

Testimonials

"Insightful explanations based on raw and varied transactional experience from an accomplished professional."

Donald H., Dallas TX

"Joe does an excellent job of breaking down a very complex topic. His knowledge and experience were well communicated throughout. A very straight forward approach and very entertaining!"

Michael M., Seattle WA

"Course exceeded all my expectations. Instructor was one of the most knowledgeable I've had."

Dan R., Salt Lake City UT

"This course rivals the CCIM courses for content, application and knowledge. Joe has the ability to make the material interesting while teaching the applications."

Lauren H., Seattle WA

"I learned more in this course than I have in 14 years of ce courses."

Debra R. Salt lake City, UT

"I came to get ce hours, but found a real person-not a teacher-who had real life experience. He presented real life scenarios with successful solutions."

Didi P., Twin Falls, ID

The Commitment

If you're not 100% satisfied with the training you receive, we'll give you back all of your money. Period.

Visit thecorecourse.com for details.

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Certified Commercial Advisor™

pure commercial real estate



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Pure Commercial Real Estate

CCA training is specifically designed and delivered for commercial real estate professionals.

CCA is a 16 hour menu of training. It's two full days broken down into four modules. The topics were selected to reinforce the core skills that commercial real estate practitioners need in up, down, and flat markets.

A 3-Tier Learning Model

CCA training was designed after review of literally thousands of evaluations from students in live training events around the country.

- Before the courses students warm up with the financial calculator.
- The live class portion of the classes is dynamic, fast paced, and intensive.
- After the course, students have access to a variety of additional tools to practice, review, and reinforce the live training event.

One Price, One Time

Once students have paid for and attended a CCA course, they have a lifetime audit privilege subject to registrar seat charges. There are no annual dues, and no other fees.



"I don't look to jump over seven foot bars; I look around for one foot bars that I can step over".

Warren Buffett

Module Descriptions

Course 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

Course 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

Course 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

Course 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

"Confidence comes from hours and days and weeks and years of constant work and dedication."

Roger Staubach

Level of Training

CCA training is broad spectrum. It involves introduction, medium, and advanced level topics. The courses are fast paced. Students should come prepared to work, interact, do problem sets and ask questions.

Prerequisites

CCA-1 and CCA-2 include a pre-course workbook for the Hp10BII and Hp12C calculators. A financial calculator is required for these events and each student is required to complete the pre-course workbook before attending the training. There is no prerequisite for CCA-3 and CCA-4

Course Designer and Lead Instructor

Joseph Still CCA, CIA, CFA, RIPA, CPN, CCIM

For over 23 years Mr. Still has been a speaker, author and trainer in the real estate industry. His background includes a variety of leasing, development and investment transactions with credit national tenants, regional user and local businesses.