

Course Preview



Pure Commercial Real Estate

The Core Course

(800) 648-8475
Thecorecourse.com



Summary of Certified Commercial Advisor Training



“There is no doubt this information will be instrumental in my future success.”
Tony H., Spokane, WA

Commercial real estate.
Exciting. Scary. Complex.

Where do you go to learn about commercial real estate? Commercial real estate training typically falls into 2 categories: extensive “master degree” level training that has the cost and time commitment, and “brown bag” training that you can get on line or from a short seminar.

CCA training is a “in the middle” choice.

CCA training is a 16 hour, 2-day live training that was developed by a 24 year commercial real estate veteran—someone who has the experience and background to understand what professionals need to know to succeed in commercial real estate. CCA covers 4 main areas of commercial real estate that every practitioner uses: investment analysis, lease analysis, leasing best practices, and negotiation. These are the core skills you need whether you are new to the business or a career-long veteran.

CCA training has 3 tiers: a pre-course calculator workbook, the live training, and access to the Alumni Center at thecorecourse.com. CCA is a complete training event; relevant, to the point, skill based with all of the tools and follow you need to be great in commercial real estate.

Real Benefits

With CCA training you only pay once for great training and real benefits.

- Comprehensive pre-course materials and training manual
- 16 hours of live training
- Full use of the CCA credential for your advertising
- Full access to the Alumni Center at thecorecourse.com
- No annual dues

Commercial real estate.

Learn to earn.



What You Will Learn in CCA Training



**“Awesome ‘take home’
information to use immediately
in all aspects of my commercial
real estate business.”**

Ann B., Dallas TX

Module 1 / Core Investment Analysis (4.0 hours)

TVM: why you need it, how to do it

The Cash Flow T: the most important new tool in investment analysis

Benchmarks: the common mistakes made in the market, how to correct them

Internal Rate of Return and Net Present Value Analysis

Module 2 / Financial Analysis for Lease Agreements (4.0 hours)

A deeper look at IRR and NPV

Advanced skills for comparing lease alternatives

The lease or buy analysis

Case study practice

Module 3 / Leasing Tactics for Commercial Real Estate (4.0 hours)

The lease process in overview

Nuances of the products: retail, office, industrial and specialty

The Top 22 terms

Drafting and integration of the Letter of Intent

Module 4 / Negotiation Strategies for Commercial Real Estate (4.0 hours)

Negotiation impasse and how to deal with it

The 3 killer negotiation strategies

How to determine and negotiate with personalities

Case study practice



5 Reasons You Should Attend CCA Training



“Last week I paid \$750.00 to attend a 2-day Workshop with the ULI in Los Angeles. Your class delivered more bang for the buck.”

Robert C., Orange , CA

Reason #1

Access

CCA training give you access to pertinent and direct information about commercial real estate like no other 2 day course does. You'll learn what to do, why to do it and how to do it.

Reason #2

Skill based training

CCA isn't a lecture or a seminar. It's a workshop. The content is delivered in a way that you will hear it, see it and do it. CCA is about building your skills in your commercial real estate practice.

Reason #3

Content

The content in CCA was hand picked based on real market experience and student feedback. The course isn't just what people want, it's what they need. The day you leave you will have the tools and skills to begin working in the commercial market.

Reason #4

No BS

That's right. If you're a seasoned vet of commercial real estate, you'll feel comfortable the minute you get there. If you're new to the business, you'll learn what commercial real estate really is and whether or not it's right for you.

Reason #5

The Alumni Center

As a graduate of CCA training, you will receive access to the Alumni Center at thecorecourse.com. This portion of the website is filled with videos, practice problems, case studies and pdf handouts to help you build your skills after the live training or refer back to if you need to refresh your skills.



Resume of Joseph Still
RIPA, CCA, CPN, CCIM



“I have a degree in communications and have heard many public speakers. Joe has by far one of the best presentation styles I have ever seen.”
Laura W., San Jose CA

In 1988 Mr. Still began working with owners, users, and investors to purchase, develop, and lease commercial property. He has helped his clients in leasing, sales, land assemblage, rezoning, and development of their commercial and investment properties.

Joe began as a real estate trainer in 1994. From his first event, he has focused on delivering “skill based” training to his students. He is a recipient of the Washington State Association of Realtors Instructor of the Year Award, has spoken at numerous state conventions and at 5 national conventions of the National Association of REALTORS®.

Real Estate Industry Milestones

Mr. Still has represented a number of clients including individual investors, business owners, developers, local, regional, and national companies. Services have included lease structuring, acquisition, disposition, land assemblage, rezoning, permitting, and property redevelopment.

Professional Speaking and Authoring Milestones

Professional real estate industry trainer, course developer and author for 21 years.
Recipient of the Washington Association of REALTORS Instructor of the Year Award
Recipient of the Seattle King County REALTORS Educator of the Year Award
Speaker at 5 National Association of REALTORS® conventions
Author and contributing editor of the GRI curriculum
Contributor author to regional investment group newsletters
Author of 15 state approved continuing education courses

Professional Designations

Real Estate Investment Analyst (REIA), Certified Commercial Advisor (CCA), Certified Foreclosure Analyst (CFA), Certified Professional Negotiator (CPN), Certified Commercial Investment Member (CCIM).

