

**National Association of REALTORS®**  
**2014 NAR Commercial Innovation Grant**  
**Executive Summary**

**Innovation Name:** Commercial Ambassadors Program (CAP): Next Generation  
**Association Name:** Greater Tampa Association of REALTORS®  
**Contact Person:** Rebecca Lopez

**1. Project Summary (purpose and concept)**

- a. Statement of purpose:** CAP Next Generation is for residential and junior commercial REALTORS to prepare them as the next generation of top successful commercial REALTORS.
- b. Original Goals:** (1) Encourage an apprenticeship with experienced commercial practitioners, and (2) Prevent businesses losses and ethical risks through education, relationship building, networking and business enhancements.
- c. Objectives:** (1) Provide the educational and practical tools that generally apply to commercial transactions and (2) Introduce areas of specializations. These were achieved through the CAP Certificate Program, branded as Square 1 Commercial: Choose & Specialize.
- d. Success criteria:**

PROJECTED	ACTUAL
Hold a total of 5 programs with a projected attendance of 25 to 50 Realtors at each session for a total of 125 to 250 Realtors. Of those in attendance, 15 to 25 residential and junior commercial Realtors are projected to complete the entire CAP Certificate Program.	1. Held CAP kick-off unveiling event. 2. # of total CAP programs: <b>5</b> 3. # CAP Attendance: Range 57 to 96 REALTORS per class - Total: <b>455</b> 4. # Registered in CAP Certificate: <b>96</b> 5. # of Graduates: <b>57</b> 6. # Additional Trainings: <b>4</b> <ul style="list-style-type: none"> <li><b>a.</b> Commercial Investments</li> <li><b>b.</b> Real Estate Law vs. Securities Law</li> <li><b>c.</b> Commercial Core Law</li> <li><b>d.</b> 1031 Exchange</li> </ul> 7. # Add'l Training Attendance: <b>208</b>
Learn about the needs/wants of Mentees/Mentors and the quality of the programs and presenters, the following measures will be in place: 1. Develop and implement two different online surveys specifically aiming the needs/wants of Mentees and Mentors.	1. Disseminated an initial needs survey at the “unveiling” CAP event. 2a. # of online surveys for CAP participants after each program: <b>5</b> 2b. # of online surveys for additional commercial trainings: <b>4</b> 3. Held “Commercial Pitch” sessions

<p>2. Disseminate online surveys following each program.</p> <p>3. Committee volunteers will hold one-on-one interviews with CAP Certificate participants to learn how well the Program worked for them.</p> <p>4. Obtain statistics from the commercial listing exchange, My Florida Commercial Real Estate (MFCRE), and the residential multiple listing service, My Florida Regional Multiple Listing Service (MFRMLS), and also from local brokers and managers that report referrals and cooperation agreements as a result of relationship building.</p>	<p>following CAP trainings to enable interaction between experienced commercial agents and CAP participants.</p> <p>4. Obtained list of REALTORS® with commercial listings and were initial targets for CAP.</p>
<p>Produce an “Information Resource Guide for the Commercial R.E. Practitioner</p>	<p>Initialized an information resource guide and currently ‘under construction’.</p>
<p>Be a catalyst for other associations to duplicate Program.</p>	<p>Two (2) neighboring associations are considering implementing the CAP concept: Ocala-Marion County Assoc. of REALTORS® and the Space Coast Assoc. of REALTORS®.</p>

2. **Project Financials:** See attachment.
  - a. **Project Budget Overview**
  - b. **Income (fees, grant, etc.)**
  - c. **Expenses (how was money spent?)**
  
3. **Performance Measures & Benchmarks ( i.e. how many attended your event, how many used your product or outcomes from your meeting)**
  - a. **To what level of success was achieved?**

**REFER TO COMPARISON CHART ABOVE**

Commercial Committee considered the CAP Project exceeding its expectations. Of the 96 participants enrolled in CAP Square 1 Certificate Program, 57 received certificates of achievement – that’s a 59% success rate. CAP attendance was nearly 500 and additional trainings attracted over 200 agents. Each CAP class drew in 10 to 20 additional students-at-large, and their feedback was “when can I sign-up for the next CAP?”

The Committee bridged a relationship with CCIM Tampa Chapter where CCIM offered a scholarship for its fundamentals class to a CAP participant. The Committee developed the scholarship application and process, and the winner was announced at graduation. Further,

through the same application process the Committee selected the Mentee of the Year who received a \$5,000 discount towards an automobile from Affiliate-Member, Jerry Ulm Chrysler.

As a result of CAP's success, two neighboring associations are interested in implementing the Program.

#### 4. Project Timeline (how long did it take):

##### 12-MONTH TIMELINE

###### Dec - Feb:

1. Conceptualize the overall Project. Strategize different aspects of program, such as the CCIM scholarship component and Mentor of the Year award.

###### Feb - Apr:

1. Develop the CAP curriculum
2. Plan the Kick-Off to announce the program.
3. Identify, select, and reserve instructors.
4. Start marketing and develop CAP brochure.
5. Hold actual 'unveiling' event in April.

###### May - Oct

1. Hold CAP classes on a monthly basis
2. Market upcoming classes and additional trainings.

###### Aug - Sept

1. Develop and deploy CAP/CCIM Scholarship
2. Secure award from Affiliate-Member for mentor of the year
3. Reserve offsite facility to hold graduation program
4. Hold a special Broker/Mentor Reception

###### Oct - Nov

1. Scholarship selection process
2. Plan CAP Graduation program, identify dignitaries, etc.
3. Hold CAP Graduation
4. Create hype for 2015 by announcing program/s: The State of Tampa Bay, commercial panel of top commercial experts and government officials.

#### 5. Project Management

##### a. Marketing Strategy

1. Branded program with the motto of "Timing is everything ... Time is right for commercial real estate" and an image of hands holding the world imprinted with the word "CAP" (acronym for the Program) - became a recognizable icon. This image was used throughout.
2. Developed a promotional program ad, flyers, and informational brochure, which proved to be very effective.
4. Created interest by holding a kick-off program entitled, "Unveiling of CAP".

5. Promotional campaign included newspaper, weekly e-list, and social media sites.
6. Targeted junior commercial agents and residential agents with commercial listings by using list from My Florida Commercial Real Estate MLS.
7. Reached out to association's Young Professional Network (YPN), Professional Development Committee and other committees.
8. Contacted CCIM Florida West Chapter and Florida Gulfcoast Association of REALTORS.

**b. Planning Meetings:**

Commercial Committee held at least 11 monthly meetings (in person) to plan and oversee the entire process. Committee held a special meeting prior to the conclusion of the program for the scholarship and mentee selections. In December, the Committee met to evaluate the satisfaction survey reports from CAP graduates and from members (a separate one) who did not complete the program.

**c. Day-to-Day Project Management:**

The direction of the Project and all decisions were Committee-driven. The Association dedicated a Staff to work with the Committee. Under the guidance of the Committee, Association personnel:

- Served as liaison between committee members, presenters, sponsors, and general membership.
- Assisted in the development of the curriculum
- Developed promotional material and set program logistics
- Disseminated promotional material through Association's outreach, weekly e-mails, newspaper, and announcements at various events
- Communicated with instructors and program sponsors.
- Kept committee members informed as to the status of instructors, number of attendees, and any other related matter
- Sent reminders to registered attendees
- Maintained program budget
- Assisted committee members with room set-up and any other requirements

**6. Lessons Learned/Outcomes**

**a. Who Benefitted From Your Project?**

Residential and junior commercial REALTORS benefitted from CAP. The Project aimed to attract real estate agents with minimum experience, if any, in commercial real estate. Seventy-five of attendees had less than 3-years' experience in commercial real estate. Of the 96 CAP participants, 59% completed the program. Of the various reasons the 41% who did not complete the program, some of them indicated that they realized that commercial real estate was not for them.

**b. Project Highlights:**

1. Quality of curriculum.
2. Top-notch instructors with different backgrounds and expertise.
3. Minimum cost education plus all the extra perks.
4. Half-day trainings followed networking opportunities with commercial experts.
5. Certificates of Achievement presented at Graduation Day.
4. Follow-up with online survey identified attendees' needs.

**c. Project Best Practices:**

1. Extensive Marketing:
  - a. Branding of CAP for name recognition.
  - b. Usage of Association's outreach means, i.e. weekly e-mails, newspaper advertising, promotional flyers distributed at all other events, lobby display.
  - c. Usage of My Florida Commercial Real Estate MLS e-list
2. Committee-driven curriculum was right on-target with needs/wants of the target population.
3. Instructors: Commercial practitioners; well-prepared; dynamic presenters that draw audience participation.
4. Optional readings and/or assignments prior to classes.
5. Program kept on time.
6. Quality meals with formal service/display showed care for attendees.
7. Know the audience/participants with online surveys.
8. Reward participants, such as issuing a Certificate of Achievement.

**d. What processes worked well?**

1. Hold sessions late morning, starting time at 9:30 a.m., conclude by 12:30 p.m. and include lunch.
2. Length of programs up to 3-hour sessions.
3. Adequate facility to accommodate number of attendees, sponsors displays/banners, and food.
4. Send "reminders" to participants.
5. Send an online survey immediately after each program for evaluation analysis.

