

Making the Leap... Homes to Commercial



**A Joint Event with the
South Bay Association of REALTORS®**



February 12, 2026

12:00 PM - 1:00 PM



22833 Arlington Ave. Torrance CA 90501

Join us for an Introduction to Commercial Real Estate, where you'll discover the essentials of the CCIM (Certified Commercial Investment Member) designation, including its data-driven approach to guiding client decisions through financial and market analysis. Learn why pursuing the CCIM designee status is valuable. The session will compare the commercial real estate market to residential, highlighting differences in scale, value, and processes. A real-world case study using exclusive tools for CCIM designees will show how CCIM tools help their clients make more informed decisions on their commercial investments.

Speaker

**Lexi Moriarty, CRE,
CCIM**
*CCIM Los Angeles,
President*



**FREE for CCIM & SBAR Members
\$50.00 for Non-Members**



**Complimentary lunch
to be provided**

REGISTER NOW

<https://rebrand.ly/association-talk>

What is a CCIM?



What are the advantages to working with a CCIM and to holding the designation?



What tools are needed to become a CCIM? What benefits does the CCIM institute offer?



How does the commercial real estate investment industry work?



How is commercial real estate different from residential in terms of market value?



Why would someone want to work in commercial real estate versus residential?

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