small property management company called Axiom, which paid for my real estate school. I found out broker Mark Bitton was a CCIM shortly after!

## What sparked your interest in commercial real estate? Was there a specific moment or experience that set you on this path?

It was in 2021, when I worked at Axiom as a new real estate licensee, I was told to open doors for one of our investors selling his units near the U of A. I was not supposed to be there, or so I thought. I'm so glad I came there to open doors in way before the listing agent came in because I accidentally locked myself out with the keys inside. The locksmith came in and unlocked it

well before everyone else came in, so I didn't look like a fool! The listing agent was James Robertson, CCIM, and the buying agent was Omer Kreso, who became a CCIM two years later.

## You've chosen to further your expertise with courses from The CCIM Institute. What led you to make that decision, and how has it shaped your approach to real estate?

In September 2022 the Southern Arizona CCIM Chapter hosted a Rookies and Rockstars CI103. I had passed CI101 prior, and without even thinking I just signed up for the class and jumped in.

## Congratulations on achieving your CCIM Designation! Walk us through the journey to earning it—what was the process like, and what are you hoping to accomplish now that you're a CCIM Designee?

Earning my CCIM Designation was more than a professional milestone—it was a transformative journey. Looking back, I realized I had been carrying a toxic mindset, shaped by the pressure to prove my worth through titles and achievements. This belief, likely rooted in my time in the Marine Corps, created unnecessary anxiety and self-doubt.

Early in the process, I feared letting others down, especially my mentor, Erik Chapman, CCIM. But instead of criticism, I was met with grace, kindness, and support from the Southern Arizona chapter board, mentors, and friends.

That support was life-changing. It challenged me to confront my pride and let go of the self-pity that had been holding me back. Accepting

*See Designee page 17*



*Designee, Continued from page 16*

the love and encouragement of others wasn't easy, but it was necessary.

One pivotal moment came when Cody McGuire, CCIM, reminded me of the work I had put in and encouraged me to see my potential beyond my self-imposed limits. Erik echoed those sentiments face-to-face, and it finally clicked—I had value and worth, not just as a professional but as a person.

Now that I'm a CCIM Designee, my focus is on paying it forward through mentorship. I'm fortunate to have guidance from seasoned Designees like Susan Chu Ong, CCIM, whose wisdom has taught me so much about retail and management in commercial real estate. I'm excited to continue learning, growing, and helping others on their journeys.

**On top of your Designation, you've also earned scholarships. Can you share what those scholarships have meant to you and how they've impacted your career?**

As one of probably many, I was swimming in debt when I moved from Virginia to Tucson to serve God at the Door Church, where my senior pastor, Harold Warner, worked with George Larsen, CCIM. Earning these scholarships have been a huge, huge relief to me. Many thanks to you all.

**As a scholarship recipient, what would you say are your biggest takeaways from the experience?**

Frankly, the biggest takeaway was how quickly I earned the scholarship. I applied early one morning and within a matter of



**Left: James P. Robertson, Jr. MBA, CCIM, and Emmitt.**

*"Early in the process, I feared letting others down, especially my mentor, Erik Chapman, CCIM. But instead of criticism, I was met with grace, kindness, and support from the Southern Arizona chapter board, mentors, and friends."*

a couple hours, I was already notified I won. I kept asking myself what I did to deserve it, let alone be considered! What should've been thousands of dollars' worth of real estate education suddenly became affordable, which only confirms the heart of generosity of The CCIM Foundation

**Transitioning from the military to real estate is a big leap—can you share what that transition was like for you?**

Rough start, no doubt. I had a lot of baggage to deal with, but

I discovered getting into real estate was going to force me to take care of myself holistically, from my body, soul, and spirit, on a personal level, so that I can thrive in this professional realm. I'm so glad there were so many people in support. In the end, the transition was a sanctification, a solid transformation for me to become a better man than I ever knew I could to say the least.

**Looking back, are there any skills from your military background that have proven to be valuable in your commercial real estate career?**

Absolutely. The first skill is diligence. Laziness and procrastination left me during my active-duty days. The other skill, just as important, was to approach people. It's not what you say, but how you say or approach it that prevails, every single time. ■

*Campaign, continued from page 9*  
these resources set CCIM Designees apart.

"The tools and resources we offer are a differentiator," she explained. "But what really sets our campaign apart is the storytelling aspect. We've demonstrated the real-life impact of what it means to choose excellence as a CCIM Designee."

### **A Unified Strategy**

The campaign aligns seamlessly with The CCIM Institute's broader marketing strategy, which focuses on education, networking, and technology. This alignment has been key to its success.

The success of the campaign is also evident in feedback from members and affiliates, who have praised the increased vis-

ibility of the CCIM Designation. For many, it has reinforced their decision to pursue or maintain their Designation, highlighting the importance of being associated with a trusted and recognized brand.

### **Looking Ahead**

As the campaign continues to gain momentum, the focus remains on building sustainable awareness and expanding the reach of The CCIM Institute. Cas-to-DeLeon is optimistic about the future.

"This campaign is a testament to the power of collaboration and vision," she said. "It has laid the foundation for us to grow stronger and ensure our members remain at the forefront of the industry."