**e. What could have been improved, and how?**

1. Video tape the sessions to post on Association's website and archive.

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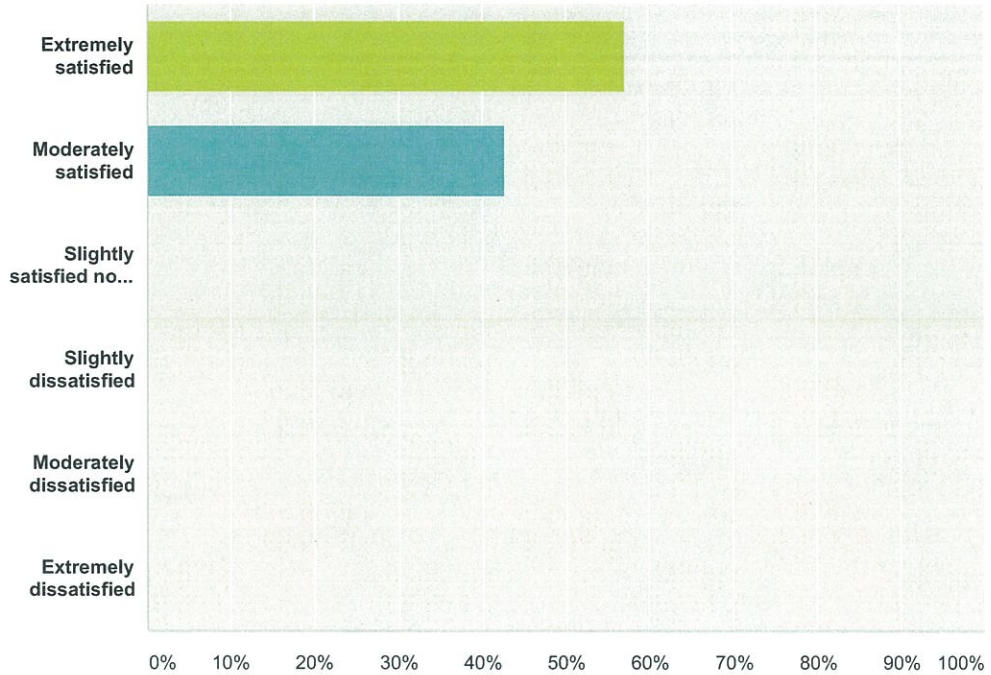
**f. Advice/Comments for Implementing in Another Association**

1. Brand the program – it is crucial.
2. Curriculum determined by practitioners.
3. Select instructors who are current and successful practitioners and known to have teaching skills in order to keep your audience's attention.
4. Encourage more and/or higher education, i.e. CCIM.

7. **Supporting Documents:** See attachments.

**Q1 Overall, how satisfied are you with your experience at the Greater Tampa Association of REALTORS?**

Answered: 28 Skipped: 0



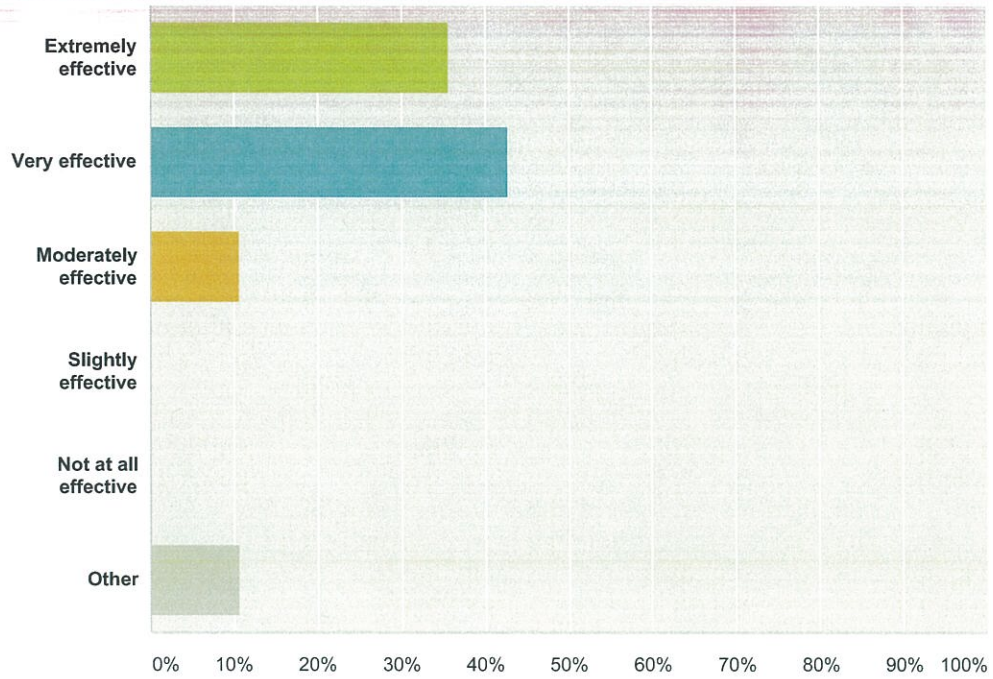
Answer Choices	Responses	
Extremely satisfied	57.14%	16
Moderately satisfied	42.86%	12
Slightly satisfied nor dissatisfied	0.00%	0
Slightly dissatisfied	0.00%	0
Moderately dissatisfied	0.00%	0
Extremely dissatisfied	0.00%	0
<b>Total</b>		<b>28</b>

#	Other (please specify)	Date
	There are no responses.	

**Q2 How effective was the program in helping you decide if commercial real estate was right for you?**

Answered: 28 Skipped: 0

## CAP Graduate SATISFACTION Survey 11.19.2014



Answer Choices	Responses	
Extremely effective	35.71%	10
Very effective	42.86%	12
Moderately effective	10.71%	3
Slightly effective	0.00%	0
Not at all effective	0.00%	0
Other	10.71%	3
<b>Total</b>		<b>28</b>

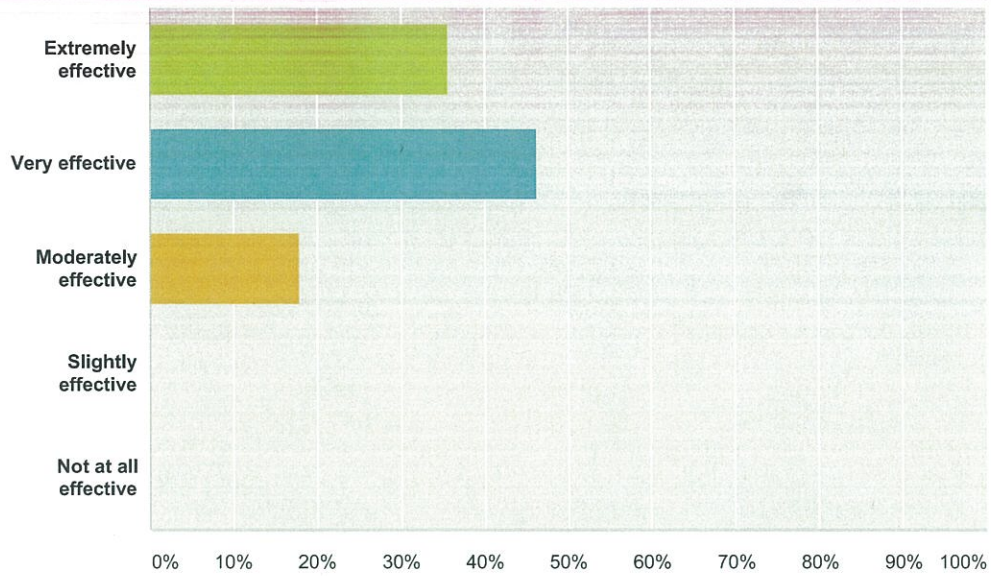
#	Other (please specify)	Date
1	I already specialized in CRE before attending the class	11/24/2014 3:45 PM
2	I am already Institute Candidate	11/23/2014 5:34 PM

### Q3 How effective was the teaching?

Answered: 28 Skipped: 0



CAP Graduate SATISFACTION Survey 11.19.2014

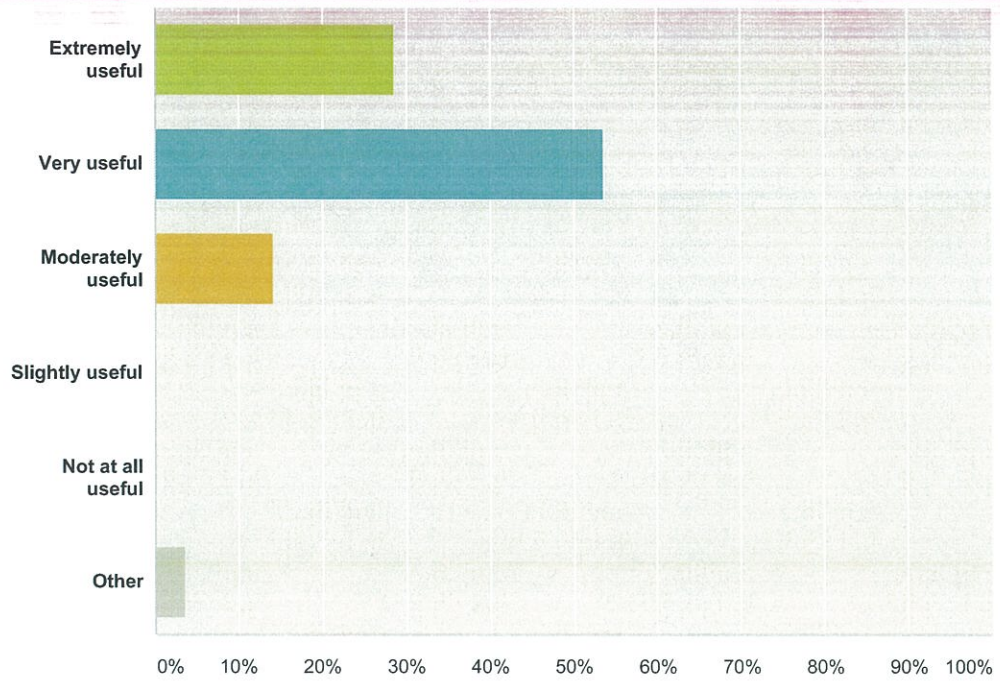


Answer Choices	Responses	
Extremely effective	35.71%	10
Very effective	46.43%	13
Moderately effective	17.86%	5
Slightly effective	0.00%	0
Not at all effective	0.00%	0
<b>Total</b>		<b>28</b>

