

# Networking within Commercial Real Estate

A successful real estate professional works every day at establishing solid relationships, is knowledgeable in real estate trends, hunts prospect opportunities, and uses competitor intel to stay ahead of the game. How can **YOU** do this?

**Real Estate Associations** are trade groups made up of industry professionals to offer events, training, market research, jobs/opportunities, and other purposes including lobbying, public policy, charity fundraising, scholarships, etc. Most trade associations have local chapters you can join with student membership pricing.

Being aware of these organizations (**and following them on your LinkedIn profile**) can boost your LinkedIn newsfeed and serve as great conversation starters during the interview process or reaching out to members to expand your network.

**"I recently read the PREA report - Assessing the Impact of Inflation on Real Estate by Jeffrey Bingham, Heitman where he stated the US has reached a state of Keynesian full employment and true inflation. How has this impacted your thematic investments portfolio with regards to your vertical investments?"**

Source - <https://prea.org/publications/quarterly/a-framework-for-assessing-the-impact-of-inflation-on-real-estate/>

**Here are the major Real Estate Associations you should follow on your LinkedIn page:**

## **Pension Real Estate Association (PREA)**

Founded in 1979, the Pension Real Estate Association (PREA) is a non-profit trade association for the global institutional real estate investment industry. PREA currently lists over 700 corporate member firms across the United States, Canada, Europe, and Asia. Our members include public and corporate pension funds, endowments, foundations, Taft-Hartley funds,

insurance companies, investment advisory firms, REITs, developers, real estate operating companies, and industry service providers.

[PREA Website Link](#)

[PREA Scholarship Link](#)

## CoreNet Global

This is a Global Association for Corporate Real Estate. Its mission is to advance the practice of corporate real estate through professional development opportunities, publications, research, conferences, designations, and networking in 46 local chapters and networking groups globally.

[CoreNet Global Website Link](#)

- Student membership rate - \$25 per year
- Career Action Center
- Knowledge Center
- The Pulse - blog
- Academic Challenge \$5000 - [AC Link](#)

## Commercial Real Estate Women

CREW Network is at the forefront of achieving gender equity and greater diversity in commercial real estate. We will achieve this by advancing women in the industry globally. Our membership offers unparalleled business networking and leadership opportunities both locally in your market and globally across our 12,000-member base.

[CREW Website Link](#)

- Student membership rate - **\$75** per year
- Leadership Training & Professional Development
- Exclusive Members-Only Events
- CREW Mentoring Applications – January every year
- Industry Research
- CREW-\$5,000 scholarship for women studying real estate and enrolled full time for the academic year [crewnetwork.org/foundation/college-scholarships/eligibility](http://crewnetwork.org/foundation/college-scholarships/eligibility)

# Innovating Commerce Serving Communities (ICSC)

ICSC is the global trade association of the shopping center industry. Its members in the U.S., Canada, and more than 80 other countries include shopping center owners, developers, managers, marketing specialists, investors, lenders, retailers, and other professionals as well as academics and public officials. ICSC's mission is to ensure the retail real estate industry is broadly recognized for the integral role it plays in the social, civic, and economic vibrancy of communities across the globe

## [ICSC Website Link](#)

- Student membership rate - **\$50** per year
- Local network of industry professionals
- Proprietary research and data
- Job listings, and special rates for ICSC's educational programs
- Live Career Talks
- ICSC Foundation offers nearly 100 academic scholarships

# Institute of Real Estate Management (IREM)

IREM® is an international institute with the learning, certifications, and networking that **property managers** need to take on real estate management's most dynamic challenges.

## [IREM Website Link](#)

- Student membership rate - **\$50** per year
- Career Development Center
- Download Careers in Real Estate Management Guidebook
- Local chapter events and National Conference
- Free subscription Journal of Property Management
- Access the latest research and whitepapers
- IREM Student of Year Scholarship [irem.org/learning/career-development-resources/IREMStudentScholarship](http://irem.org/learning/career-development-resources/IREMStudentScholarship)

# National Association of Industrial Office Properties (NAIOP)

NAIOP, the Commercial Real Estate Development Association, is the leading organization for developers, owners, and investors of office, industrial, retail and mixed-use real estate. NAIOP comprises 19,000+ members and provides strong advocacy, education, and business opportunities through a powerful North American network.

