



# YOUR BEST INVESTMENT IN COMMERCIAL REAL ESTATE



# THE TRUSTED VOICE

OF COMMERCIAL REAL ESTATE IN SAN DIEGO

## MISSION

Established in November 1993, the mission of the Commercial Real Estate Alliance of San Diego (CRASD) is to enhance the ability and opportunity of its members to conduct their business successfully and ethically, and to promote the preservation of the right to own, use and transfer real property.

One of 34 local commercial associations of the National Association of REALTORS®, CRASD is 'Your Industry Advocate and Information Source in Commercial Real Estate'.

## OBJECTIVES

- To inform and educate our members on commercial real estate issues and trends
- To serve as a commercial real estate industry advocate in San Diego
- To provide resources to help member compete
- To promote the programs and educational offerings of other commercial real estate organizations
- Provide networking opportunities
- To promote the commercial REALTOR® designation programs and professional development
- To promote investing in the San Diego Region



## **ADVOCACY**

Protect your livelihood by staying at the forefront of federal, state, and local legislation that affects your transactions, clients and bottom line.

Our publications, seminars, and events for political advocacy keep commercial members informed and protect their industry's best interests.

### **LEGISLATIVE RESOURCES**

- Public Policy Priorities
- Federal Issues Tracker
- Commercial Issues and Actions Brief
- Washington Report

### **PRIORITY ISSUES**

- 1031 Like Kind Exchanges
- Split-Roll Taxes
- Basel III Banking Standards
- Foreign Investment & FIRPTA

### **GET INVOLVED**

Join us in our fight to protect REALTORS®, property owners, investors, and industry affiliates.

Contact [commercial@sdar.com](mailto:commercial@sdar.com) for more details.



## RESOURCES

### RESEARCH

Access to Multiple Commercial Real Estate Publications and Information

- Commercial Real Estate Lending Survey Annual Report
- Commercial Real Estate Market Survey Quarterly Report
- Commercial Real Estate Quarterly Outlook
- Local Market Assessment Case Studies
- Commercial Connections Quarterly Publication

### TECHNOLOGY & DATA

- CommercialSearch™ Property Listing Platform
- REALTORS® Property Resource (RPR) *(a REALTOR® member benefit)*
- Xceligent® Research & Property Data Platform

### PROFESSIONAL DEVELOPMENT - DESIGNATIONS

- Accredited Land Consultant (ALC)
- Certified Commercial Investment Member (CCIM)
- The Counselors of Real Estate (CRE)
- Certified International Property Specialist (CIPS)
- Certified Property Manager (CPM)
- Society of Industrial and Office REALTORS® (SIOR)

In 2014,  
New Construction  
Increased by

**58%**

to a Total of

**\$1.1 Billion**

in San Diego



## **BUSINESS OPPORTUNITIES**

Local, national & international networking events designed for you to interact with other commercial colleagues

### **INTERNATIONAL**

- Opportunity for you to present your projects to international prospects as a part of our International Real Estate Collaborative
- Access to our repository of international data
- Quarterly international market updates
- Opportunity to travel as a delegation to international conventions and showcase the benefits of doing business in San Diego

### **PARTNERS**

- CCIM Institute
- Commercial Source: NAR REALTORS®
- Greater San Diego Association of REALTORS®
- IREM Institute
- National Association of REALTORS®
- NAR Commercial
- REALTORS® Commercial Alliance

# PARTNER ORGANIZATIONS



Commercial Real Estate Alliance of San Diego  
Integrity, Networking, Cooperation, & Mutual Trust

## COMMERCIAL REAL ESTATE ALLIANCE OF SAN DIEGO

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