**Q4 How useful was the educational contents of each topic?**

Answered: 28 Skipped: 0

CAP Graduate SATISFACTION Survey 11.19.2014



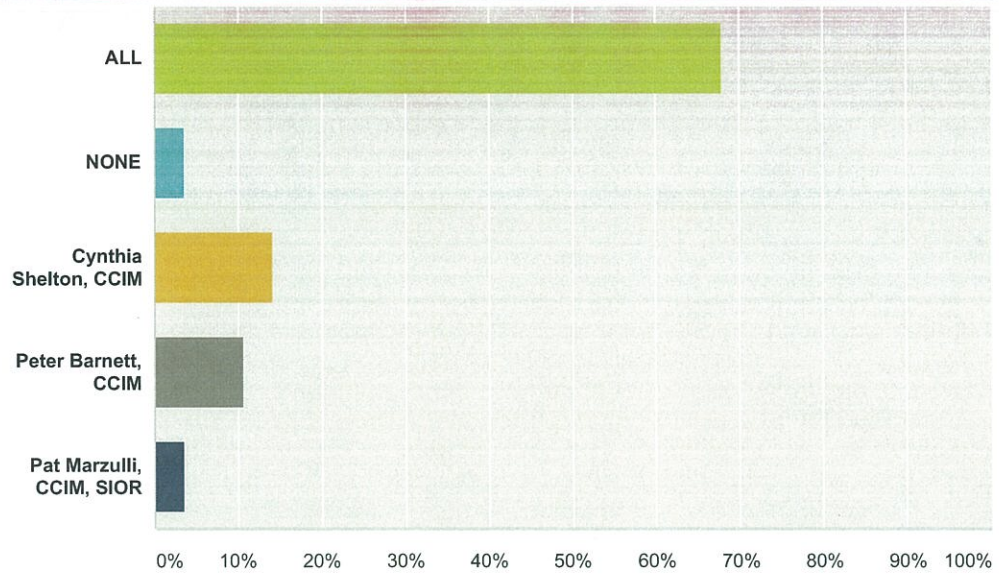
Answer Choices	Responses	
Extremely useful	28.57%	8
Very useful	53.57%	15
Moderately useful	14.29%	4
Slightly useful	0.00%	0
Not at all useful	0.00%	0
Other	3.57%	1
<b>Total</b>		<b>28</b>

#	Other (please specify)	Date
1	Compared to the real training it is really nothing, but it should be a teaser to make someone decide whether they will go this route or not	11/23/2014 5:34 PM

**Q5 Did any particular instructor have the wow factor (impressive)?**

Answered: 28 Skipped: 0

CAP Graduate SATISFACTION Survey 11.19.2014

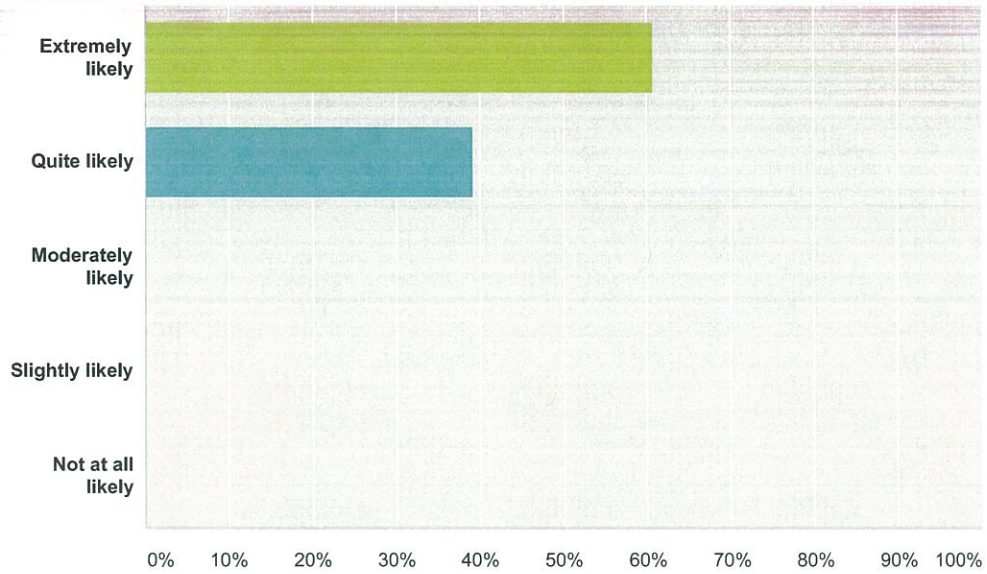


Answer Choices	Responses	
ALL	67.86%	19
NONE	3.57%	1
Cynthia Shelton, CCIM	14.29%	4
Peter Barnett, CCIM	10.71%	3
Pat Marzulli, CCIM, SIOR	3.57%	1
<b>Total</b>		<b>28</b>

**Q6 How likely are you to recommend the CAP program to others?**

Answered: 28 Skipped: 0

CAP Graduate SATISFACTION Survey 11.19.2014

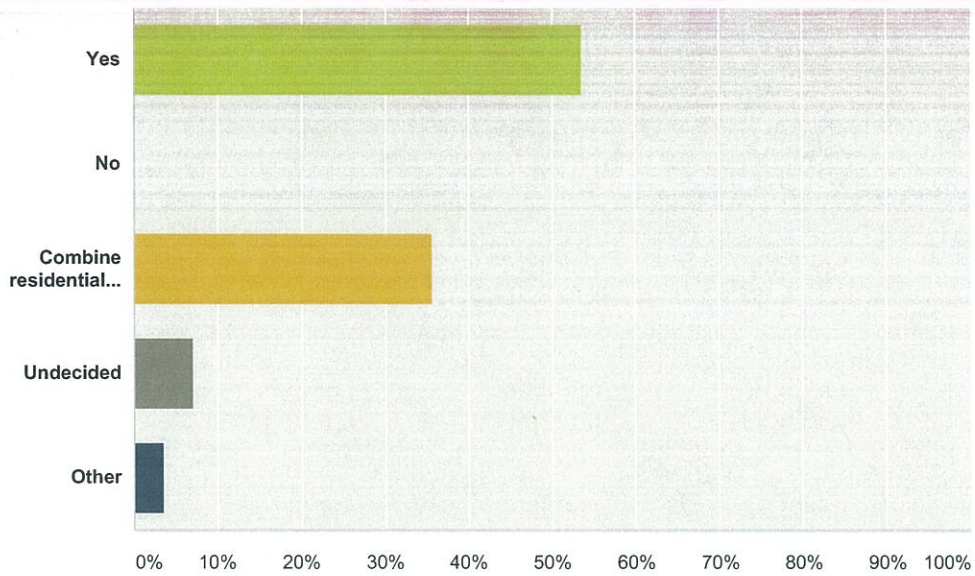


Answer Choices	Responses	
Extremely likely	60.71%	17
Quite likely	39.29%	11
Moderately likely	0.00%	0
Slightly likely	0.00%	0
Not at all likely	0.00%	0
<b>Total</b>		<b>28</b>

**Q7 Will you continue to pursue commercial real estate as your career of choice?**

Answered: 28 Skipped: 0

CAP Graduate SATISFACTION Survey 11.19.2014



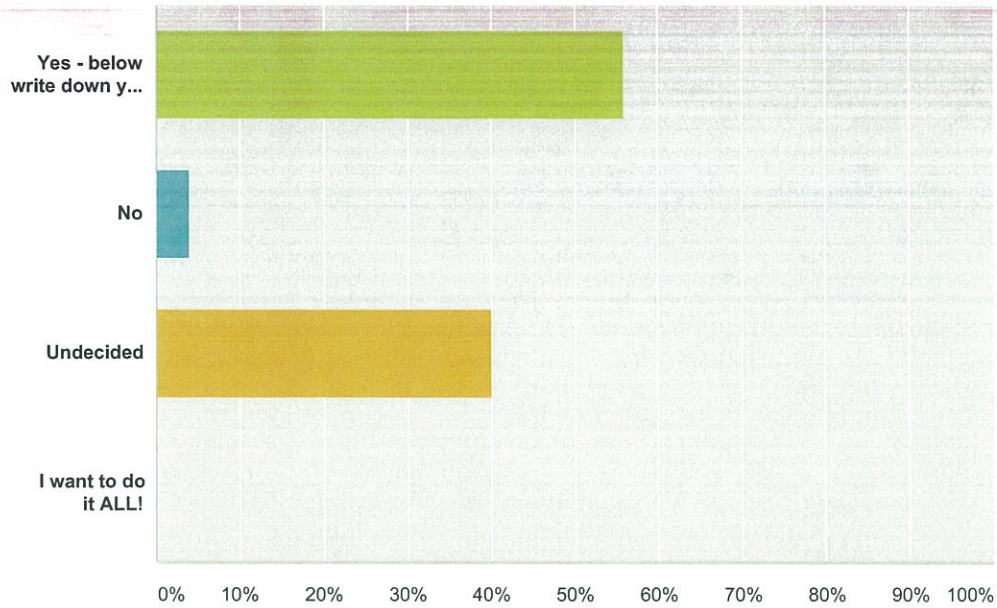
Answer Choices	Responses
Yes	53.57% 15
No	0.00% 0
Combine residential business with some commercial	35.71% 10
Undecided	7.14% 2
Other	3.57% 1
<b>Total</b>	<b>28</b>

#	Other (please specify)	Date
1	I am working on my portfolio	11/23/2014 5:35 PM
2	Will start slowly easing into it.	11/20/2014 5:05 PM

