



Professional Development Workshop #RECon16

Certified Retail Property Executive

CRX Global Certification Brief

Gordon "Skip" Greeby, CRX, CDP
CRX Admissions & Governing Committee Chair
President, The Greeby Companies, Inc.

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ICSC Professional Certifications



MANAGEMENT
Certified Shopping Center Manager



MARKETING
Certified Marketing Director



LEASING
Certified Leasing Specialist



DEVELOPMENT
Certified Development
Design & Construction Professional



EXECUTIVE LEADERSHIP
Certified Retail Property Executive



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Why CRX Matters...

For our industry:

- Elevate Professional Standards
- Recognize Industry Leaders

For your company:

- Identify Emerging Leaders
- Enhance Individual Performance

For you:

- Increase your worth and recognition
- Achieve highest professional standards





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Certified Retail Property Executive

- Domain 1. Ownership & Asset Management (15%)
- Domain 2. Development & Redevelopment (15%)
- Domain 3. Finance & Accounting (10%)
- Domain 4. Leasing & Revenue Generation (10%)
- Domain 5. Retailing (10%)
- Domain 6. Marketing & Communications (10%)
- Domain 7. Legal & Compliance (7%)
- Domain 8. Property & Facilities Management (10%)
- Domain 9. Executive Management (13%)



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Domain 1



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Ownership and Asset Management

- Ownership Structure
- Ownership Objectives
- Asset Management
- Performance Targets
- Acquisitions and Dispositions
- Portfolio Management
- Business Information Systems



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Ownership and Asset Management

In which type of ownership structure is an investor's potential loss limited to the amount of the investment?

- A. Joint Venture
- B. Sole Proprietorships
- C. Public Real Estate Investment Trust
- D. Individual general partner of a Limited Liability Company



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Ownership and Asset Management

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Domain 2



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Development & Redevelopment

- Project Feasibility Analysis, Site Selection and Planning
- Design, Architectural and Engineering
- Design Concepts, Market Compatibility, Land Use
- Sustainable Design
- Property Types
- Tenant Buildout and Landlord Requirement



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Development & Redevelopment

- Governmental Entitlements and Compliance
- Development Incentives
- Environmental Evaluation
- Public Financing and Development Pro Forma
- Construction Management



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Development & Redevelopment

Shopping center companies most often specify tenant sustainability standards in the:

- A. Reciprocal Easement Agreement
- B. City's code Requirement Exhibit
- C. Design Criteria Material
- D. Mall Rules and Regulations Manual



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Domain 3



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Finance & Accounting

- Valuation Analysis
- Taxes
- Budgeting, Forecasting
- Generally Accepted Accounting Principles
- Financial Statements
- Financial Terminology
- Property Financing
- Financial Services



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Finance & Accounting

A grocery-anchored open-air shopping center with no debt has annual gross income of €8 million and total operating expenses of €2 million. If the center were to place a €30 million mortgage at 7% interest for a term of 20 years and amortization of 20 years with a mortgage constant at 9.304%, and a zero balance at maturity, what would be this center's annual funds from operations, assuming only the debt service is deducted from that net operating income?

- A. €3,208,924 B. €3,900,000
C. €5,208,924 D. €5,900,000



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Finance & Accounting

A grocery-anchored open-air shopping center with no debt has annual gross income of €8 million and total operating expenses of €2 million. If the center were to place a €30 million mortgage at 7% interest for a term of 20 years and amortization of 20 years with a mortgage constant at 9.304%, and a zero balance at maturity, what would be this center's annual funds from operations, assuming only the debt service is deducted from that net operating income?

- A. **€3,208,924** B. €3,900,000
C. €5,208,924 D. €5,900,000



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Finance & Accounting

Assuming a capitalization (cap) rate of 10 percent and a net operating income (NOI) of \$460,000, the value of the property is \$4,600,000. If the cap rate is down 2 points to 8 percent, then the value of the property will be?

