



**CAREERS**  
BUILDING COMMUNITIES

# Navigating a Career in Real Estate

DISCOVER A REWARDING AND MEANINGFUL  
CAREER IN REAL ESTATE

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Real estate is a huge part of your life. Are you ready to shape the communities of the world?

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### Notes

# Introduction.

Preparation is paramount.

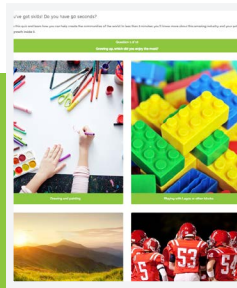
You may be wondering how you can use your talents and strengths in the real estate industry. This guide is intended as a navigation tool to help you discover a rewarding and meaningful career. As helpful as this resource may be, there is no substitute for persistence, positivity, and rigorous follow-up! Preparation is paramount.

This guide is intended to assist you in finding your path to a successful, rewarding and prosperous career. If you have any questions or would like additional information, please reach out to any participating organization or email [Debbie@careersbuildingcommunities.org](mailto:Debbie@careersbuildingcommunities.org).



## Resources.

Visit our website to find these other useful resources.



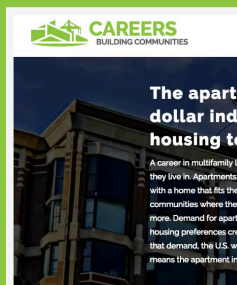
## TAKE THE QUIZ.

Take the quiz and find two areas in real estate that might be right for you.



## EXPLORE THE MAP.

Explore our interactive map to identify career tracks, types of positions and types of properties.



## DISCOVER REAL ESTATE.

Explore those areas and many more under "Discover the Industry"



# Areas of Specialization

One of the exciting aspects of real estate is that it can be approached from so many different perspectives. There are hundreds of ways for you to use your strengths in this industry. You can use your skills to project and analyze cash flows for new developments; broker large transactions with institutional clients; exercise your entrepreneurial spirit as a property owner developing and designing new and exciting spaces to live, work and play.

One of the first considerations you need to make is what area of real estate you are interested in pursuing. We believe this is the perfect time for self-reflection and by using a variety of assessments you can determine what area would be best suited to your personality, natural abilities, and key interests. Consider these tools as you identify your strengths:

- Myers Briggs Type Indicator: [www.mbtionline.com](http://www.mbtionline.com)
- [www.keirseey.com](http://www.keirseey.com)
- [www.2h.com](http://www.2h.com)
- [www.youscience.com](http://www.youscience.com)
- [www.gallup.com](http://www.gallup.com) (Strengthfinder 2.0)
- [www.everythingDISC.com](http://www.everythingDISC.com) (DISC Profile)



**Also, think about the following when making your decision:**

- What do you thrive on? For example: interaction with people, analysis, research, closing deals, managing people, designing spaces.
- Ask your professors for feedback regarding your strengths and opportunities. They might surprise you with their insight!
- Apply for an Internship – it's one of the best ways to explore a role before entering full time employment.
- Determine the form (base salary vs. bonus/commission) of compensation you desire and can afford. Do you require a salary, or can you take less money in lieu of a commission? The following table can help you with your comparison research with major Areas of Specialization and average compensation structures.



Area of Specialization	Compensation Type	Entry Level Position	Average 1st Year Compensation	Average 5th Year Compensation
Leasing (Brokerage)	Commission	Yes	Example: \$64,000	\$110,000
Appraisal	Salary	Yes		
Development	Salary	No		
Corporate	Salary	No		
Institutional	Salary	No		
Government	Salary	No		
Lending / Banking	Salary	Yes		
Market Research	Salary	Yes		
Property Management	Salary	Yes		
Accounting	Salary	Yes		
Analysts	Salary	Yes		
Mortgage Brokers	Commission	Yes		
Project Management	Salary	Yes		
Asset Management	Salary	No		
Design	Salary	Yes		
Marketing	Salary	Yes		

*Note: Websites such as ZipRecruiter, Glassdoor or Salary.com can be helpful when estimating salary ranges.*

Once you determine your personality traits and compensation requirements, you can bridge those areas to the appropriate skill set needed for your desired area of specialization.

## Brokerage and Leasing

Real estate agents that represent buyers, sellers, owners or tenants must be licensed by the states in which they work. Most states require a test before issuing a sales license, or for more advanced brokers, a license is based on experience and educational requirements. Explore your state's real estate commission's website.



Residential agents represent buyers or sellers in exchange for a fee, payable when a sale is completed. This productivity-based career requires long and uncertain hours, often resulting in a highly competitive and relationship intensive environment.

