

MARKET ANALYSIS FOR COMMERCIAL INVESTMENT REAL ESTATE (CI 102)

**OCTOBER 3 - 6
DOWNTOWN MADISON**



Learn in a traditional classroom environment. Interact and network with other professionals in a collaborative, small-group setting. 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.

This course will teach you 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.

Date & Time

Tuesday, October 3- Friday, October 6
9:00 AM – 5:00 PM

Tuition

CCIM Member Rate: \$1,435
CARW Member Rate: \$1,575
Non-Member Rate: \$1,735

Instructor

Eric Hillenbrand, CCIM

Location

316 West Washington Avenue, Madison, WI 53703

Recommended Lodging

[Hyatt Place Madison/Downtown](#) - within one city block

[Best Western Premier Park Hotel](#) - 3 blocks away

[The Madison Concourse Hotel and Governor's Club](#) - seven blocks away

Parking

Parking is available at the Overture Parking Structure located at 318 W Mifflin St, Madison, WI 53703, only a few blocks away from the location.

At checkout, please be sure to look out for the option to include Continuing Education credits. This course is eligible for 6 CEUs in the state of Wisconsin.

To register for this course, please follow this link - <https://ccim.my.site.com/CCIMCommunity/s/community-event?id=a1U5a000005JoEoEAK>

Please contact Alexis Strode at membership@carw.com with any questions regarding the course.

[REGISTER HERE](#)