**Q8 Do you have an idea of what specialization you would like to pursue?**

Answered: 25 Skipped: 3

## CAP Graduate SATISFACTION Survey 11.19.2014

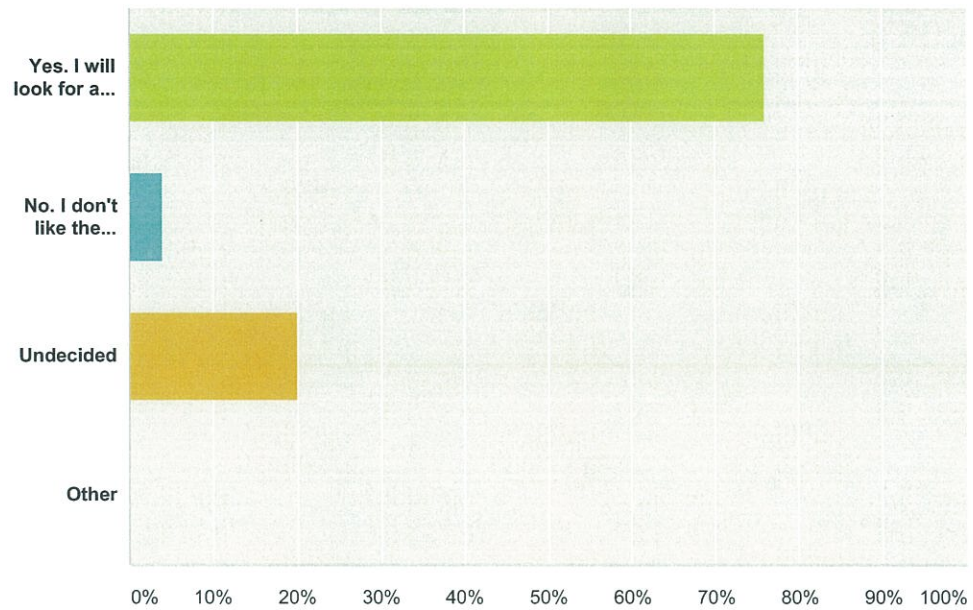


Answer Choices	Responses	
Yes - below write down your field of specialization/s.	56.00%	14
No	4.00%	1
Undecided	40.00%	10
I want to do it ALL!	0.00%	0
<b>Total</b>		<b>25</b>

#	If yes, please specify which field of commercial real estate you'd like to focus:	Date
1	Industrial	12/2/2014 11:17 PM
2	Office, Retail	12/2/2014 1:27 PM
3	Retail & Multifamily	12/2/2014 12:16 PM
4	with my background in chemistry and labs, I will like to specialize in Industrial Manufacturing with clean room environment. I will also specialize in commercial residential due to being a landlord for over 15 years.	12/2/2014 11:38 AM
5	Retail/Office	12/2/2014 10:41 AM
6	Multi-family	12/2/2014 10:38 AM
7	Investment Sales	11/24/2014 3:46 PM
8	Multi family, office, land - leases	11/23/2014 5:36 PM
9	Multi-family and Office	11/21/2014 11:57 AM
10	Multi-Family	11/21/2014 8:09 AM
11	multi family	11/21/2014 6:28 AM
12	Hotels	11/20/2014 9:03 PM
13	strip stores	11/20/2014 6:57 PM
14	Industrial	11/20/2014 5:06 PM

### Q9 Will you look for the assistance of a Mentor?

Answered: 25 Skipped: 3



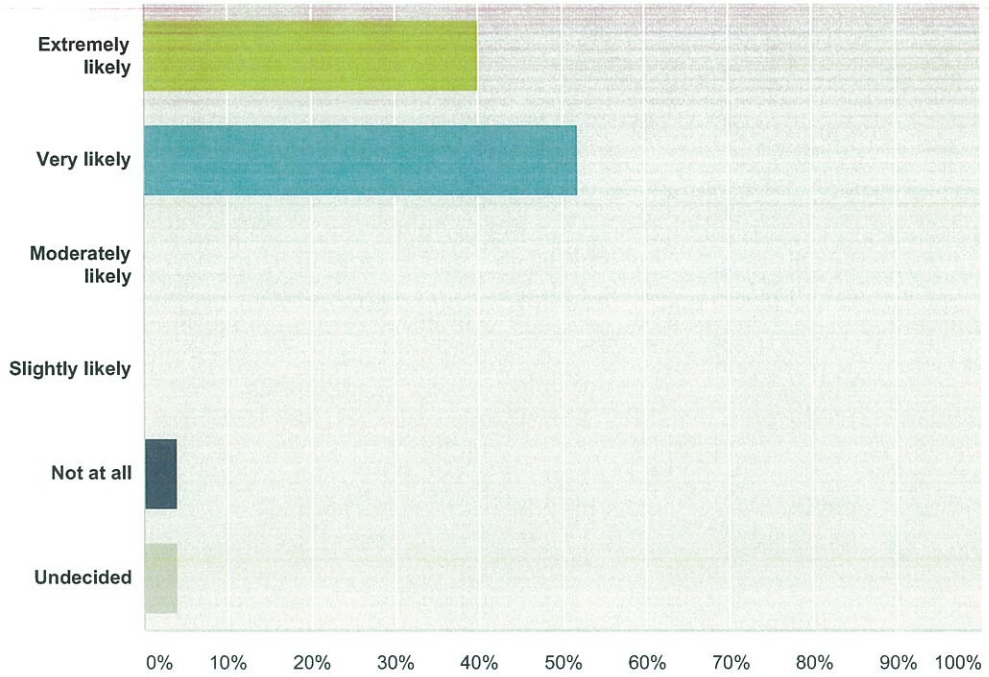
Answer Choices	Responses
Yes. I will look for a mentor or already have one.	76.00% 19
No. I don't like the mentor-mentee concept.	4.00% 1
Undecided	20.00% 5
Other	0.00% 0
<b>Total</b>	<b>25</b>

#	Other (please specify)	Date
1	I do not have a mentor, but would like to find one, so PLEASE feel free to refer me to someone.	12/2/2014 11:38 AM
2	I would like to find a great mentor to guide me	11/21/2014 6:28 AM

### Q10 How likely are you to take additional commercial trainings?

Answered: 25 Skipped: 3

CAP Graduate SATISFACTION Survey 11.19.2014



Answer Choices	Responses	
Extremely likely	40.00%	10
Very likely	52.00%	13
Moderately likely	0.00%	0
Slightly likely	0.00%	0
Not at all	4.00%	1
Undecided	4.00%	1
<b>Total</b>		<b>25</b>

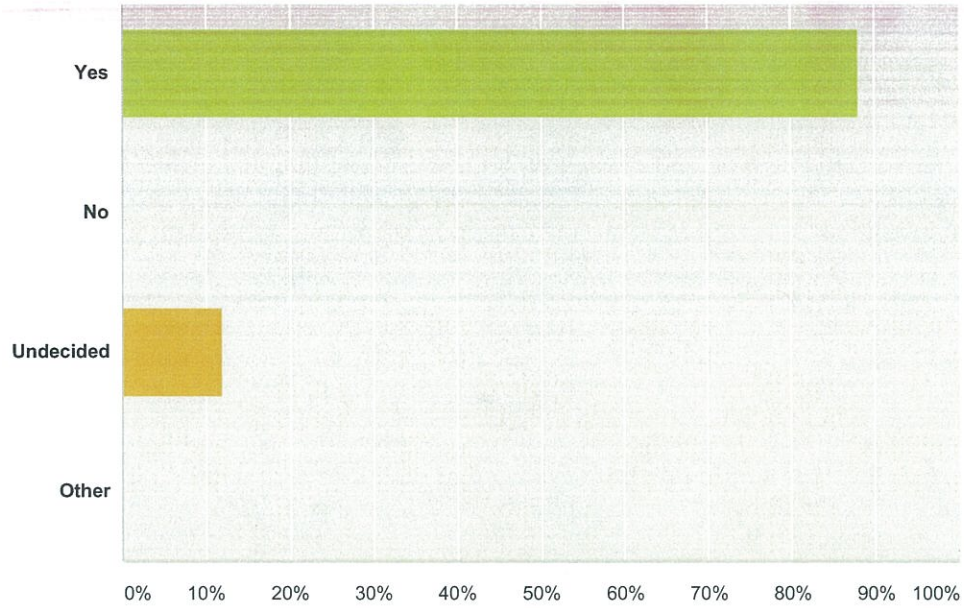
#	Other (please specify)	Date
1	don't know if I will continue this as I already am Candidate and have done all 7 exams	11/23/2014 5:36 PM

**Q11 If the Association were to offer CAP Series 200 in 2015, do you think you will enroll in the Program?**

Answered: 25 Skipped: 3



CAP Graduate SATISFACTION Survey 11.19.2014



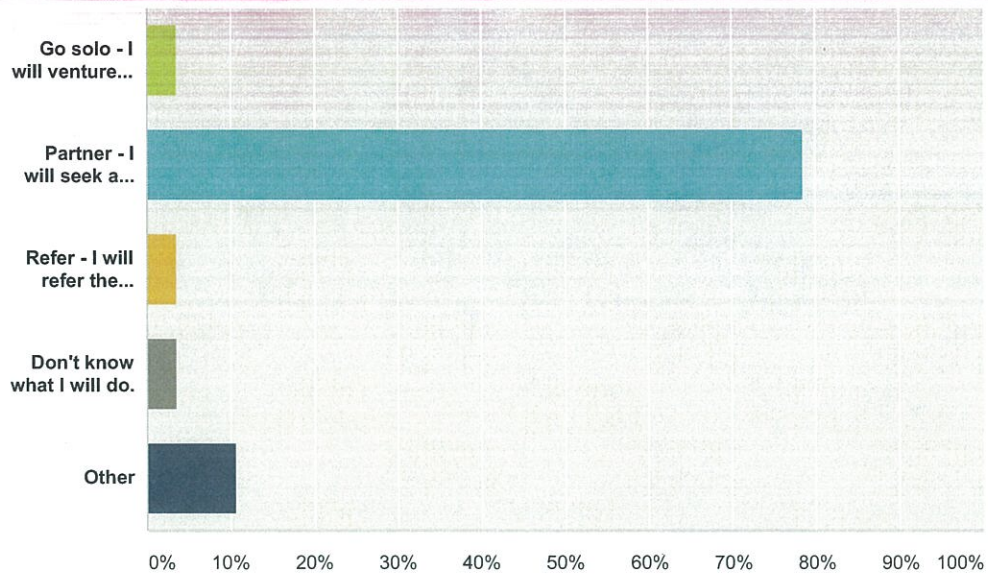
Answer Choices	Responses
Yes	88.00% 22
No	0.00% 0
Undecided	12.00% 3
Other	0.00% 0
<b>Total</b>	<b>25</b>