Commercial brokerage requires people skills and a higher level of technical business knowledge. Most successful commercial agents need at least an undergraduate education, and many have graduate degrees in business, enabling them to work with corporations, tenants, institutional buyers and sellers, domestic and foreign business entities and a host of sophisticated investment and business clientele. Most commercial agents specialize in specific property types such as industrial, office,

retail, hotels, or apartments. Continued education is available through a variety of trade associations featured on this site, [www.careersbuildingcommunities.org](http://www.careersbuildingcommunities.org). Successful commercial agents can earn executive-level compensation. They must closely watch markets to anticipate economic trends affecting the real estate industry.

- For commercial brokerage, explore CCIM.
- For industrial property, explore NAIOP.
- For office and industrial, explore SIOR.
- For retail, explore ICSC.
- For residential, explore NMHC, IREM, and NAA.
- For diverse properties, explore ULI.
- And for Commercial Real Estate Women, explore CREW.



## Construction and Architecture

Your education and experience in real estate can open opportunities in some areas of the industry you may not have considered. These being in the architecture, construction, and design segments of the real estate development process.



To be an architect or contractor it requires special education, experience, and licenses but there are areas within these disciplines where your specific craft, education and experience can qualify you for many entry level jobs. Many major architectural and contracting firms have internal business development/marketing departments as well as interior design. Broad skills provide a base for you to qualify for entry-level positions, although to prosper and advance within this profession, a specialized set of skills would need to be learned.

Business development in these professions entails extensive involvement and participation in multiple industry related organizations, along with strong networking allows you to explore many facets of the industry. In many instances,

you will become the “face and voice” of your company and will be responsible for public relations, customer relations, advertising, and other administrative functions such as developing, preparing, and implementing the company’s business and marketing plans or establishing the image for the property or company.

Explore the organizations featured on this website and realize that many of these organizations have chapters within each state that offer special networking events. Explore ABC, AGC, AIA, ASLA, CSI, ASID, CMAA, & IIDA.

## Appraisal and Consulting

Appraisers are paid to estimate the value of a property after a systematic analysis of the prices of similar properties or based on an analysis of discounted future returns. This valuation estimate requires market analysis and the subject property being appraised.



Some appraisers work for a variety of clients on a fee basis; others are internal staff appraisers, producing value opinions for their employer. Most appraisers specialize in residential property or specific types of commercial property. Federal laws require that any appraisal required when the government is involved directly or indirectly must be done by a state certified appraiser. Certification is at two levels, residential and general, and is based on a combination of tests and experience. Trade association designations, which require more experience and education than the state certification process, also are required by many clients, the highest of which is the MAI for Member of the Appraisal Institute.

The outlook for appraisers involved in specialized commercial appraisal and consulting, such

as site analysis, buy versus lease decisions, property tax appeals, portfolio re-valuation, and investment analysis, is quite promising. Many commercial and consulting oriented appraisers work within larger consulting firms including accounting and market research firms. Technology is having a major impact on the real estate industry and is a great way to use your skills in a specific niche.

For more information about appraisal and consulting, see AI, CRE, and RLI.

## Corporate Real Estate

All major corporations have a need for real estate. Corporate real estate management involves maximizing the firm's value of resources devoted to space needs.



Once simply viewed as a cost center, corporate real estate managers are now attempting to improve the efficiency of real estate usage by considering “just-in-time” office sharing and enhancing the productivity of the work environment. In addition, corporate real estate leaders often deal with site analysis; buy versus lease decisions, acquisition and disposition,

portfolio refinancing and sale-leaseback arrangements, property tax appeals and a host of facility management decisions.

For more information about corporate real estate, see CoreNet Global, IFMA, BOMA, and BOMI.



## Institutional Real Estate Investment

Most of today's large-scale real estate transactions (\$10 million dollars and up) involve institutional investors. Among these are the Real Estate Investment Trusts (REITs), large life insurance companies and pension funds.



These institutions may utilize commercial brokers in the local markets, but they rely on internal staff to review and analyze proposed investments. Often these institutions look for a real estate background, with an MBA degree, when staffing such positions. Institutional investors pay attention to industry niche market trends, tax law trends, regulatory trends, geographically based economic and demographic trends as well as global economic trends, in addition to micro-level real estate analysis.

The slogan “think globally act locally” can be applied to today's institutional investment firms because many of them also “act globally.” Whether working with domestic or international trusts, strong analytical skills, the ability to manage portfolios and excellent communication skills are required.

For more information, explore AFIRE, CRE, CCIM, IREM, NAREIT, NMHC, and RER.

## Property Management

Property management involves maximizing net revenues or productivity of properties based on managing rental flows, tenant retention, maintaining the physical asset and enhancing the value, and operating the property profitably.



Property operation also includes cleaning, maintenance and repairs, paying utilities, property insurance, property taxes and, reporting to owners and overseeing residents and/or combination of tenants. Property managers are usually involved in leasing and facility management decisions. Those that manage several properties and are involved in acquisition, disposition, financing, and portfolio management decisions are known as “asset managers.” Most property managers start as on-site managers, working closely with tenants and residents.

