



GREATER LOS ANGELES CHAPTER



Commercial Real Estate Negotiations



Carmela Ma, CCIM
Senior Instructor
CCIM

Carmela Ma was awarded the “CCIM Instructor of the Year” in 2003, a once -in-a-lifetime award from the CCIM Institute. In addition, the CCIM “People’s Choice Award” 2003, and 2006; “Senior Instructor of the Year” for Financial Analysis in Commercial Real Estate CI-101 2001; the CI 104 CCIM Investment Decision Analysis Senior Instructor of the Year award in 2011.

Learn and apply the CCIM Interest-based Negotiations Model to your most challenging transactions. Learn new, proven strategies to client acceptance that will get you out of the “high/low game” and other tactics that can derail a successful transaction.

Interest-based negotiation is a 3-step process that brings discipline to your negotiation strategies. It involves identifying:

- What parties are involved in the negotiation and what are they seeking?
- What can we do to get the other parties what they need so that we can get what we want?
- What happens if there is no agreement?

Course Objectives:

Through an interactive case study format and role play, you will learn to:

- Satisfy the interests of parties involved in the negotiation (without sacrificing yours)
- Develop strategies for identifying and addressing challenges in a principled, transparent manner
- Maintain a collaborative approach to negotiations
- Effectively communicate the consequences of not reaching an agreement

This workshop satisfies the Institute’s 8-hour negotiation education requirement in earning the CCIM designation.

Dates: Wednesday, May 24, 2017

Time: 8:30AM — 5PM

Cost: WSGVAR Member — \$250.00

Non-WSGVAR Member — \$325.00

CCIM Member Tuition — \$275.00

(A continental breakfast and lunch will be provided during this course.)

Location: WSGVAR | 1039 E. Valley Blvd., #205B | San Gabriel, CA 91776

Contact: education@wsgvar.com | 626.288.6212 | www.wsgvar.com

For additional questions, please contact:

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Registration and logistical questions:

Laura Byrnes, Executive Administrator

CCIM Greater Los Angeles Chapter

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WAYS TO REGISTER: Register online at www.WSGVAR.com by clicking on the Education Schedule under “Education & Events” or fill out the information below and mail to WSGVAR, 1039 E. Valley Blvd., #205B, San Gabriel, CA 91776 or fax to 626-288-7658

Name _____ WSGVAR Member # _____

Phone _____ E-mail _____

Address _____ City, State, Zip _____

Credit Card Type: Visa MasterCard AMEX Discover or Check Enclosed payable to: WSGVAR or Cash

Cardholder Name _____ Credit Card Number _____

Exp. Date _____ CVV: _____ Signature _____

Please note cancellations within 7 days before the course will result in a \$10 cancellation fee or you may apply it as a credit towards another WSGVAR class within the same calendar year. For a hotel directory please contact WSGVAR staff.