#	Other (please specify)	Date
1	Only if it were much more in-depth. The class was very basic (as it should be) but I would need more to learn from in order to attend.	11/24/2014 3:46 PM

**Q12 If there was a business opportunity to enter into a commercial real estate transaction, how do you think you will proceed?**

Answered: 28 Skipped: 0

## CAP Graduate SATISFACTION Survey 11.19.2014



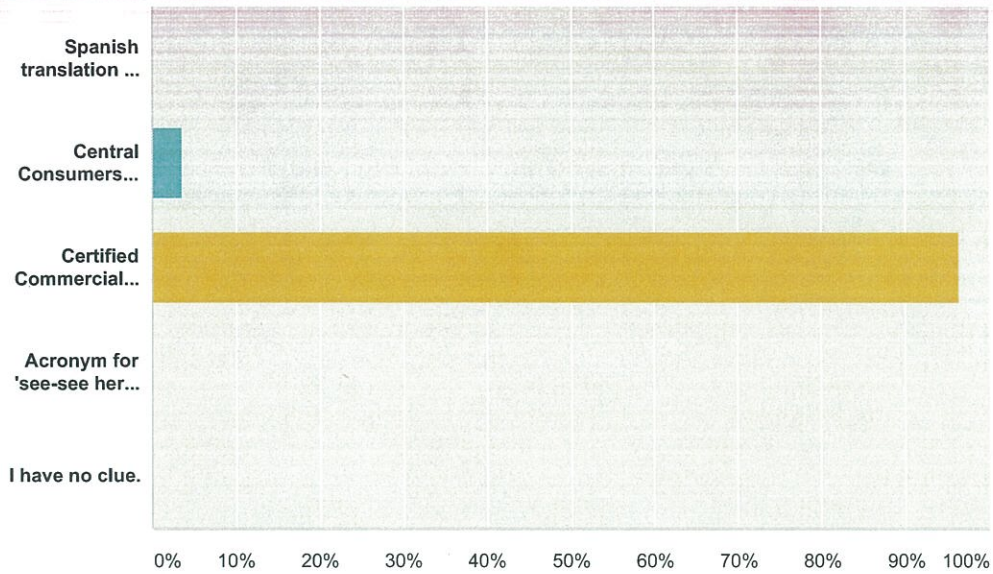
Answer Choices	Responses
Go solo - I will venture this opportunity on my own.	3.57% 1
Partner - I will seek a more experienced commercial agent to help me with the transaction.	78.57% 22
Refer - I will refer the business to another commercial agent.	3.57% 1
Don't know what I will do.	3.57% 1
Other	10.71% 3
<b>Total</b>	<b>28</b>

#	Other (please specify)	Date
1	Depending on the size and type of transaction	12/2/2014 10:38 AM
2	Loaded question. Definitely NOT solo.	11/20/2014 5:07 PM

### Q13 What is CCIM?

Answered: 28 Skipped: 0

## CAP Graduate SATISFACTION Survey 11.19.2014



Answer Choices	Responses
Spanish translation for "yes, yes, I am"	0.00% 0
Central Consumers Information Management	3.57% 1
Certified Commercial Investment Member	96.43% 27
Acronym for 'see-see here I am!'	0.00% 0
I have no clue.	0.00% 0
<b>Total</b>	<b>28</b>

### Q14 What was/were your favorite experiences in the CAP Square One Program?

Answered: 18 Skipped: 10

#	Responses	Date
1	The New Commercial Energy in the Classes and with the Committee	12/2/2014 11:19 PM
2	Getting a mentor and working with him on deals.	12/2/2014 9:28 PM
3	It was good	12/2/2014 1:48 PM
4	True life experience of the instructors	12/2/2014 1:31 PM
5	Clarification of each RE commercial specialty, identification of the methods, techniques to determine if it's the sound investment, the ways to locate the related information, the real experiences of the instructors, the pro & con of the commercial real estates.	12/2/2014 12:28 PM
6	Teachers that are in the business.	12/2/2014 12:17 PM
7	expanding on commercial real estate, in order to have a clearer view of what it is, the differences from residential and within commercial, and the complexity that comes with it.	12/2/2014 11:45 AM
8	The slides as I am a visual learner.	12/2/2014 10:45 AM

## CAP Graduate SATISFACTION Survey 11.19.2014

9	The multi family class with Peter	12/2/2014 10:40 AM
10	the instructors. they were very knowledgeable.	11/24/2014 3:48 PM
11	I liked all of the classes which helped me see how commercial real estate is variable. I thought it was good to have "homework" to help us understand what the instructor was going to speak about.	11/24/2014 11:23 AM
12	to experience how GREAT GTAR is! I had no idea and I was VERY IMPRESSED. I am at PRO and they do not have a commercial committee which is very much wanted. The co spirit and the friendships at GTAR were/are remarkable.	11/23/2014 5:40 PM
13	Visual assistance	11/22/2014 2:11 PM
14	Learning more about industrial	11/21/2014 9:29 AM
15	The Office Space program was the best.	11/21/2014 8:12 AM
16	The ability to get the exposure to the various areas in commercial real estate	11/21/2014 6:40 AM
17	listening to the lecturers stories and experiences	11/20/2014 9:06 PM
18	Homework. Very interesting to see how people handle situations.	11/20/2014 5:12 PM

### Q15 What was/were your least favorite experiences in the CAP Square One Program?

Answered: 15 Skipped: 13

#	Responses	Date
1	None	12/2/2014 11:19 PM
2	None	12/2/2014 9:28 PM
3	I really don't have anything for this	12/2/2014 1:48 PM
4	People not paying attention to the answers the instructor provided and asking the same question to be explained again.	12/2/2014 1:31 PM
5	I wish it would provide more in detail of the related legal documents in the commercial transactions.	12/2/2014 12:28 PM
6	Not enough class material.	12/2/2014 12:17 PM
7	I didn't have a bad experience. All were good and informative.	12/2/2014 10:40 AM
8	the location. It was always too hot or too cold and very uncomfortable for such a long class.	11/24/2014 3:48 PM
9	I enjoyed it all. Excellent program. I'm glad that there is CAP 2.	11/24/2014 11:23 AM
10	?NONE.	11/23/2014 5:40 PM
11	finding time to do assignments for instructors	11/22/2014 2:11 PM
12	The Industrial segment presentation was the least enjoyable.	11/21/2014 8:12 AM
13	The section of "Office" was not very interesting. I would like to have had more information which would have been more helpful.	11/21/2014 6:40 AM
14	can't think of anything ....	11/20/2014 9:06 PM
15	Didn't have one.	11/20/2014 5:12 PM