## [NAIOP Website Link](#)

- Student membership rate - **\$19** per year
- Local chapter events (local monthly breakfasts)
- Online Conferences and courses
- On-demand Courses to work on your own schedule
- Free industry research and thought leadership
- Scholarships & Diversity Resources- [naiop.org/Education-and-Career/Diversity-Resources](http://naiop.org/Education-and-Career/Diversity-Resources)
- Marketshare Blog and Source E-Newsletter
- Development Magazine
- Career Center

# National Association of Real Estate Investment Managers (NAREIM)

NAREIM is an industry association dedicated to the business of real estate investment management. It provides the organizational platform, programs, information, and tools to help real estate investment managers: establish important relationships with fellow industry leaders; benchmark their companies relative to their peers; maximize their understanding of what is happening in their industry, and enhance the skills and knowledge base of their operations teams. NAREIM members range from the largest institutional firms in the world with fully integrated service platforms to specialized entrepreneurial firms. Together, they manage well over a trillion dollars worth of real estate assets in the United States.

## [NAREIM Website Link](#)

- Events

- Annual Job Fair (October. Free to attend, in Chicago)
- Barclay Fellows Program
- Research Surveys, Publications, Compensation Survey Report

## National Association of Real Estate Investment Trusts (NAREIT)

NAREIT®, the National Association of Real Estate Investment Trusts®, is the worldwide representative voice for REITs and publicly traded real estate companies with an interest in U.S. real estate and capital markets. NAREIT's members are REITs and other businesses throughout the world that own, operate and finance income-producing real estate, as well as those firms and individuals who advise, study and service those businesses.

### [NAREIT Website Link](#)

- Career Center (through Select Leaders)
- Industry News, Publications, Compensation Survey Report
- Information on REITs (what they are, etc)

## The Urban Land Institute (ULI)

ULI is the oldest and largest network of cross-disciplinary real estate and land use experts in the world. The Institute has been able to set standards of excellence in development practice. The Urban Land Institute provides leadership in the responsible use of land and in creating and sustaining thriving communities worldwide. The members of the Urban Land Institute are community builders, the people who develop and redevelop neighborhoods, business districts, and communities across the U.S. and around the world. Leading property owners, investors, advisers, developers, architects, lawyers, lenders, planners, regulators, contractors, engineers, university professors, librarians, students, and interns.

### [ULI Website Link](#)

- Membership- student rates are **\$120** per year
- Scholarships- [americas.uli.org/programs/leadership-network/fellowships-and-scholarships/](https://americas.uli.org/programs/leadership-network/fellowships-and-scholarships/)

- ULI Young Leaders Group
- Research, Best Practices, Advocacy, Sustainability
- ULI Foundation
- Case Studies, Coursework, Webinars

## The US Green Building Council (USGBC)

The U.S. Green Building Council is committed to a sustainable, prosperous future through LEED, the leading program for green buildings and communities worldwide. Our vision is that buildings and communities will regenerate and sustain the health and vitality of all life within a generation. Our mission is to transform the way buildings and communities are designed, built, and operated, enabling an environmentally and socially responsible, healthy, and prosperous environment that improves the quality of life.

### [USGBC Website Link](#)

- Accreditation, Certificates, Education

## BOMA International

Building Owners and Managers Association is a powerful organization that's dedicated to helping CRE professionals of all experience levels grow their careers and make a difference in their communities. BOMA members are - Building Owners, Property Managers, Asset Managers, Corporate Facility Managers, Leasing Professionals, Developers, and providers of Commercial Property Products and Services. They represent all commercial building types, including office, industrial, medical, mixed-use, government, and corporate.

### [BOMA Website Link](#)

- Membership – Student **\$25**
- Industry-leading education
- Advocacy for key legislative, regulatory, and building code issues

# International Facility Management Association (IFMA)

IFMA is the world's largest and most widely recognized international association for facility management professionals, supporting over 23,000 members in more than 100 countries. They provide credentialing programs, hold conferences and expositions, and produce research that strengthens the knowledge and skills of a commercial real estate professional.

[IFMA Website link](#)

- Cost of Tier 1 (USA) Student Membership - **\$10**