- A. Increased by \$1,150,000 C. Increased by \$920,000
B. Decreased by \$1,150,000 D. Decreased by \$920,000



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Finance & Accounting

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Domain 4



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Leasing & Revenue Generation

- Tenant/Landlord Relations
- Broker/Tenant Representation
- Leasing Plan
- Rent
- Deal Terms
- Remerchandising
- Pad / Freestanding / Outparcel
- Short-term Leasing and Setting License Fees
- Miscellaneous Revenue Sources



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Leasing & Revenue Generation

A supermarket-anchored shopping center with a 25,000 squarefoot (2,323m²) vacancy is located across from a successful enclosed mall. The supermarket is the dominant grocer in the market. Which of the following tenants would maximize the center's potential sales volume?

- A. Apparel
- B. Hardware
- C. Child Care Facility
- D. Auto Supplies


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Leasing & Revenue Generation

A supermarket-anchored shopping center with a 25,000 squarefoot (2,323m²) vacancy is located across from a successful enclosed mall. The supermarket is the dominant grocer in the market. Which of the following tenants would maximize the center's potential sales volume?

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Domain 5


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Retailing

- Mathematics of Retailing
- Terms and Definitions
- Categorization of Retailers
 - Merchandise Type
 - Ownership Type
 - Retailer Format
- Multi-channel Retailing


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Retailing

- Retailer Financial Statements and Metrics
- Tenancy Costs per Store
- Retailer's Business Models, Brand Strategy and Business Plan
- Sales Performance by Type of Retailer
- Supply Chain Management


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Retailing

A retailer that manufactures in another country has a shipment due to arrive in time for a scheduled seasonal promotion. A reported dispute among the dockworkers' union, port operators, and shipping lines are threatening delay of the merchandise arrival. Which of the following is the best method of tracking the progress and contents of the retailer's shipment?

- A. Call the shipper directly
- B. Identify and track the shipment using RFID
- C. Email the manufacturer's plant
- D. Contact representatives of the dockworkers' union



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Retailing

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Domain 6



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Marketing & Communications

- Corporate Communications
- Digital Media/Social Networking
- Property Marketing
 - Marketing for Event, Sponsorship and Other Income Generation
 - Marketing for Leasing/Development
 - Marketing for Community Relations and Public Relations (PR)



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Marketing & Communications

Facebook generates its revenue primarily by:

- A. Pay per click
- B. Side ads
- C. User fees
- D. Payments from internet providers



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Marketing & Communications

Facebook generates its revenue primarily by:

- A. Pay per click
- B. Side ads
- C. User fees
- D. Payments from internet providers



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Domain 7



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Legal & Compliance

- Lease Agreements
- Legal Terminology
- Other Legal Documents



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Legal & Compliance

Which of the following right clauses will provide a landlord with the greatest opportunity to effectuate a relocation of a tenant?

- A landlord may require relocation provided that the space has equivalent sight line visibility and pedestrian traffic count
- A landlord may require relocation provided that it gives the tenant a 2-year advance notice
- A landlord may require relocation provided that the landlord guarantees substantially similar sales (turnover)
- A landlord may require relocation provided that the relocated space is substantially similar in size



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Legal & Compliance

Which of the following right clauses will provide a landlord with the greatest opportunity to effectuate a relocation of a tenant?

- A. A landlord may require relocation provided that the space has equivalent sight line visibility and pedestrian traffic count
- B. A landlord may require relocation provided that it gives the tenant a 2-year advance notice
- C. A landlord may require relocation provided that the landlord guarantees substantially similar sales (turnover)
- D. **A landlord may require relocation provided that the relocated space is substantially similar in size**



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Domain 8



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Property & Facilities Management

- Operations of the Retail Facility
- Security
- Risk Management
- Insurance
- Indemnification
- Tenant Coordination
- General and Preventative Maintenance
- Energy Management



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Property & Facilities Management

If a customer slips and falls on the common area of the property due to the negligence of a landlord worker, which of the following types of landlord insurance would provide coverage?