### Q16 How could the student experience in the CAP program be improved?

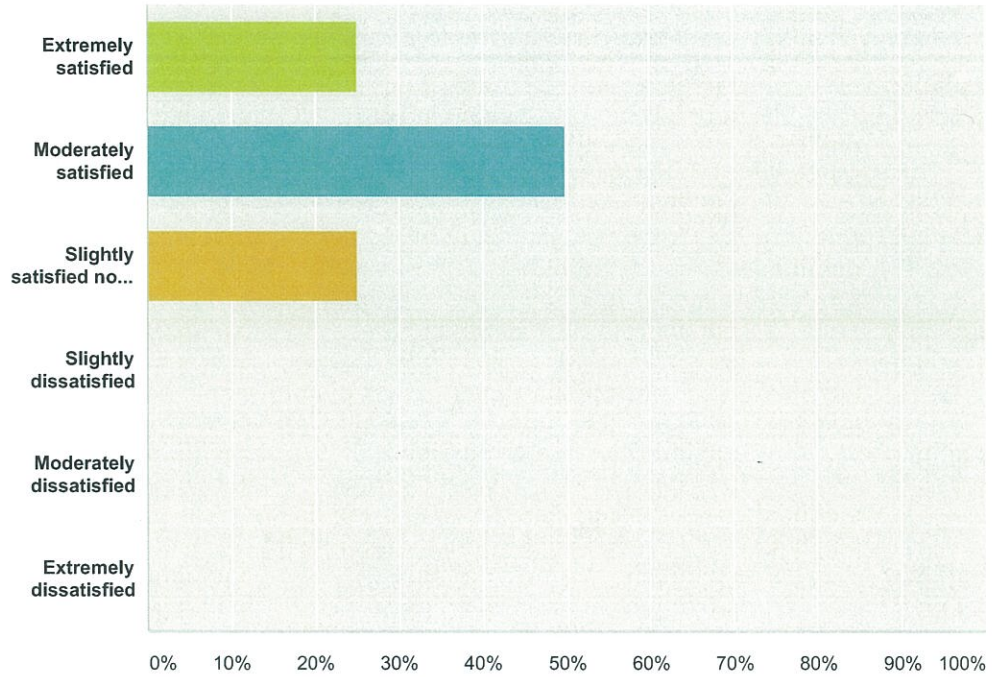
Answered: 18 Skipped: 10

## CAP Graduate SATISFACTION Survey 11.19.2014

#	Responses	Date
1	More Classes	12/2/2014 11:19 PM
2	Wish we got more case studies.	12/2/2014 9:28 PM
3	Better handouts	12/2/2014 1:48 PM
4	More mentors or local commercial businesses teaching or recruiting at classes.	12/2/2014 1:31 PM
5	More advance classes and provide at least one related commercial listing and the mentor to the attendees who have completed the program for following up purpose with the participants.	12/2/2014 12:28 PM
6	Longer class time ( not so spread out) in the winter months.	12/2/2014 12:17 PM
7	more detail training classes. More information on how to join a commercial r.e. firm. More info on how/where/who/when to join and make the change into it.	12/2/2014 11:45 AM
8	Interaction with the potential mentors, who they were, etc.	12/2/2014 10:45 AM
9	Maybe a few more materials and some field class work	12/2/2014 10:40 AM
10	if you counted class involvement as part of what you were judging the winning CAP student on for the scholarship. Many students participated, but the winning CAP Program student was not someone many of us recognized as participating in class.	11/24/2014 3:48 PM
11	Maybe: CAP 1 is learning about the aspects of Commercial Real Estate (information not mentoring) and CAP 2 more of a mentoring and learning program. Some students will see the math involved in CAP 1 and not want to go further into the field of being a Commercial agent.	11/24/2014 11:23 AM
12	I think this was a very good mix. Not enough to be able to do a commercial deal, but enough teaser to decide if you would like to become a CCIM.	11/23/2014 5:40 PM
13	onsite training	11/22/2014 2:11 PM
14	Some instructors were prepared, however, some needed to provide more material on there subject. All were qualified and you could tell that, but were a little confusing at times.	11/21/2014 9:29 AM
15	Perhaps the classes might go more in-depth.	11/21/2014 8:12 AM
16	More hands on education, ie, tours of warehouses, offices, industrial areas, hotels examples of commercial properties. The why and why not's of the industry. More interaction!	11/21/2014 6:40 AM
17	more specific examples of transactions	11/20/2014 9:06 PM
18	Tall order. Somehow have a mentor assigned to each student. This is asking a lot from a mentor. You may trying to pull one out of retirement. The retiree may enjoy the experience.	11/20/2014 5:12 PM

### Q1 Overall, how satisfied are you with your experience at the Greater Tampa Association of REALTORS?

Answered: 4 Skipped: 0

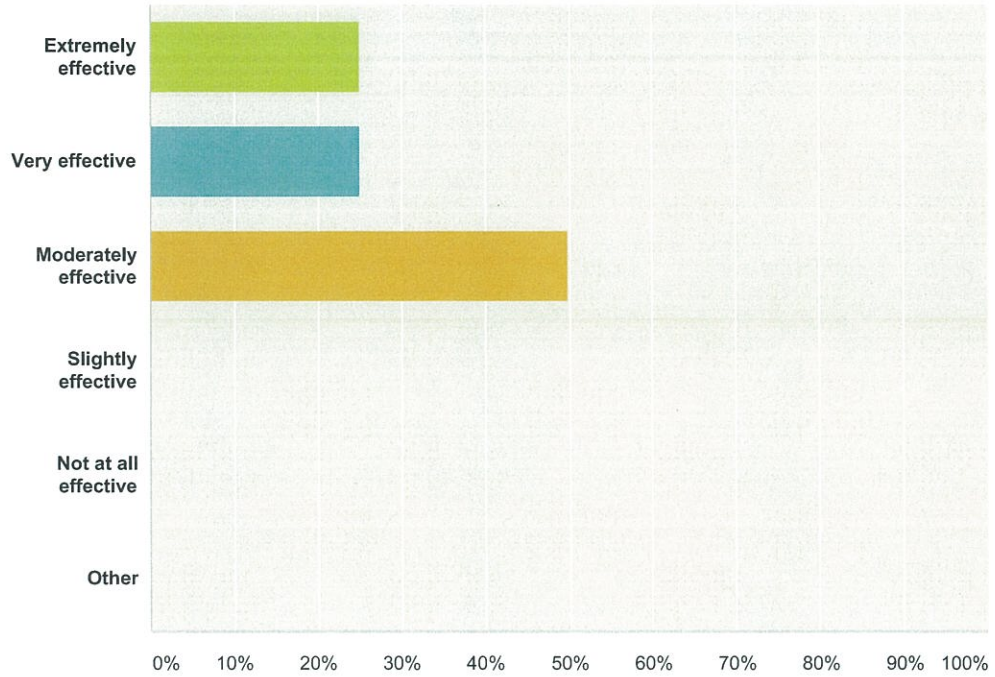


Answer Choices	Responses
Extremely satisfied	25.00% 1
Moderately satisfied	50.00% 2
Slightly satisfied nor dissatisfied	25.00% 1
Slightly dissatisfied	0.00% 0
Moderately dissatisfied	0.00% 0
Extremely dissatisfied	0.00% 0
<b>Total</b>	<b>4</b>

#	Other (please specify)	Date
1	Print materials were not available for each module	12/2/2014 12:52 PM
2	I missed a few classes, but I learned a lot while I was there	12/2/2014 10:55 AM

### Q2 How effective was the program in helping you decide if commercial real estate was right for you?

Answered: 4 Skipped: 0

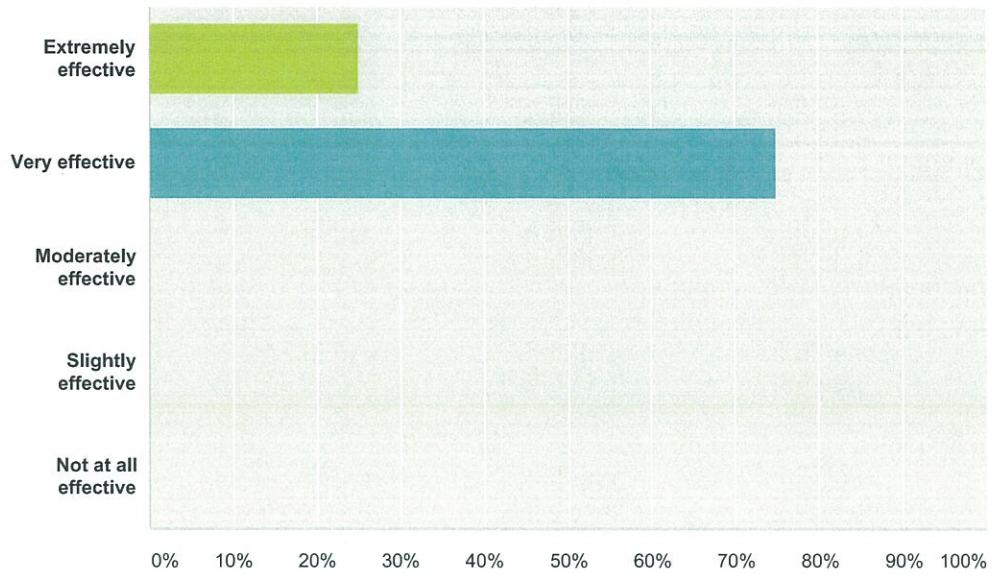


Answer Choices	Responses
Extremely effective	25.00% 1
Very effective	25.00% 1
Moderately effective	50.00% 2
Slightly effective	0.00% 0
Not at all effective	0.00% 0
Other	0.00% 0
<b>Total</b>	<b>4</b>

#	Other (please specify)	Date
	There are no responses.	

### Q3 How effective was the teaching?

Answered: 4 Skipped: 0

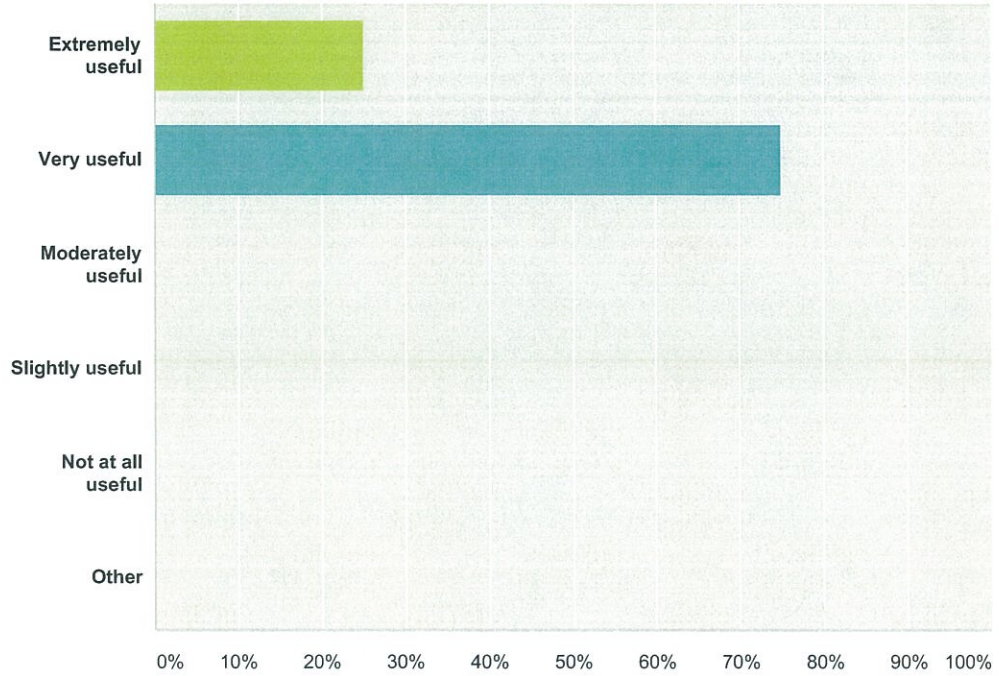


Answer Choices	Responses	
Extremely effective	25.00%	1
Very effective	75.00%	3
Moderately effective	0.00%	0
Slightly effective	0.00%	0
Not at all effective	0.00%	0
<b>Total</b>		<b>4</b>



