

CCIM CONNECTIONS

The Official Publication of The CCIM Institute

THE CCIM INSTITUTE
SPRING 2024

LEADING WITH LEARNING

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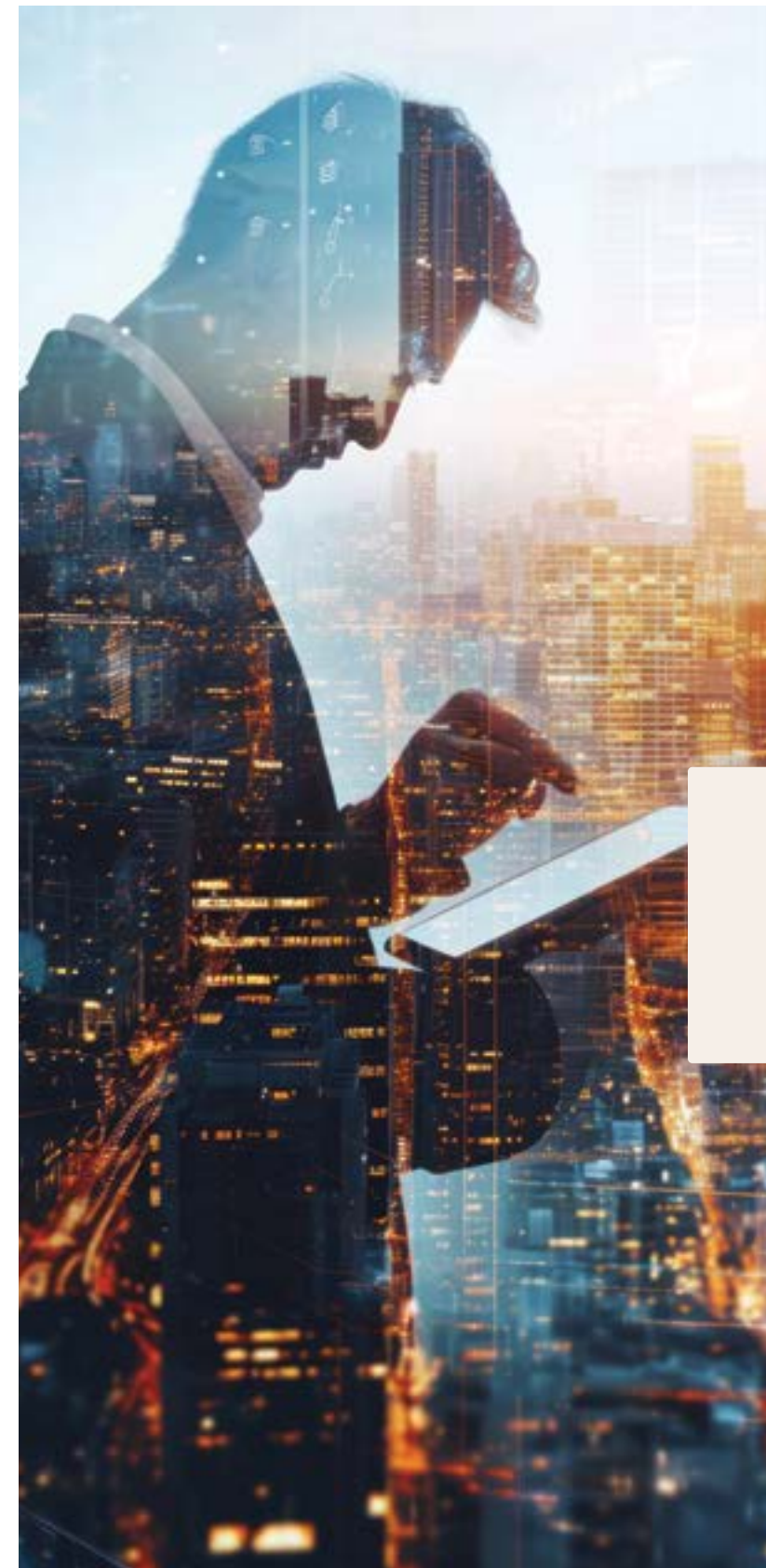
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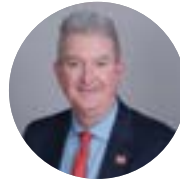
Steve Rich, CCIM, discusses his path to 2025 CCIM Institute Global President and his plans for the future.

