

CI 102

MARKET  
COMMERCIAL INVESTMENT REAL ESTATE

ANALYSIS



CCIM Institute Course - **CI 102**

Market Analysis for Commercial Investment Real Estate

**FEBRUARY 6-9, 2023 | 8:30 AM - 5:30 PM (Daily)**

Location: Pensacola Association of REALTORS  
107 West Main St, Pensacola, Florida 32502

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.

**After completing this course, you will be able 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.
- Examine real world case studies of comprehensive analyses for each of the four major property types: office, industrial, residential, and retail.

**Tuesday Night Reception**

Perfect Plain Brewing Co. • Garden & Grain  
50 E. Garden St., Pensacola, Florida 32502

Tuesday, February 7th  
5:45 - 7:30 PM

\$15 FL CCIM Members | \$25 Non - Members  
Free for CI 102 Students

**Register at:** <https://www.ccim.com/education/course/ci102-market-analysis/>

**Hotel & Travel Information:** Closest Hotel is the Holiday Inn Express Pensacola Downtown, 101 E Main St, Pensacola, FL 32502  
[www.guestreservations.com/holiday-inn-express-pensacola-downtown/booking](http://www.guestreservations.com/holiday-inn-express-pensacola-downtown/booking)

COURSE INSTRUCTORS



**Gary Ralston,**  
**CCIM**

*Managing Director  
& Partner*  
SVN Saunders  
Ralston Dantzler Real  
Estate

Gary M. Ralston, CCIM, SIOR, CPM, CRE, CRRP, FRICS is Managing Director and Partner of SVN Saunders Ralston Dantzler Real Estate - the premier commercial services provider in Central Florida.

He is a recognized subject matter expert on retail and commercial property and the most accredited active commercial real estate professional in the Nation. Gary is a successful real estate developer, investor and group investment sponsor. He is also a Florida licensed real estate broker and certified building contractor.

Gary values education and holds a Masters in Real Estate and Construction Management. Gary is a senior CCIM instructor, a member of the Education Committee and serves on the Board of Directors of the CCIM Technology subsidiary. He is a faculty member at Florida Southern College and the University of Florida.



**Stanley  
Gniazdowski,**  
**CCIM,**

*President*  
Realty Concepts, Inc.

Stan Gniazdowski, CCIM, CRE, is president of Realty Concepts, Inc. a Guilford Connecticut-based International Real Estate Consulting and Advisory Group, which he founded in 1984. He has been in the real estate profession since 1973 as a broker, appraiser, and consultant. He was Vice President and a consultant at Cushman & Wakefield prior to forming his own firm. Mr. Gniazdowski has provided real estate consulting, appraisal, asset management, litigation support, and development consulting. He holds the Counselor of Real Estate Designation "CRE," of which there are about 1,800 worldwide, the CCIM Institute "CCIM" Designation, and is a Senior Instructor for the CCIM International Education courses. He is the recipient of the 2022 CCIM Instructor of the year. He serves on committees for CCIM Institute, including the 2013 Education Chairman, the Board of Directors of Education Foundation, past CCIM Region 11 VP, and the 2021, 2022 and 2023 President of CCIM Technologies (STDB).