

REALTORS® Signature Series Speakers Bureau
Todd Clarke, CCIM



Albuquerque, NM

505.440.TODD (8633)

tclarke@nmapartment.com

www.toddclarke.com

www.nmapt.com

www.canteraconsultants.com

Speaker fee: 2 Hour/Keynote: \$2,000 + expenses

Half Day Courses - \$2,500 + expenses

Full Day Courses - \$3,000 + expenses

Course length: 2, 4 & 8 hours

BIO

Todd Clarke, CCIM, is a fourth generation Commercial REALTOR® and a second generation CCIM designee, who owns NM Apartment Advisors, Inc., a regional apartment brokerage firm, and Cantera Consultants & Advisors, a full service international consulting firm.

Todd is an award winning international CCIM instructor who has authored and taught courses around the globe to thousands of students. His courses are energetic, dynamic and focused on adding value to the client. Todd is also recognized as a technology guru/writer/instructor that has had success taking the leading edge in tech and applying it to commercial real estate.

Todd has also won numerous awards for teaching, marketing, and for his volunteer time, including the NM REALTOR® of the Year Award. He was the founder of the Commercial Association of REALTORS® in New Mexico, a past president of the New Mexico CCIM chapter and has served the CCIM institute in dozens of volunteer positions including Chair of Technology, Chair Body of Knowledge, CCIM Course Chair and many more!

COURSE DESCRIPTIONS

Confessions of a Commercial Real Estate Consultant

Learn how to move your business from commission/transaction based to a fee based business. This hands on course walks through the issues any consultant faces as they migrate their clients towards a fee based model. Each student leaves the course with a to-do list, scope of services, target marketing list and business plan.

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The Ethical Use of Social Networking in the Real Estate Arena

With over 500 million users, Facebook, Twitter, and many other social networking sites offer a technology platform to expand our business. Are you prepared to take advantage of it? The half-day course provides an overview of internet trends, social networking platforms and the do's and don'ts of marketing in the digital era. The full day course is hands on and includes the development of a social networking policy that incorporates local license law and the REALTOR® Code of Ethics.

Effective Marketing in the Digital Era

Learn how to merge your traditional marketing techniques with the digital world of Facebook, Twitter and many more social networking tools. Learn how to harness the internet, social networking, how to increase interest in your listings, add value to your clients and increase your income.

The Essential Apartment Broker

An in-depth exploration of the skills needed to capture a large portion of the apartment investment sales in your market. This hands-on course includes market analysis and financial analysis tools.

Technology and Its Use in Commercial Real Estate

Separating long term trends from short term fads, this course is a data download of the latest tech tools from a power user who shares his perspective of how the digital realm is meshing with our analog world. Topics include Smartphones, Netbooks, Portable Presentation Devices, paperless offices and effective implementation of Apple's iPad in your day-to-day business.

Volunteering

This four hour course focuses on how to transfer your top skills and translate them into the non-profit world. The non-profit sector continues to grow and most non-profits prefer to do business with professionals that spend a portion of their time volunteering. Learn what motivates and drives non-profit entities and how their boards arrive at decisions. Whether you are looking to represent non-profits or volunteer for a non-profit, this course will expand your business contact and could be one of the most rewarding parts of your career.