CCIM CONNECTIONS
GLOBAL PRESIDENT'S MESSAGE

STEVE RICH, CCIM

2025 Global President

Welcome to the Spring Issue of CCIM Connections! The Institute is excited to share news from all aspects of the organization from Deal Makers to CCIMs making waves across industry boundaries. There's more to find online, so don't miss out on expanded content.



I'm also excited to share a significant change coming this year. What was once known as our Mid-Year Governance Meeting is now the Spring Forum—a transformation designed to bring more value, insight, and opportunity to every CCIM member.

Why the Change?

For years, our governance meetings have played a crucial role in shaping the direction of The CCIM Institute. However, we recognized an opportunity to expand these gatherings beyond committee and board meetings—to create an event that delivers greater educational value, enhanced networking, and tangible business opportunities. The Spring Forum is built on that vision.

What to Expect at the Spring Forum

This year's Spring Forum will feature a lineup of industry leaders, technology demonstrations, and market insights, ensuring that every attendee leaves with actionable knowledge to strengthen their business. You'll have the opportunity to engage in strategic discussions, participate in educational sessions, and connect with peers who are making an impact in commercial real estate.

The CCIM Institute is built on innovation, collaboration, and professional excellence. This new approach to our mid-year meeting reflects our commitment to ensuring that every member has access to the best education, networking, and tools in the industry. ●

Steve Rich

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
Vice President of Sales, Marketing, and Communications,
Rhys Fullerlove, rfullerlove@ccim.com
Marketing Specialist, Emily Pleasant, epleasant@ccim.com
Email Marketing Specialist, Blake McGinn, bmcginn@ccim.com

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

Advertising: Liz Brennan at lbrennan@ccim.com

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Make address changes: editor@ccim.com or (800) 532-8633 x4491
Request reprint permission: editor@ccim.com
Submit articles and editorial ideas: editor@ccim.com

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

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THE CCIM INSTITUTE

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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.

2025 Management Team

President, Steve Rich, CCIM, Charlotte, NC
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Treasurer-Elect, Jim Tansey, CCIM, Davenport, IA
Executive Vice President & CEO, Paul Rumler, Chicago, IL

The CCIM Institute's 2025 Spring Forum is more than just a name change—it's a transformation. And it's just around the corner – April 27 – May 1, 2025! This year, we're taking networking, education, and market insights to the next level, providing commercial real estate professionals with unparalleled opportunities to grow their careers and businesses.

And what better place to do it than Miami? Known for its dynamic economy, vibrant culture, and breathtaking coastal views, Miami is the perfect backdrop for making connections that matter, gaining global market insights, and experiencing firsthand the latest trends shaping commercial real estate.

In a world where digital connections are more common than ever, face-to-face interactions remain invaluable. Deals are built on trust, expertise, and personal connections – and the best way to establish those is by meeting industry peers in person. Whether you're looking to expand your investment portfolio, gain deeper market insights, or connect with seasoned CCIM Designees, this is the place to be.

The CCIM Institute is dedicated to preparing the next generation of commercial real estate professionals for success. The Miami District is proud to host the "Foundations for Success in Commercial Real Estate" course, a must-attend for candidates making their way to the CCIM Designation.

Nothing compares to building relationships in person, and the 2025 Spring Forum is designed to create authentic connections in a dynamic, collaborative environment. With the addition of

Networking & Dealmaking Lounge sponsored by the Florida Realtors, attendees can meet and engage with CCIM Designees, candidates, and industry leaders in a relaxed setting designed to foster meaningful conversations and business relationships. CCIMs can also submit open deals to display in the Lounge throughout the event.