Many property management firms are national or international in scope and are able to take over an entire institutional portfolio of various properties from different cities. Property

managers’ fees are often based on property rental flows, as well as the complexity of the property management work. For example, shopping center property managers may be involved in tenant merchant associations, joint promotions, and advertising. It involves more time than a single tenant industrial property, where the primary management function is accounting-based control, reporting, and monitoring. Apartment communities and resort properties require superior customer service skills, leadership, marketing, management, and maintenance.

For more information about property management, explore ARDA, BOMA, IREM, NAA, NMHC, and IFMA.



## Mortgage and Construction Lending

Mortgage lenders specialize by the size of loan and property types, like developers or commercial brokers. Primary lenders for the residential single family include mortgage companies that resale loans in the secondary mortgage market, as well as commercial banks, savings institutions and credit unions.



Banks and savings institutions usually pay employees on a salary basis, sometimes with a bonus. Mortgage companies rely more on productivity-based compensation. Loan officers must know about credit analysis, as well as appraisal, title, environmental concerns and a host of other government regulations. Multifamily mortgage lenders act much like commercial mortgage lenders with more emphasis on property analysis including market trends, tenant review, income and expense review as well as the value of the subject property being used as collateral. Commercial banks and savings institutions provide most of the smaller multifamily loans while life insurance companies, pension funds, Real Estate Investment Trusts (REIT) and Securitized Mortgage Loans and pension funds provide larger scaled financing.

Non-residential mortgage loans involve commercial banks as well as life insurance companies and pension funds as typical suppliers of capital. Commercial mortgage lenders require more business education and

analytical skills than do the residential lenders, often requiring graduate education. Mortgage brokers are often used to represent smaller life insurance companies and pension funds that cannot efficiently process their own loans. Mortgage brokers work on a commission basis paid after successfully placing mortgage loans that meet the needs of the borrower and lender.

Construction lending is the most complicated end of the financing spectrum involving all of the concerns of the permanent mortgage lender (credit, income, expenses, property value and environmental) as well as absorption risk, construction cost risks and delays, and other concerns. Thus, construction lenders are often hired from among the ranks of experienced mortgage lenders. Most construction lending is provided by commercial banks.

For more information about mortgage banking, explore MBA.

## Development

Developers are among the most entrepreneurial of the real estate career paths. They acquire land and prepare it for development, or acquire the site, as well as oversee the construction process.

Developers specialize in residential or commercial development, and within these they specialize by property size and type.

For more information about opportunities and trends explore NAIOP, NMHC, ICSC, and ULI.



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## Marketing / Sales / Customer Relations

Developing and operating diverse real estate assets requires a skill set that can identify the target audience, promote the property or service, and keep the resident or customer satisfied.

These positions are available within the real estate companies or can be provided as a third party vendor. Many of the positions require a bachelor's degree or transferable experience.

It is also important to remember that companies who supply goods and services to the real estate industry also hire employees that possess excellent communication and leadership skills. These companies are generally referred to as vendors or suppliers. Most real estate professionals agree that these vendors are actually viewed as “partners” since many of the day to day business practices are dependent on the quality of these services. For example, these suppliers provide the materials needed to build apartments, offices, and warehouses, not to mention the ancillary services such as property insurance, landscape, temporary personnel, marketing, legal and risk management services.



# Location.

Now that you’ve explored an area of specialization, it’s time to narrow down your choices on where you would like to live and why.

Use the following guidelines to assist you in making your location decision:



Consider your immediate family and/or future family plans? Long distance relationships can be stressful and expensive.



Local market knowledge is very important, particularly in brokerage, development and appraisal. If these areas are of interest, you may choose to stay close to home for your entry-level position.



Corporate and Institutional real estate careers are less dependent on local market knowledge. Many of these opportunities are found in primary and secondary geographic markets.



Larger markets generally equal more opportunity and more compensation, so consider that the cost of living is usually higher. Utilize website tools such as [www.homefair.com](http://www.homefair.com); [www.cityrating.com](http://www.cityrating.com) to compare cost of living variations. Market size is determined by a DMA (Designated Market Area) analysis, projected population growth and maturity/density of market.

