**CHAPTER RESOURCES FOR 2022 RENEWAL**

Renewal season is here! The team at CCIM Institute are busy executing a comprehensive marketing and communications plan, including direct mail and weekly emails, to push renewal of both national and chapter memberships as well as CCIM Foundation donations. To help sweeten the deal and drive early renewal, there are limited-time incentives for both candidates and designees (detailed below). To help our chapter assist in renewal promotion, we have provided the following resources:

**LANDING PAGE**

If the chapter would like to create a landing page, duplicate the copy and links below and have the RENEW TODAY button point back to: <https://www.ccim.com/renew/> (you can also use this landing page as a guide to layout your landing page). If your website allows for a graphic behind the header copy, please resize the header graphic provided.

<header copy>

# More Than a Designation. Renew Your Membership Early.Your membership provides value and resources throughout the year.

[RENEW NOW](https://fontevacustomer-1638354c123-16418e0cd08.force.com/CCIMCommunity/s/login/?startURL=%2FCCIMCommunity) <button linking back to <https://www.ccim.com/renew/>>

<body copy>

CCIM Institute membership provides value and practical resources throughout the year to fuel your professional development and grow your business. Whether it's through our *Commercial Investment Real Estate*magazine and podcast, *Commercial Real Estate Insights* reports, free webinars featuring CCIM Institute Chief Economist K.C. Conway, CCIM, CRE, MAI, complimentary access to our digital toolkit Site To Do Business, or discounts on all our education, CCIM Institute is your go-to resource for education, dealmaking, and community.

### Candidates: Renew Early for an Exclusive Incentive

This year, we're offering a special incentive for candidate members. **Candidates will receive one core course (CI 101-CI 104) for just $995 if membership is renewed by Nov. 30 *(a $205-$740 savings)****.\**

### Designees: Become a Mentor for an Exclusive Incentive

**The first 50 designees to become an mentor in the 2022 CCIM Mentoring Program will receive a 50% refund on your 2022 membership.*\*\****

## In 2022, Your Membership Includes:

* Complimentary print and online subscription to *Commercial Investment Real Estate* magazine and podcast
* More member-exclusive insights from CCIM Institute Chief Economist K.C. Conway, CCIM, MAI, CRE, CCIM instructors, and *Commercial Investment Real Estate* magazine contributors
* The new Site To Do Business Concierge service for expedited data and analysis solutions
* A new, more powerful CCIM Mentoring Program that connects CCIM Institute candidate members and new designees with experienced CCIMs for guidance
* Exclusive tuition discounts, including new, timely courses from CCIM Institute's Ward Center for Real Estate Studies
* Designees only: Continued promotional use of the CCIM designation and pin, along with access to the CCIM Promotional Toolkit
* [View](https://www.ccim.com/membership/benefits/) a complete list of your membership benefits online

**And be sure to renew your local CCIM chapter membership to stay connected to the CCIM community in your market for more business opportunities in 2022.**

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*Log in using the above link, and click on the Memberships tab (highlighted in red) to renew.****While you're there, be sure to set up auto-renewal for hassle-free convenient payment every year.***

*\*Incentive available only to candidates who renew or join by Nov. 30, 2021. Class must be taken between Jan. 1 and June 30, 2022. Candidate renewal incentive redemption instructions will be sent via email mid-January 2022.*

*\*\*Limited to the first 50 designees who sign up at*[*mentoring.ccim.com*](https://mentoring.ccim.com/)*by Jan. 15, 2022. Active mentorship requires a minimum of two active mentee relationships for a minimum of three months each. Active mentee relationships must begin before June 30, 2022. 50% reimbursement of qualified designees will occur in July 2022.*

**CHAPTER HOME PAGE OR NEWSLETTER STORY**

If the chapter would like to feature renewal on the home page or add a story on renewal in their newsletter, place this copy and create a RENEW TODAY button that links back to <https://www.ccim.com/renew/> If you would like to use a graphic, please resize the header graphic provided to fit your website and needs.

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**ONLINE OR NEWSLETTER ADS**

Include either or both of the ads (300x250 and 728x90) in a newsletter or add to your chapter website. Link them back to<https://www.ccim.com/renew/>