Expand your Site to Do Business skills at one of two Lunch & Learns offered on April 28 and April 30; don't forget to register in advance, these are ticketed events!

Kick off the Forum on Monday night, April 28 with our guest speaker, Michael Litt the inspiration for the best-selling book *The Big Short*. Michael will share firsthand insights into his experiences, along with deep dives into interest rates, market trends, commercial real estate, and the power of strategic networking. Get ready for an unforgettable evening of storytelling, insight, and connections. The dinner is at the InterContinental from 6:30 – 9:30 p.m. Tickets are \$125 per person and include a plated dinner. There will be a cash bar. Space is limited; register today!

Sail away on April 29 to support the CCIM Foundation. With the support of the Florida CCIM Chapter and the CCIM Miami District, the Foundation is hosting their premier spring networking event and fundraiser. Proceeds from the event will benefit The CCIM Institute Foundation and its scholarship programs. Guests will enjoy dinner, cocktails, music, and networking surrounded by the gorgeous Miami Skyline.

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THE BIGGEST DEAL

SPRING 2025

Big Deal in Bluff City: Complex Deal, Creates Hundreds of Jobs in Memphis

Amid a tough market and a high-pressure timeline, Landon Williams, CCIM, and Mark Jenkins, CCIM, of Cushman & Wakefield Commercial Advisors, represented a seller in a \$63 million transaction. Their client, Reynolds, sold a 787,000-sf industrial property.

Located at 5106 Tradeport Drive in Memphis, AAON, Inc., an HVAC manufacturer, purchased the tobacco manufacturing facility. As reported in the Memphis Commercial Appeal, AAON declared that the new hub would add 828 new jobs with an average wage of \$57,232.

Closing the deal involved creativity along the way.

“The biggest challenge was the timing. We were trying to sell this in a very uncertain market, not only locally, but even nationally and globally.” Williams said. “Everything was a bit frozen from the capital markets standpoint.”

In 2023, when the site went on the market, most buyers were more focused on acquiring distribution facilities as opposed to manufacturing sites. Additionally, Williams and Jenkins also faced hurdles due to interest rate hikes and market slowdowns.

Williams credits The CCIM Institute education in helping him secure these types of transactions where creativity is essential. He shared how his CCIM education came into play for structuring financial analysis, IRR calculations, and evaluating creative financing solutions.

“Before we identified the eventual user buyer, knowing that we were

trying to hit a certain timeline to get this deal sold, we decided to take the deal to the capital markets with a creative structure to meet the market,” Williams added. “My CCIM education played a huge role in the whole strategy, every part of it.” ●



5106 Tradeport Drive in Memphis



Landon Williams, CCIM



Mark Jenkins, CCIM

SPRING 2025

TOP DEALS BY SECTOR

RETAIL



Ron E. Cruz, CCIM

Ron E. Cruz, CCIM, of The Econic Company, represented the buyer in a **\$34.8 million** transaction of a 123,124-sf property at the Empire Shopping Center in Antioch, Calif.

OFFICE



David J. Fritz, CCIM, SIOR

David J. Fritz, CCIM, SIOR, of NAI KLNB, represented the seller in a **\$4.6 million** transaction of the Emerson Corporate center, a 30,358-sf property in Laurel, Md.

INDUSTRIAL



Jaime Henson, CCIM

Jaime Henson, CCIM, of Crye-Leike Commercial, represented the seller in a **\$14.1 million** transaction of a 245,000-sf warehouse in Smithville, Tenn.

■ [Read more about Jaime's deal at CCIM.com](#)



Check out the full list of Dealmakers at [CCIM.com](#) and submit your own deal!