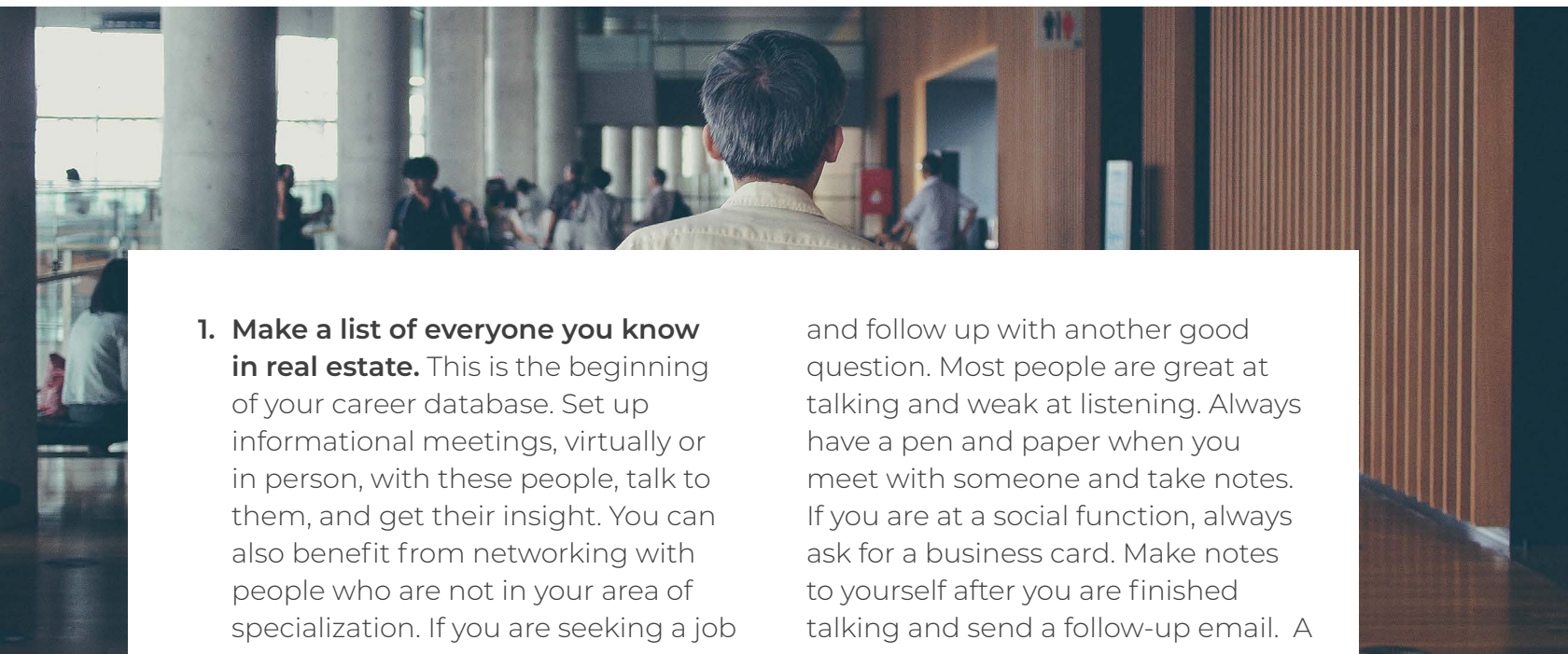


Consider your appetite for travel? Corporate and Institutional real estate careers generally require significant travel. Exciting in the beginning but can end up being challenging depending on your other life goals. Relocation is almost always necessary to be considered for promotion.

# Developing a Plan.

Did you know that the majority of job opportunities aren't always the most advertised? How do people know about these secret "one of a kind" opportunities? That's right—networking!

The list below offers tips to provide you with some important and proven networking skills, so when that perfect job opportunity comes along, you'll be more prepared than the other candidates!



**1. Make a list of everyone you know in real estate.** This is the beginning of your career database. Set up informational meetings, virtually or in person, with these people, talk to them, and get their insight. You can also benefit from networking with people who are not in your area of specialization. If you are seeking a job in development, relationships with contractors and architects can be good leads.

**2. Stay in close touch with your professors.** Unlike other majors, real estate professors can have a direct impact on where you get a job. Many graduates stay in touch with professors as they often hear about opportunities from industry advisors.