### Q4 How useful was the educational contents of each topic?

Answered: 4 Skipped: 0

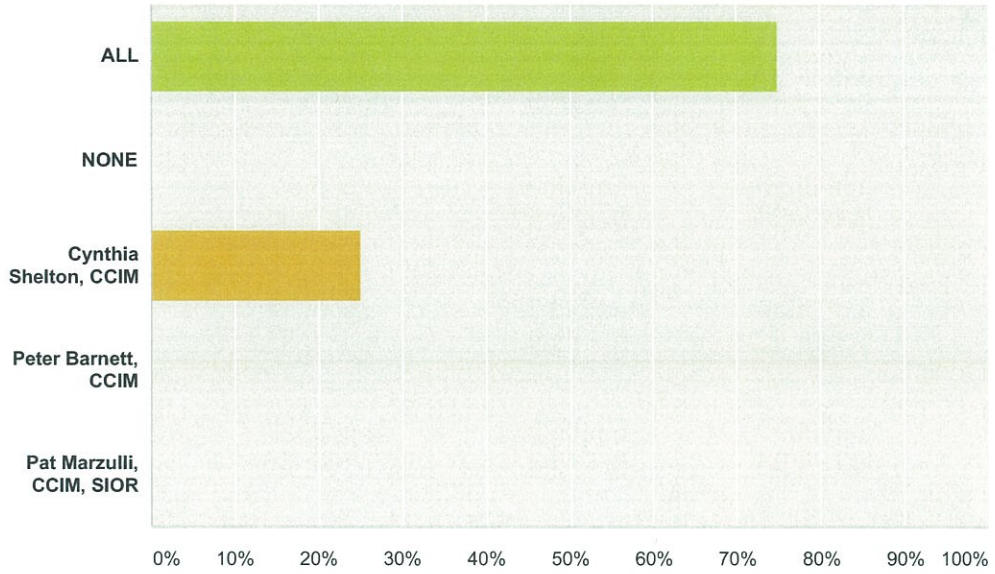


Answer Choices	Responses	
Extremely useful	25.00%	1
Very useful	75.00%	3
Moderately useful	0.00%	0
Slightly useful	0.00%	0
Not at all useful	0.00%	0
Other	0.00%	0
<b>Total</b>		<b>4</b>

#	Other (please specify)	Date
	There are no responses.	

**Q5 Did any particular instructor have the wow factor (impressive)?**

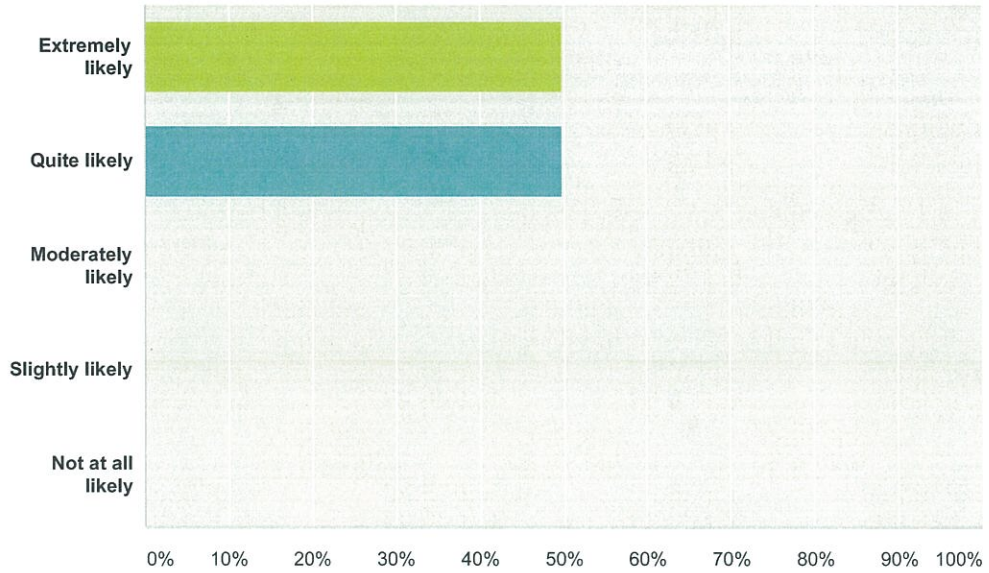
Answered: 4 Skipped: 0



Answer Choices	Responses	
ALL	75.00%	3
NONE	0.00%	0
Cynthia Shelton, CCIM	25.00%	1
Peter Barnett, CCIM	0.00%	0
Pat Marzulli, CCIM, SIOR	0.00%	0
<b>Total</b>		<b>4</b>

**Q6 How likely are you to recommend the CAP program to others?**

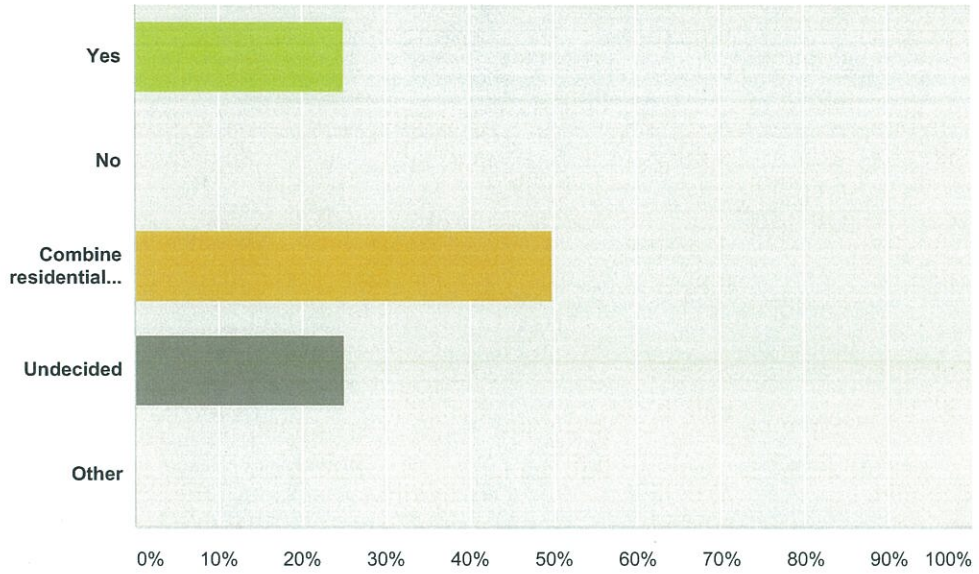
Answered: 4 Skipped: 0



Answer Choices	Responses	
Extremely likely	50.00%	2
Quite likely	50.00%	2
Moderately likely	0.00%	0
Slightly likely	0.00%	0
Not at all likely	0.00%	0
<b>Total</b>		<b>4</b>

**Q7 Will you continue to pursue commercial real estate as your career of choice?**

Answered: 4 Skipped: 0

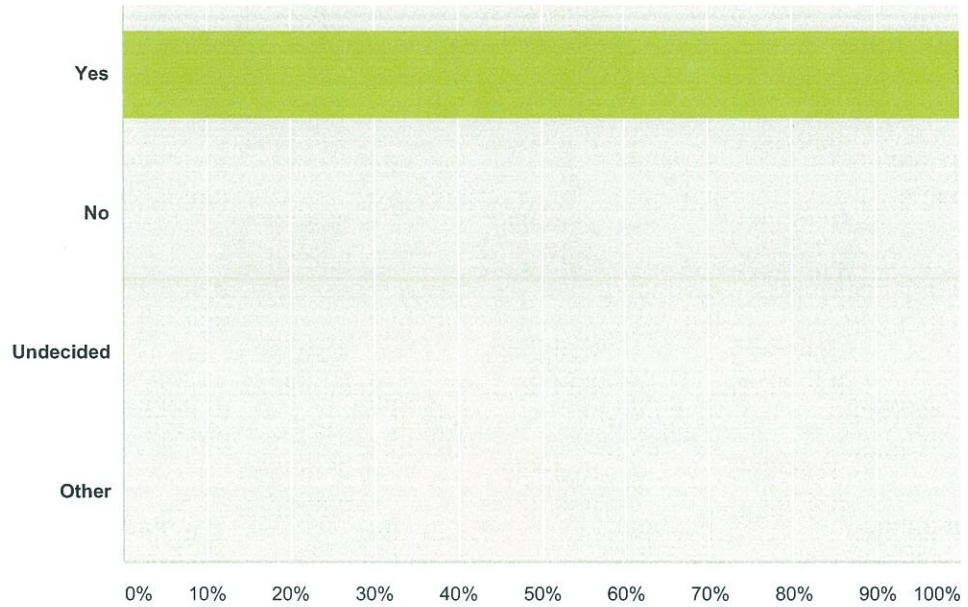


Answer Choices	Responses
Yes	25.00% 1
No	0.00% 0
Combine residential business with some commercial	50.00% 2
Undecided	25.00% 1
Other	0.00% 0
<b>Total</b>	<b>4</b>

#	Other (please specify)	Date
	There are no responses.	

**Q8 In order to obtain the CAP Certificate, if the Association were to offer another CAP Square One in 2015, do you think you will enroll again in the Program?**