SPECIALTY



Dylan Kelley, CCIM

Dylan Kelley, CCIM, Kelley Urban Land, represented the seller and buyer in a **\$35.6 million (CAD)** transaction of about a roughly 200-acre commercial land property in Edmonton, AB.



From Student to Leader

Steve Rich's Journey to Global President and his Vision for The CCIM Institute

When Steve Rich took his first CCIM course, he had already spent seven years in commercial real estate. But it wasn't until he sat in that CI 101 classroom that he realized just how much more there was to learn—and how that knowledge would redefine his career. It was more than a professional milestone; it was a revelation. The deeper he dove into CCIM education, the clearer it became: the true power of the Designation wasn't just in the letters after his name, but in the ability to deliver unmatched expertise to clients.

That belief remains at the heart of his vision as the 2025 Global President of The CCIM Institute. Having served multiple years on the management team, including a term as treasurer, Rich brings a wealth of experience that gives him a deep understanding of the organization's challenges and opportunities.

"Starting my sixth year on the management team has given me the ability to see where we've been and where we need to go," says Rich. "It's about building on our strengths while embracing innovation."

Education, networking, and market presence will define his tenure, ensuring that CCIMs continue to lead the way in commercial real estate. "I truly believe that the more knowledge our members have, the more successful they become, and that success strengthens the entire industry," says Rich. "My goal is to ensure that every CCIM has the resources and opportunities to leverage their education and connections to the fullest."

Elevating the CCIM Advantage

One of Rich's top priorities is expanding the reach and recognition of CCIM education programs. He understands that while many in the industry recognize the prestige of the Designation, there is still a gap in fully understanding the value of working with a CCIM Designee. To address this, The CCIM Institute has launched a \$1.8 million national marketing campaign to showcase how CCIMs bring real expertise to commercial real estate transactions.

"Knowledge is the ultimate differentiator," says Rich.

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"When clients work with a CCIM, they're getting an advisor who not only understands the numbers but knows how to apply them strategically. That's what sets us apart."

His emphasis on education as a competitive edge extends to increasing accessibility to CCIM courses. Whether through online modules, in-person intensives, or corporate partnerships, Rich wants to ensure that more professionals have access to the insights that transformed his own career.

Strengthening the CCIM Network

Rich is also committed to enhancing the power of CCIM networking. He has seen firsthand how connections within the CCIM community translate into real opportunities. During his own new Designee dinner in 2005, a simple conversation with a fellow new Designee turned into a six-figure commission deal, reinforcing the value of being part of an elite network.

"That deal happened because of the relationships built immediately following me earning my pin," says Rich. "It's not just about education; it's about surrounding yourself with people who understand the business and are experienced in closing deals".

He wants every CCIM to experience that same sense of connection, ensuring that members have more opportunities to engage, collaborate, and transact together through expanded networking events and strategic initiatives.

Looking Ahead: A Future Built on Innovation & Community

Part of building a stronger CCIM presence means elevating the events that bring members together. This year's C5 + CCIM Global Summit will feature industry-leading experts, deal-making sessions, and enhanced networking opportunities. Likewise, the rebranded Spring and Fall Forums will move beyond governance meetings to include more learning, technology showcases, site tours and interactive sessions, reinforcing the idea that every CCIM gathering should add immediate value to attendees.

As Steve Rich leads CCIM into 2025, he does so with a deep appreciation for the education that shaped his own success. His mission is clear: to ensure that every commercial real estate professional understands the power of CCIM's core pillars of education, networking, and technology—ensuring that every CCIM has the



From left to right: Steve Rich, CCIM; his wife, Bennett Rich; daughter Eliza, 27, of Charlotte, NC; and son Marshall, 28, of Washington D.C.

Steve Rich, CCIM

Hometown: Born in Springfield, Mo. Lived in Charlotte for 35 years.

Real Estate Specialty: Land, Retail and Retail Investments.

CCIM Member Since: Designee since 2005. Candidate from 2003 – 2005.