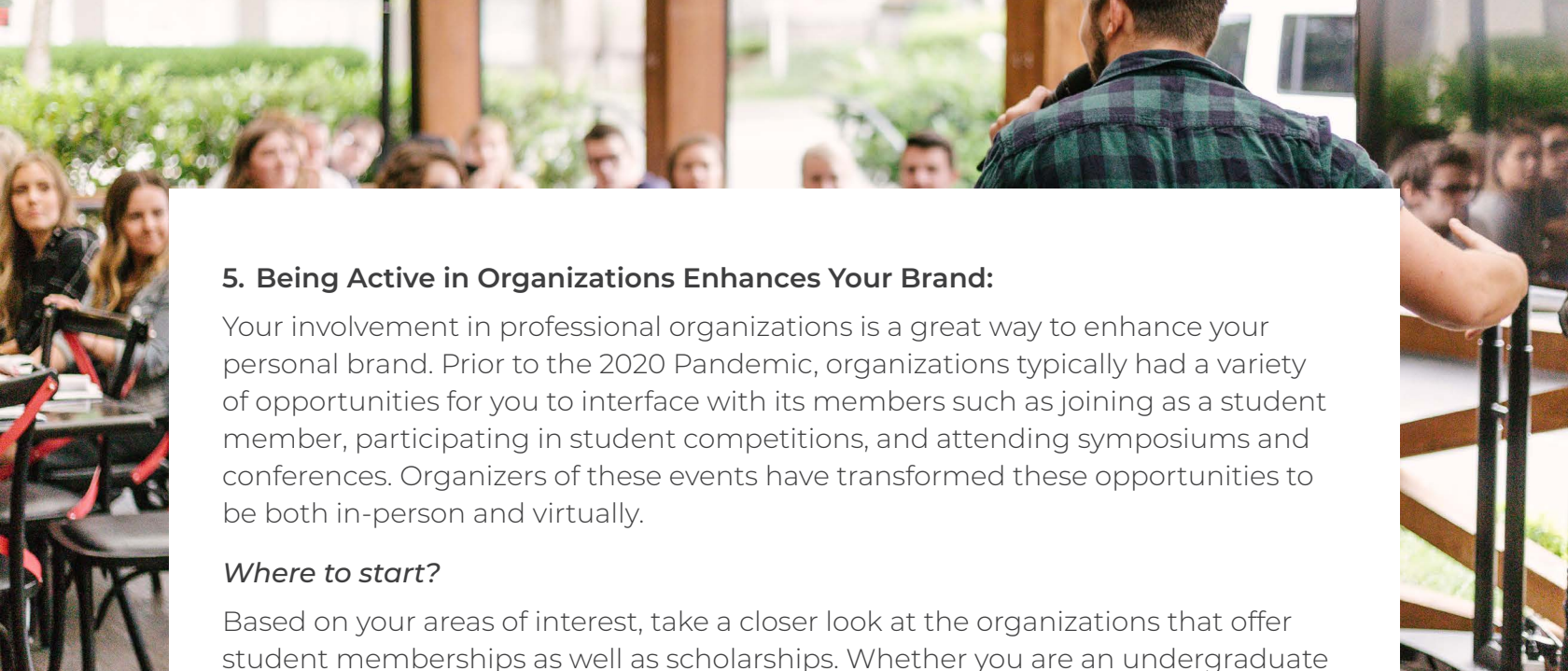
**3. Be a good listener** - Ask quality questions, listen to the answers,

and follow up with another good question. Most people are great at talking and weak at listening. Always have a pen and paper when you meet with someone and take notes. If you are at a social function, always ask for a business card. Make notes to yourself after you are finished talking and send a follow-up email. A handwritten thank you note makes even more of a positive impression.

**4. Purchase business cards**

As old fashioned as it may sound, business cards never go out of style. Be certain you have complete contact information, including email (be sure to change your college email address to a general professional email). Hand them out during meetings, conferences, and other events.





## 5. Being Active in Organizations Enhances Your Brand:

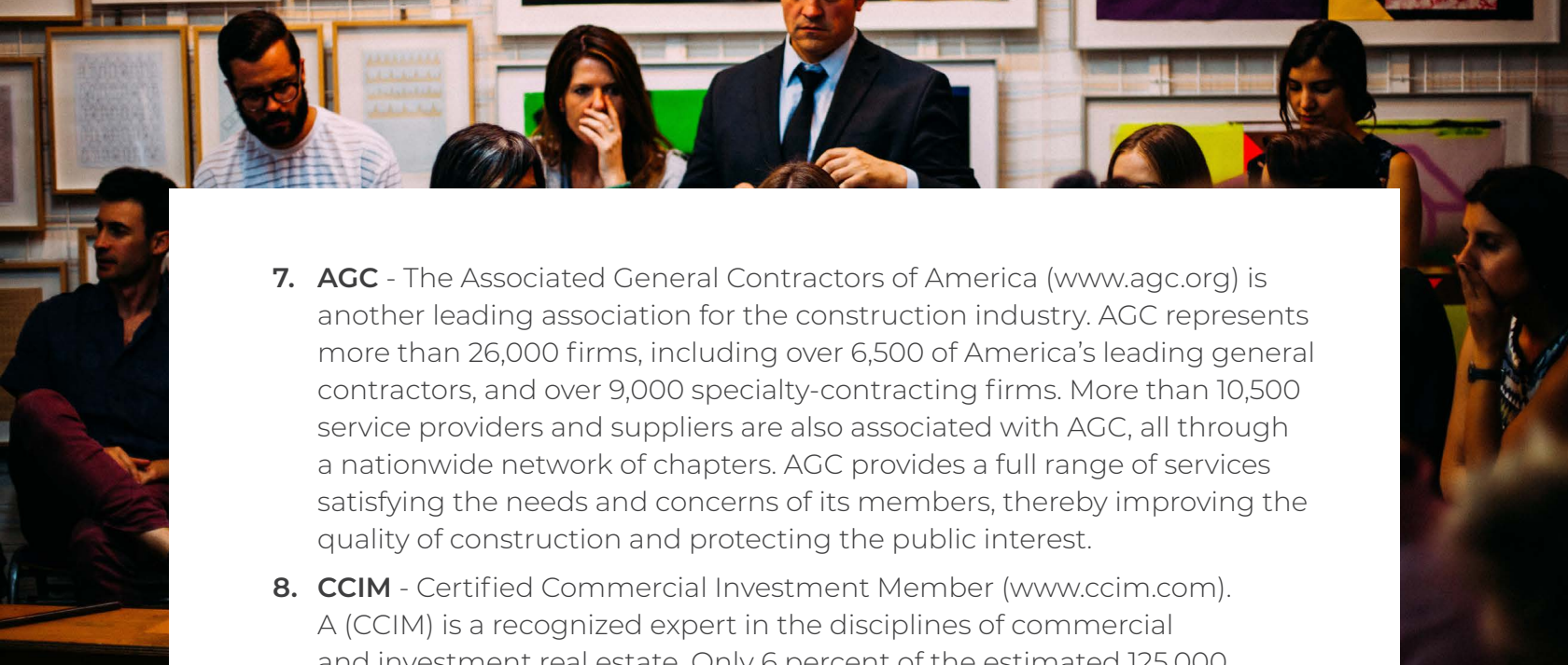
Your involvement in professional organizations is a great way to enhance your personal brand. Prior to the 2020 Pandemic, organizations typically had a variety of opportunities for you to interface with its members such as joining as a student member, participating in student competitions, and attending symposiums and conferences. Organizers of these events have transformed these opportunities to be both in-person and virtually.