- A. Errors and Omissions
- B. Property
- C. Workers Compensation
- D. General Liability



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Property & Facilities Management

If a customer slips and falls on the common area of the property due to the negligence of a landlord worker, which of the following types of landlord insurance would provide coverage?

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Domain 9



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Executive Management

- Leadership and Teamwork
- Recruiting and Succession Planning
- Organizational Structure
- Training and Professional Development
- Professional Evaluations and Compensation
- Best Practices of Effective Negotiating



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Executive Management

Which of the following techniques would be LEAST effective in creating and maintaining a cohesive team?

- A. Frequent email communication
- B. Weekly staff meetings
- C. Establishing clearly defined goals
- D. Soliciting feedback



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Executive Management

Which of the following techniques would be LEAST effective in creating and maintaining a cohesive team?

- A. **Frequent email communication**
- B. Weekly staff meetings
- C. Establishing clearly defined goals
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CERTIFICATION EXAM INFORMATION AND LOGISTICS



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Prometric Testing Centers

- Computer-Based Testing
- Over 400 Testing Locations Worldwide
- Appointments Necessary
- First come -First Served Basis
- Re-tests Available



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Certification Testing Windows

June 18-26, 2016

Applications due May 30

October 8-16, 2016

Applications due September 10



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Application Fees

	Members	Non-Members
Certification Eligibility:	\$95	\$195
Exam Appointment:	~~\$395~~	~~\$795~~
	\$490	\$990

JTR School Attendees
Earn up to
\$400 off!



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Exam Format & Regulations

Format

- Arrive 30 Minutes Early
- Take Tutorial
- 3 ½ Hours for Exam
- 100 Questions
- Multiple Choice
- 15 Minute Break

What to Bring on Test Day

- Approved Calculator
- Government Issued ID

What is Provided

- Lockers for personal items
- Scratch Paper



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Exam Preparation and Study Aids

• Exam Specifications

- These blueprints provide you with a detailed and organized list of domains and knowledge areas you will be tested on.

• Shopping Center Study Series

- 12 webinars covering key concepts in the retail real estate industry.

Available online at www.icsc.org/CRX



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Exam Preparation and Study Aids

• Knowledge Assessments & Practice Tests

- In key areas available online, anytime

• Publications

- While there is no single publication that will prepare a candidate, many professionals use publications to augment their study

Available online at www.icsc.org/CRX



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Exam Preparation and Study Aids

- **John T. Riordan Schools**
 - Fast-rising executives, ambitious newcomers and experienced industry professionals come together for 3-5 days engaging in coursework designed to provide attendees with an unparalleled curriculum that is uniquely customized with regional concepts, issues and case studies.
 - Upcoming school is **September 25 - 29, 2016** in Miami, FL.

Visit www.icsc.org/education



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Testing Tips

- Be prepared
- Budget your time
- Read questions carefully
- Eliminate answers you know are wrong
- Always answer the question-there is no penalty for guessing



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Questions & Discussion



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Leverage a Global Network of Peers

Argentina | Australia | Austria | Bahrain | Bahamas |
 Belgium | Brazil | Canada | Chile | China | Colombia |
 Czech Republic | Ecuador | El Salvador | Germany |
 Hungary | India | Indonesia | Japan | Latvia | Lithuania
 | Luxembourg | Malaysia | Malta | Mexico | Netherlands
 | Oman | Peru | Philippines | Portugal | Poland | Qatar |
 Romania | Russian Federation | Saudi Arabia | Singapore
 | Slovakia | Spain | Sweden | Switzerland | Taiwan |
 Trinidad and Tobago | Turkey | United Arab Emirates |
 United Kingdom | Syrian Arab Republic | United States |
 Uruguay | Venezuela | Vietnam



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Course Evaluation

Please Complete Your Evaluation Now.

1. Take Out Your **Smartphone** or Tablet
2. Go to **survey.icsc.org/2016RECON**
3. Select this course: **CRX Global Brief**

Your
Opinion
matters



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