Favorite Deal: Acquired eight commercial parcels along a stream in mid-town Charlotte for a public greenway park.

Past Leadership Positions: President of the NC-CCIM Chapter 2012, RVP of Region 9 (NC, SC, GA, AL) in 2014. Treasurer of The CCIM Institute 2021.

tools to grow, connect, and lead in the industry.

"Education is what got me here," he reflects. "And it's what will keep CCIM at the forefront of commercial real estate for years to come." ●

Site To Do Business

There's More to Discover at the 2025 Spring Forum

In today's fast-paced commercial real estate world, having the right tools can make all the difference. Site to Do Business (STDB) is one such tool that provides a competitive edge by offering powerful data analysis, mapping, and market research capabilities. STDB empowers both new and seasoned professionals to make smarter data-driven decisions in commercial real estate.

At this year's CCIM Institute Spring Forum, STDB will deliver hands-on learning sessions for both beginner and intermediate users. These sessions will be guided by The CCIM Institute CI 102 Instructor Nate Worthen, CCIM.

Participating in the STDB training courses at The CCIM Institute Spring Forum in Miami is a strategic investment in your professional growth. By enhancing your analytical skills, expanding your network, and gaining proficiency in essential tools, you will not only elevate your practice but also significantly improve the value you provide to your clients. Secure your

Site To Do Business Hands-On

STDB Simplified [Beginner]

Mon. April 28, 12 to 2 p.m.

This hands-on class is available to all levels of users. The focus will be on obtaining the data you need to get actionable insights with simple workflows.

Take the Next Step with STDB [Intermediate]

Wed., April 30, 12 to 2 p.m.

Get a deeper understanding of the STDB tools to solve specific real estate challenges across various asset classes.

** You can access registration information when signing up for The CCIM Institute Spring Forum*

spot and gain the competitive edge you need in this fast-paced industry. ●

The CCIM Institute Foundation

Creating Space for the Future of Commercial Real Estate

The CCIM Institute Foundation continues to pave the way to excellence through integrity, inclusivity, and impact. Since 1988, the Foundation's role in the commercial real estate industry has impacted the lives of commercial real estate professionals globally through scholarship opportunities and research initiatives. This year the Foundation fundraiser, Sailing for Scholarships, aims to raise \$100,000.

Veterans Scholarship Program: The CCIM Institute Foundation Veterans Scholarship Program is a great pathway for veterans to start a career in commercial real estate. This program provides up to \$15,000 in educational funding for qualifying U.S. military veterans pursuing commercial real estate education. The application opens in January 2026.

Named Education Scholarships: In addition to these national scholarship programs, CCIM's local chapters offer Named Education Scholarships

to support high educational standards and assist professionals pursuing the CCIM Designation. Fully funded by The CCIM Institute Foundation, these scholarships are awarded year-round; contact your local chapter for information on scholarship opportunities.

The impact of these scholarship programs is best reflected in the voices of those they support. For recipients like Samantha Le, the opportunity to advance in the commercial real estate industry is both empowering and transformative.

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

I am honored to be selected for [a Foundation scholarship]. ... I'm greatly looking forward to improving my education and continuing the lifelong journey of becoming the best CRE professional that I can be." ●

Navigating Market Shifts:

As headlines swirl around potential GSA lease terminations, commercial real estate professionals are closely monitoring the potential impact. A recent survey by the CCIM Institute revealed a market filled with cautious curiosity, with concern levels highest among industrial property owners and those involved in government-specific leases. While many respondents anticipate moderate market adjustments, others see the potential for more significant shifts.

How CRE Professionals are Preparing for Potential GSA Lease Terminations

Among key findings:

- 40% of respondents believe the impact will be minimal, though still worth monitoring.
- 38% anticipate moderate disruption, with some properties expected to face challenges.
- Industrial property owners and those dealing with government facilities expressed the most concern, emphasizing the specialized nature of these risks.