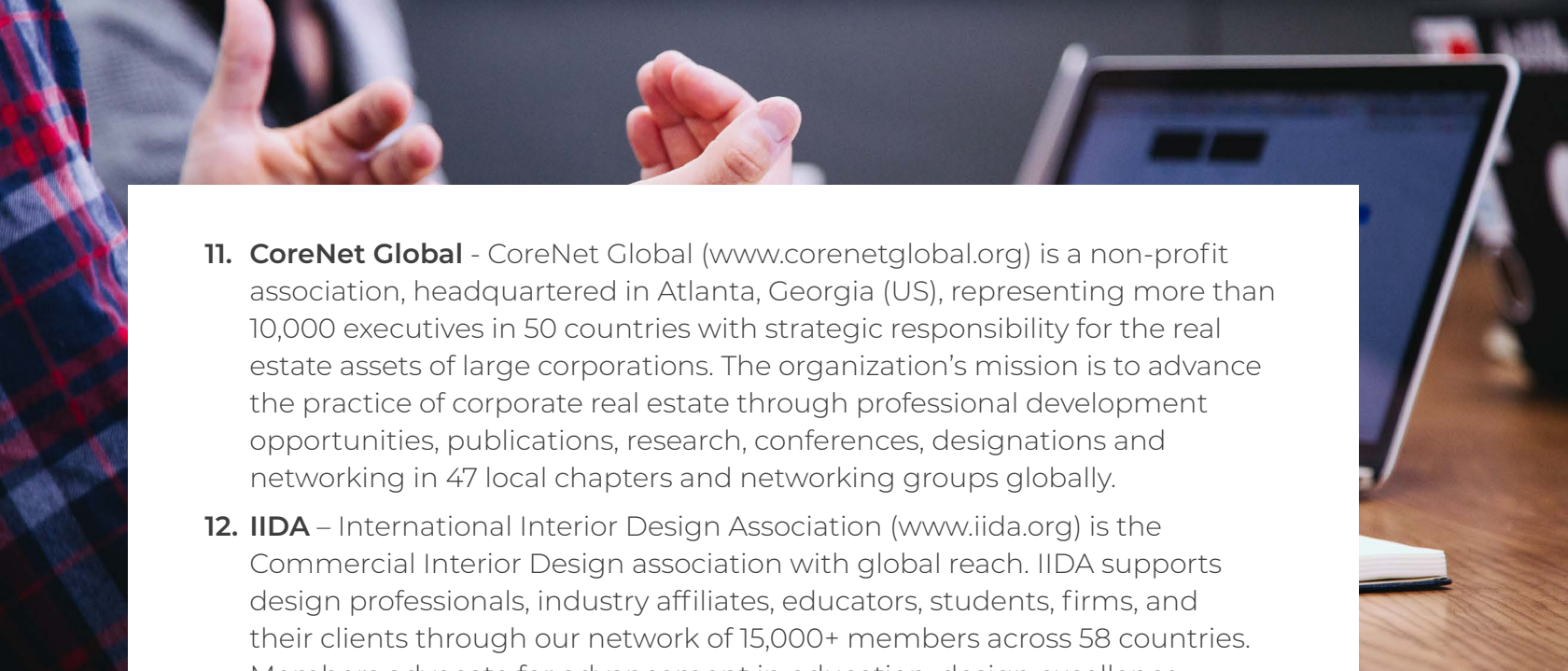
### *Where to start?*

Based on your areas of interest, take a closer look at the organizations that offer student memberships as well as scholarships. Whether you are an undergraduate student beginning your career exploration or a graduate student seeking to expand your professional experience, there are a variety of ways that you can engage with our participating organizations.