Answered: 3 Skipped: 1

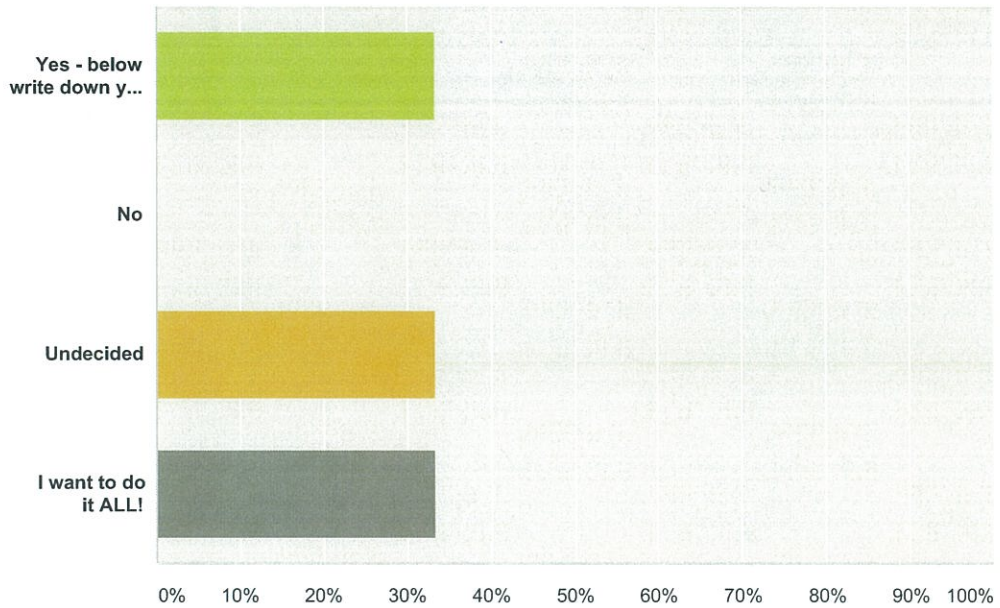


Answer Choices	Responses	
Yes	100.00%	3
No	0.00%	0
Undecided	0.00%	0
Other	0.00%	0
<b>Total</b>		<b>3</b>

#	Other (please specify)	Date
	There are no responses.	

### Q9 Do you have an idea of what specialization you would like to pursue?

Answered: 3 Skipped: 1

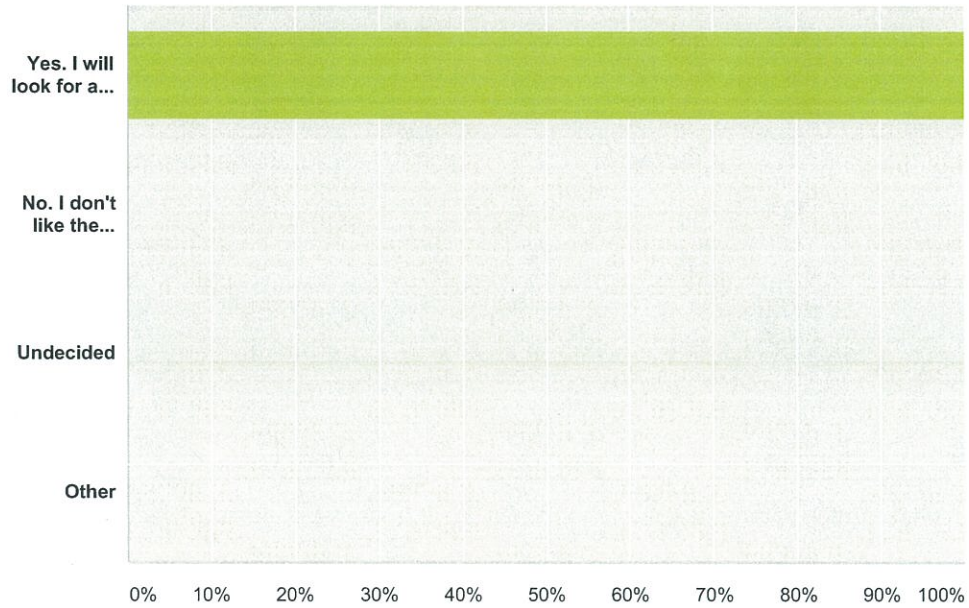


Answer Choices	Responses
Yes - below write down your field of specialization/s.	33.33% 1
No	0.00% 0
Undecided	33.33% 1
I want to do it ALL!	33.33% 1
<b>Total</b>	<b>3</b>

#	If yes, please specify which field of commercial real estate you'd like to focus:	Date
1	Residential	12/2/2014 8:12 PM

### Q10 Will you look for the assistance of a Mentor?

Answered: 3 Skipped: 1

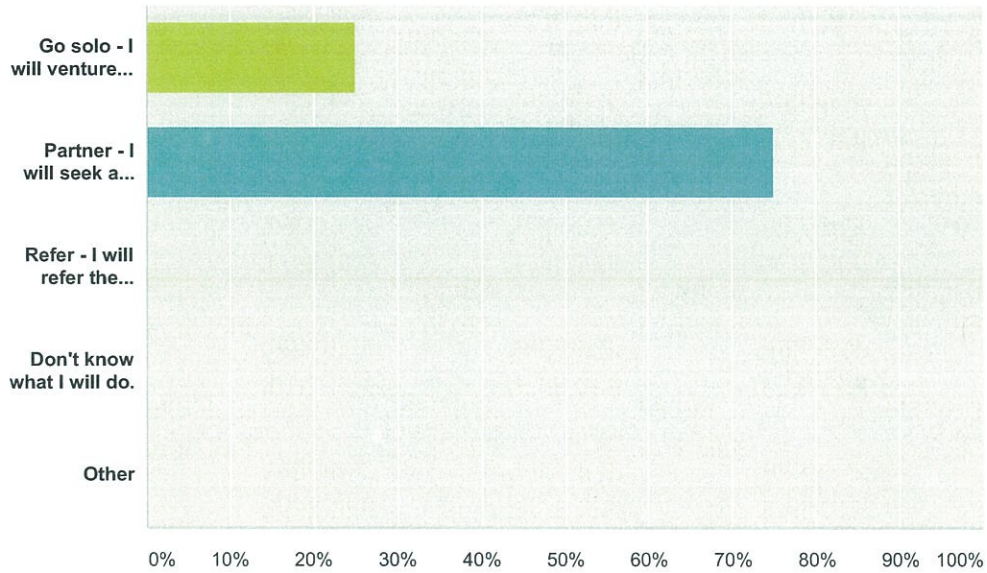


Answer Choices	Responses
Yes. I will look for a mentor or already have one.	100.00% 3
No. I don't like the mentor-mentee concept.	0.00% 0
Undecided	0.00% 0
Other	0.00% 0
<b>Total</b>	<b>3</b>

#	Other (please specify)	Date
	There are no responses.	

**Q11 If there was a business opportunity to enter into a commercial real estate transaction, how do you think you will proceed?**

Answered: 4 Skipped: 0



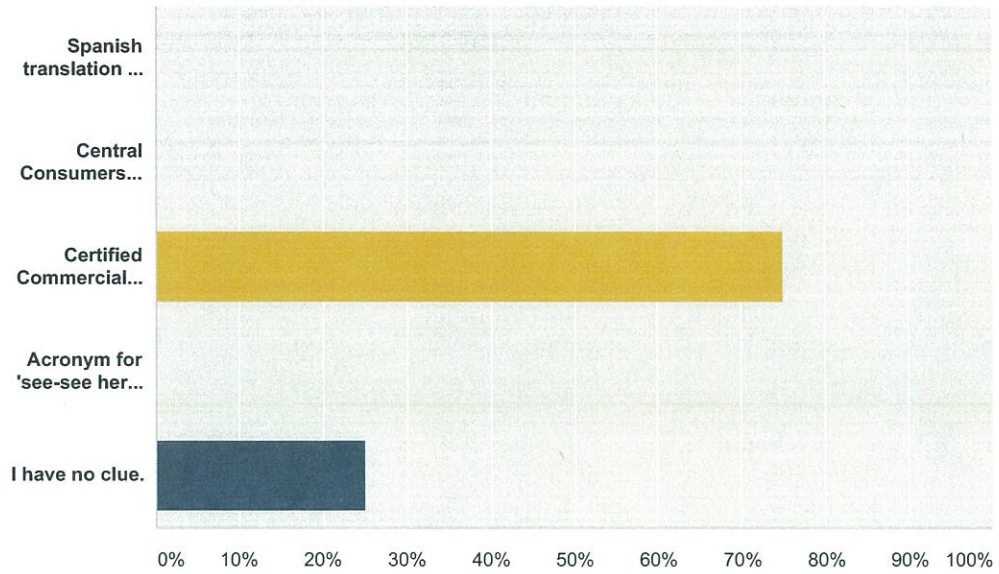
Answer Choices	Responses
Go solo - I will venture this opportunity on my own.	25.00% 1
Partner - I will seek a more experienced commercial agent to help me with the transaction.	75.00% 3
Refer - I will refer the business to another commercial agent.	0.00% 0
Don't know what I will do.	0.00% 0
Other	0.00% 0
<b>Total</b>	<b>4</b>

#	Other (please specify)	Date
	There are no responses.	



### Q12 What is CCIM?

Answered: 4 Skipped: 0



Answer Choices	Responses
Spanish translation for "yes, yes, I am"	0.00% 0
Central Consumers Information Management	0.00% 0
Certified Commercial Investment Member	75.00% 3
Acronym for 'see-see here I am!'	0.00% 0
I have no clue.	25.00% 1
<b>Total</b>	<b>4</b>

**Q13 What was/were your favorite experiences in the CAP Square One Program?**

Answered: 3 Skipped: 1

#	Responses	Date
1	Experienced professionals sharing the good and bad of Commercial Real Estate.	12/2/2014 8:20 PM
2	The exercises. Is like a "placebo" hands on experience.	12/2/2014 11:01 AM
3	I liked the industrial training	11/20/2014 4:49 PM

**Q14 What was/were your least favorite experiences in the CAP Square One Program?**

Answered: 2 Skipped: 2

#	Responses	Date
1	The fact that I did not attend all of the classes.	12/2/2014 8:20 PM
2	I thought they were a little long.	11/20/2014 4:49 PM

**Q15 How could the CAP program be improved in order to assist the student achieve the CAP Certificate?**

Answered: 4 Skipped: 0

#	Responses	Date
1	Everyone should have access to honest and ethical mentee's, with even split commission across the board.	12/2/2014 8:20 PM
2	Allow make up classes when a class is missed	12/2/2014 12:54 PM
3	Allowing the student to make up the time missed.	12/2/2014 11:01 AM
4	I'm not really sure.	11/20/2014 4:49 PM