Industry experts point to several strategies and observations in response to these uncertainties. Chad Becker, Principal at Arco Real Estate Solutions, emphasizes the importance of measured responses and a thorough understanding of the evolving landscape. "The key is to maintain calm and pay attention to the nuanced details," Becker says. He notes that the Department of Government Efficiency's (DOGE) list represents leases given notice of termination, not finalized terminations. To date, 137 termination notices have already been rescinded, showcasing the dynamic nature of the situation.

Scale is another important factor. While headlines cite 7.9 million square feet of potential terminations, Becker notes that 54% of these leases are 5,000 square feet or less, and 75% are under 10,000 square feet, indicating that much of the impact may be more manageable than it initially appears.

Becker advises property owners who have received termination notices to prepare for holdover situations. "Many agencies occupying the space are not aware that

GSA is trying to terminate their lease. Without relocation plans or move contracts, there is a high likelihood they will not vacate by the termination date." He also recommends that owners engage with local congressional representatives, highlighting that outreach to local offices, rather than those in Washington, D.C., has proven effective.

Leslie Biskner, CCIM, Executive Vice President of the Commercial Lending Group at Cooperative Business Services LLC, reinforces the need for proactive strategies. "GSA lease terminations are a real concern, but we're staying ahead of the curve," she says. Her team is working with borrowers to diversify tenant mixes, stress-test underwriting, and consider alternative uses for affected properties. "Flexibility is everything in this market," Biskner advises.

Opportunities may arise for developers and property owners willing to adapt. Becker identifies two key areas of potential: acquiring federally owned properties that no longer serve their communities and assisting owners in repositioning newly vacated assets. Biskner agrees that owners who can reposition these assets — whether through mixed-use conversions, attracting private-sector tenants, or targeting emerging industries — are best positioned to succeed.

The survey results and expert commentary suggest that secondary markets could feel the most significant impact. In regions like the Midwest, government-anchored properties have long been considered safe investments. However, Biskner warns that investors are now prioritiz-

[See Shifts, page 15](#)



Why AI Belongs in Your CRE Business

The commercial real estate industry is rapidly evolving, and artificial intelligence is leading the charge. AI agents—once seen as futuristic tools—are now transforming how professionals work, providing efficiencies that were unimaginable just a few years ago.

“These aren’t tools of the future; they’re available right now,” said Michael Hironimus, CCIM, founder of Duckridge Realty Advisors and senior instructor for the CCIM Institute. “If you’re not using AI in your business, your competitors are—and they’re gaining market share.”



Michael Hironimus, CCIM

Hironimus explained that AI agents can autonomously handle tasks like gathering market data, monitoring trends, and generating detailed reports. “It’s like having a junior broker who never sleeps,” he said. “You tell it what you need, and it figures out how to get there, freeing you up to focus on strategy and client relationships.”

For commercial real estate professionals, this means automating routine tasks, from responding to tenant inquiries to streamlining due diligence. “Time spent on repetitive tasks is time taken away from closing deals and building relationships,” Hironimus said. “AI allows you to redirect that time toward what really matters.”

The technology isn’t just about convenience—it’s becoming a necessity. According to Hironimus, AI agents can conduct deep market analysis, pulling demographic and economic data, competitor insights and real-time market shifts. “What used to take days of manual research can now be delivered in minutes,” he said. “And it’s not just data collection—it’s analysis and recommendations that help you make smarter decisions.”

He encourages CRE professionals to start integrating AI now. “Start with small, practical uses—automate a task that bogs down your day,” Hironimus said. “Before you know it, you’ll be operating at a whole new level.”

The CCIM Institute’s Currently Commercial podcast recently featured Hironimus discussing these advancements, offering members a front-row seat to the future of CRE.

For those ready to dive deeper, The CCIM Institute endorses Hironimus’ flagship course, Implementing AI in Commercial Real Estate. The program includes more than 120 lessons, over four hours of video instruction and six live sessions with direct access to the instructor.