- Student Memberships: Many of the organizations on the CBC site offer student memberships and scholarships for advanced certification.
  - **AIA** – The American Institute of Architects ([www.aia.org](http://www.aia.org)). Now more than ever, the collective voice of architects is essential for designing a better future for our country and planet. Even in times of change, AIA's values remain constant. Members are at the table with policymakers who are committed to a better built environment and a prosperous architecture profession.
  - **ASID** – American Society of Interior Designers ([www.asid.org](http://www.asid.org)). ASID is a community of professionals who believe in the power of interior design to improve the human experience. With more than 25,000 members, their goal is to unite people who share the belief and seek collaboration with those working to promote the value of interior design.
  - **ASLA** – American Society of Landscape Architects ([www.asla.org](http://www.asla.org)). ASLA is the professional association for landscape architects in the United States, representing more than 15,000 members. The Society's mission is to advance landscape architecture through advocacy, communication, education, and fellowship. Sustainability has been part of ASLA's mission since its founding and is an overarching value that informs all of the Society's programs and operations.
- 6. **ABC** - Associated Builders and Contractors ([www.abc.org](http://www.abc.org)) is a national construction industry trade association representing more than 21,000 members. Based on the merit shop philosophy, ABC helps its members develop people, win work and deliver work safely, ethically and profitably for the betterment of the communities in which they work.



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7. **AGC** - The Associated General Contractors of America ([www.agc.org](http://www.agc.org)) is another leading association for the construction industry. AGC represents more than 26,000 firms, including over 6,500 of America's leading general contractors, and over 9,000 specialty-contracting firms. More than 10,500 service providers and suppliers are also associated with AGC, all through a nationwide network of chapters. AGC provides a full range of services satisfying the needs and concerns of its members, thereby improving the quality of construction and protecting the public interest.
  8. **CCIM** - Certified Commercial Investment Member ([www.ccim.com](http://www.ccim.com)). A (CCIM) is a recognized expert in the disciplines of commercial and investment real estate. Only 6 percent of the estimated 125,000 commercial real estate practitioners nationwide hold the CCIM designation. The CCIM membership network mirrors the increasingly changing nature of the industry and includes brokers, leasing professionals, investment counselors, asset managers, appraisers, corporate real estate executives, property managers, developers, institutional investors, commercial lenders, attorneys, bankers and other allied professionals.
  9. **CREW** – Commercial Real Estate Women Network ([www.crewnetwork.org](http://www.crewnetwork.org)) was founded in 1989 to bring together women involved in the many aspects of commercial real estate to exchange information, develop business contacts and help each other succeed professionally. Today, CREW Network is the premier business networking organization dedicated to transforming the commercial real estate industry by advancing women globally. CREW provides support to our 10,000+ members worldwide through business development, leadership development, industry research and career outreach.
  10. **CMAA** – ([www.cmaanet.org](http://www.cmaanet.org)) Construction Management Association of America's mission is to promote the profession of construction management and the use of qualified construction managers on capital projects and programs. CMAA's vision is that all owners will realize capital project and program success by using professionally qualified construction managers. CMAA was formed in 1982 as a way to establish a set of standards for managing capital construction projects. Construction management is rooted in traditional project management practices, however, it requires its own unique set of skills and professional knowledge to perform. One of CMAA's goals is to help the construction management profession further develop its own unique identity within the Architecture/Engineering/Construction industry.



**11. CoreNet Global** - CoreNet Global ([www.corenetglobal.org](http://www.corenetglobal.org)) is a non-profit association, headquartered in Atlanta, Georgia (US), representing more than 10,000 executives in 50 countries with strategic responsibility for the real estate assets of large corporations. The organization's mission is to advance the practice of corporate real estate through professional development opportunities, publications, research, conferences, designations and networking in 47 local chapters and networking groups globally.

**12. IIDA** – International Interior Design Association ([www.iida.org](http://www.iida.org)) is the Commercial Interior Design association with global reach. IIDA supports design professionals, industry affiliates, educators, students, firms, and their clients through our network of 15,000+ members across 58 countries. Members advocate for advancement in education, design excellence, legislation, leadership, accreditation, and community outreach to increase the value and understanding of Interior Design as a profession that enhances business value and positively impacts the health and well-being of people's lives every day.

**13. IREM** – Institute of Real Estate Management ([www.irem.org](http://www.irem.org)). The Institute of Real Estate Management (IREM®) is a source for education, resources and information for real estate management professionals. With 82 U.S. chapters, seven international chapters, and several other partnerships around the globe, IREM is an international organization that serves as an advocate on issues affecting the real estate management industry.