Eaves echoed this sentiment, add-

ing, "The challenge now is to build on this momentum and continue to demonstrate the unmatched value that CCIM Designees bring to the table."

Biskner is equally enthusiastic about the next steps, stating, "We're excited to see how we can push this campaign even further, creating even greater value for our members and the broader commercial real estate community."

In a market that rewards innovation and resilience, The CCIM Institute's National Marketing Campaign serves as a shining example of what can be achieved through strategic vision, effective execution, and a commitment to excellence. For CCIM Designees and the broader commercial real estate community, the message is clear: The CCIM Institute is here to lead the way. ■

*Have an idea for a story? Send it to [magazine@cciminstitute.com](mailto:magazine@cciminstitute.com)*

*Multifamily, continued from page 15*

like the Ward Center for Real Estate Studies, which focus on financial modeling and investment analysis. These courses help Designees refine their ability to assess cash flows, financing options, and projected returns, ensuring their strategies remain ahead of market trends.

The increasing demand for workforce and affordable housing presents a unique opportunity for CCIMs to innovate. By understanding the nuances of this segment, Designees can guide developers and investors toward projects that address housing shortages while delivering strong returns.

### **3. Build Strategic Relationships**

Networking remains a cornerstone of success in commercial real estate, and

the CCIM Institute provides unparalleled opportunities to connect. Events like the C5 + CCIM Global Summit bring together Designees and industry leaders, fostering collaboration and access to unique deals.

For multifamily investors, these relationships can open doors to co-investments, strategic partnerships, and off-market opportunities. By leveraging their network, CCIMs can enhance their value proposition and drive growth for their clients.

"I recently landed a consulting relationship from a group that just sold a company and was looking to take the proceeds and invest in commercial real estate. They said the reason they hired me was because of the ethics and my access to the CCIM network, which gave me the ability to help them nationwide," Monroe said.

### **Looking Ahead to 2025**

The multifamily market in 2025 offers a blend of opportunities and challenges. While regions with strong population growth and urbanized suburbs are poised for modest gains, the sector's overall performance will depend on factors like construction costs, interest rates, and economic stability. For investors navigating this complex landscape, CCIM Designees provide the expertise and perspective needed to make informed decisions.

With advanced tools, ongoing education, and a robust professional network, CCIMs are well-positioned to lead in the multifamily space. As the market evolves, their ability to identify trends, adapt strategies, and deliver results will make them indispensable partners in achieving investment success. ■



*Foundation, continued from page 13*

Designation courses, empowering recipients to elevate their careers and achieve lasting success.

"In commercial real estate, CCIM is one of the most respected and highly coveted designations you can earn," Samantha Le said.

"I am honored to be selected for The CCIM Institute Foundation Diversity Scholarship and find it highly admirable that CCIM works to deploy equity for individuals in our industry whose voices are not as often represented. I'm greatly looking forward to improving my education and continuing the lifelong journey of becoming the best CRE professional that I can be," Le said.

The Named Education Scholarship program is designed to support professionals in their journey toward earning the esteemed CCIM Designation while promoting excellence in education. This program provides outstanding real estate professionals with the opportunity to experience The CCIM Institute's world-class education firsthand. The CCIM Institute Foundation awarded six New Chapter Named Education Scholarships in 2024, adding to the collective 255+ named scholarships.



Samantha Le

"I truly appreciate the support from our local chapter with providing these scholarships. The financial help was greatly appreciated, especially raising a family with young kids while working and taking the CCIM classes," said Cody McGuire, CCIM.

The CCIM Institute Foundation recently demonstrated its commitment to advancing the profession by sponsoring events and hosting fundraisers. In Nashville, the Foundation hosted a fundraiser that garnered an impressive \$100,000 to support its mission. Additionally, it sponsored a memorable JWL alumni event in Houston, fostering connections among commercial real estate leaders. ■

*STDB, continued from page 13*

- Ability to style and toggle non-matching areas in search results for greater analytical precision.

#### New Infographics Templates

- Fresh standard and gallery templates cater to industries like real estate, education, and

community analysis, including regional insights for Europe, India, and global markets.

- Business Analyst Assistant (Beta)
- Enhanced AI-powered features for smart map creation, site generation, and customizable color-coded maps.

#### Mobile and Widget Updates

- Mobile app now supports panoramic photos and infographics for school district geographies, alongside data updates for global markets.
- Widget improvements include expanded drive-time options and bug fixes. ■

*Stay in tune with the pulse of the industry!*

**Currently Commercial: Trending Topics in Commercial Real Estate** is your look into the commercial real estate zeitgeist. Covering subjects like AI, data technology, and many more, these hour-long sessions are perfect for staying in the know while on the go.



*Register now for an upcoming session or explore the back catalog!*



# 2025 CCIM EVENTS



**MIDYEAR  
GOVERNANCE**

MIAMI | APRIL 28-MAY 1

**C5 + CCIM  
GLOBAL SUMMIT**

CHICAGO | SEP. 16-18

**ANNUAL  
GOVERNANCE**

VANCOUVER | OCT. 6-9

COLLABORATION . NETWORKING . DEALMAKING  
EDUCATION . FELLOWSHIP

LEARN MORE AT [WWW.CCIM.COM](http://WWW.CCIM.COM)