Each lesson is designed around real-world scenarios, providing step-by-step instruction on how to leverage AI for business development, sales and communication.

CCIM members get \$100 off the course if they use the code **ccimpin**.

Learn more and register at <https://bit.ly/AlinCRE>. ●

Opportunities to Innovate in Office Conversions

CCIM Designees today are at the forefront of representing and supporting organizations in transforming properties from office spaces to something completely innovative and different.

According to CBRE, as of Q3 2024, 71 million-sf (1.7% of U.S. office inventory) was planned for or already undergoing conversion. Additionally, between 2021 and 2024, the number of apartments scheduled for conversion from old office spaces increased from 12,100 to 55,300.

From offices converted into multifamily dwellings to offices transformed into data centers, AI hubs, and beyond, there is no lack of creativity in the way vacant or underutilized offices are being repurposed.



This article originally appeared in full on The CCIM Institute Blog.

Read more at ccim.com/real-estate-insights/ccim-institute-blog

Office to Multifamily

Directly across the street from The CCIM Institute headquarters at the REALTOR® building in Chicago, the Tribune Tower stands tall as a symbol of a great daily newspaper and freedom of the press. Today, this historic neo-Gothic skyscraper – once home to the Chicago Tribune newsroom, a radio station, and other offices – is now mostly made up of luxury condos. This redevelopment began in 2016, and the first residents moved there in 2021. It’s a unique building for conversion to residences, but its amenities are remarkable – 55,000-sf of amenity space on four different levels. Below the massive “Chicago Tribune” sign on the building’s south exterior is a 75’ indoor lap pool and an outdoor sundeck. This redevelopment shows how any office space can be made into an

Industry Trends: Office Conversions

- ◆ 14% of office buildings in the U.S. are considered strong candidates for conversion to residential or mixed-use developments.
- ◆ 45,000+ new apartment units have been created through office-to-residential conversions since 2020.
- ◆ Office vacancy rates in major markets have surpassed 20%, driving increased interest in adaptive reuse projects.
- ◆ Top cities for office conversions: New York, Washington D.C., Chicago, San Francisco, and Los Angeles.
- ◆ Average timeline: Converting an office to residential takes 12 to 24 months from planning to completion.

– Sources: Recent industry reports from CBRE, JLL, and Cushman & Wakefield.

attractive residential setting.

Office conversions are not easy to accomplish, with challenges ranging from zoning issues all the way down to plumbing. Jaime Henson, CCIM, a commercial broker with Crye-Leike Commercial and CCIM Memphis Chapter president, told us more. ●



The New Lending Landscape Where Money Is — and Isn't — Flowing in 2025

The commercial real estate lending landscape has transformed dramatically in 2025, presenting both challenges and opportunities for investors, developers, and brokers. In a recent CCIM Institute Commercial webinar, industry experts provided critical insights on who's lending, who's pulling back, and how borrowers can best position themselves in this shifting environment.

Cody McGuire, CCIM and commercial real estate banker with Busey Bank, was candid about the selectiveness of lenders in today's market. "For CRE, obviously, it's going to be a little more picky and choosing. In 2024, we are definitely really picky and looking at what kind of asset classes we want to be in," McGuire said. He pointed out that asset classes like hotels, large office buildings, and assisted living facilities are under greater scrutiny, while land loans are viewed with caution unless immediate development is planned. "Land is a four-letter word in some cases," he quipped, reflecting widespread industry sentiment.

On the other end of the spectrum, credit unions are still actively lending, particularly in owner-occupied spaces and projects with clear timelines. William Wilson, CCIM and commercial lender with Northwest Federal Credit Union, emphasized that credit unions remain

a strong financing source. "Credit unions are open for business," Wilson affirmed. "We love construction lending and are open to land acquisition financing if it's going to lead to a construction loan within 12 months or less, especially if it's an owner-user."

Institutional lenders also remain robust in the market, focusing on stable asset classes. D'Etta Castro-DeLeon, CCIM and part of CBRE Loan Services, provided a comprehensive view of large-scale institutional lending trends. "The types of loans they're looking for are going to be multifamily, industrial, and grocery-anchored retail," she explained. While office spaces have struggled, Castro-DeLeon noted signs of resurgence as return-to-office mandates increase. However, caution persists, with institutional lenders typically operating at 50-65% loan-to-value ratios.

Interestingly, many lenders are banding together to spread risk. "A lot of lenders are starting to do participation loans," Castro-DeLeon said. "It's not just one lender — they have two or three participating lenders involved so they're not taking the entire hit."

For those seeking financing in more challenging asset classes or locations, relationships and preparation are

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Shaping the Future: Governance Meetings

The Spring Forum isn't just about learning and networking — it's about leadership. Committee members and the Board of Directors will convene to discuss strategic programs and initiatives that continue to advance The CCIM Institute's mission. Your input and participation in these meetings are essential to shaping the future of our organization and the industry at large.

Miami: The Perfect Setting for Growth and Opportunity

Miami isn't just a city—it's an experience. A global

hub for investment, trade, and commercial real estate, Miami offers a one-of-a-kind blend of business opportunities and lifestyle appeal.

By attending the 2025 Spring Forum, you'll not only elevate your career and expand your network, but you'll do it in a city where deals happen daily — on the waterfront, in luxury high-rises, and across fast-growing districts fueled by international investment.

Let's shape the future of commercial real estate — together.

See you in Miami! ●

Continued from Shifts, page 11

ing assets with strong fundamentals and repositioning potential. She predicts trends toward shorter lease terms, adaptive reuse, and creative repositioning into sectors such as medical, education, and flex-industrial.

Reputational risks for GSA are also emerging. According to Becker, the current situation has already led to diminished confidence in GSA-leased assets, resulting in rising cap rates. "The next few months will either allow GSA to repair the damage or cause further harm," he notes.

For commercial real estate professionals, the message is clear: preparation and adaptability are key. Survey respondents and experts alike emphasize the importance of:

- Remaining calm and informed, avoiding reactions driven by headlines.
- Preparing for operational challenges such as holdovers and engaging with political representatives.
- Proactively working with lenders and stress-testing property portfolios.
- Staying flexible and ready to reposition assets as market conditions evolve.

As the situation continues to develop, CCIM Designees and candidates are well-positioned to help clients and communities navigate the shifting landscape. The ability to adapt quickly, seek expertise, and approach challenges with creative solutions will likely define successful strategies in the months ahead. ●

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more important than ever. McGuire highlighted the importance of strong sponsor profiles: "As a lender, we're not really interested in doing the single-transaction type loans. We want medium relationships that can include depository, treasury, and wealth management."

Wilson echoed that sentiment, advising brokers to thoroughly know their clients and their broader financial picture. "We're not just looking at the deal in front of us — we're looking at everything the client has to offer," he said.

As the lending environment becomes increasingly selective, understanding where money is flowing — and where it's drying up — is critical. Multifamily, industrial, and grocery-anchored retail remain safe bets, while

land and certain sectors like hospitality and large office require strategic planning and strong sponsor backing. The message from lenders is clear: come prepared, foster relationships, and be ready to tell a comprehensive financial story.

For CCIMs, this also means playing a more consultative role. Be proactive in helping clients prepare detailed financial packages, educate them on lender appetites, and leverage the CCIM network and tools, like Site to Go Business, to strengthen deal presentations with lender-friendly market data and projections. By using these resources to demonstrate market viability and financing readiness, CCIMs can tie their expertise directly to lender decision-making. With preparation and strategic positioning, CCIMs can continue to lead their clients through this complex lending landscape. ●



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Get National Campaign resources including social media posts, digital ads, presentation decks, and printables on your MyCCIM page!

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