**14. MBA** – Mortgage Bankers Association ([www.mba.org](http://www.mba.org)). Commercial Real Estate Finance (CREF) is a dynamic, growing industry that provides \$3 trillion in financing for office buildings, apartment properties, shopping malls, industrial properties and other income-producing real estate throughout the United States. The CREF Careers Forum is your opportunity to learn about the industry, connect with people in it and find out about your next internship, job or career.

**15. ULI** – Urban Land Institute is a non profit research and education organization that is supported by its members. ULI facilitates the open exchange of ideas, information, and experience among dedicated local, national, and international industry leaders and policy makers.

- Chamber of Commerce: Community engagement is strongly encouraged as you build your personal brand. As time allows in your schedule, explore opportunities for professional development offered through your local Chamber of Commerce. Training in leadership development, corporate social responsibility and opportunities to volunteer offer incredible ways for meet seasoned professionals and expand your network. Visit the National Chamber of Commerce ([www.uschamber.com](http://www.uschamber.com)) to identify local chambers within your area.

# Navigating Post COVID

## 10 Ways to Network and Career Search in a Virtual World

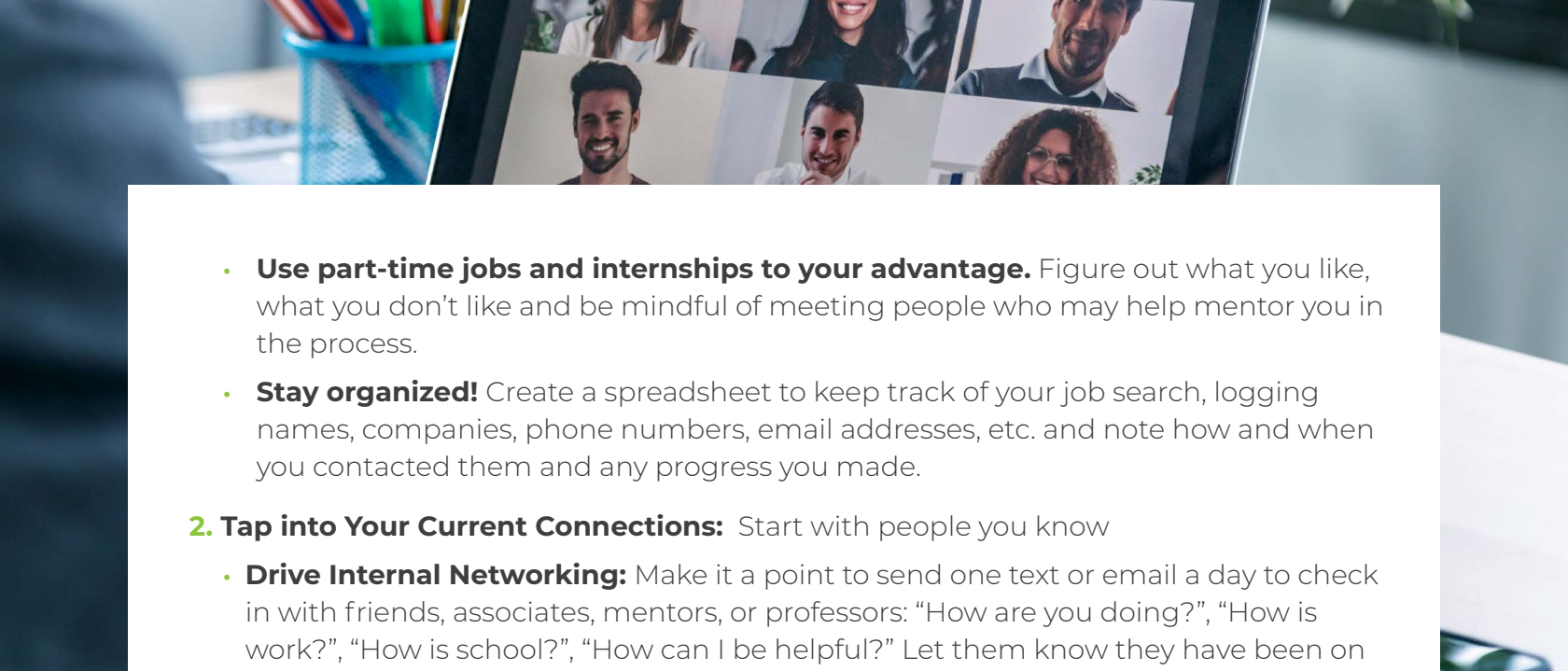
**What is Networking?** Networking is the act or process of interacting with people to exchange information and ideas thus cultivating productive relationships. These people may often become your friends and community of associates who can support and benefit you as you advance in your career. When people start noticing you, it is an avenue for new opportunities. Benefits of networking include:

- Developing communication skills.
- Building insight into various careers and organizations.
- Learning about the educational requirements, skills, etc. necessary in your career path.
- Expanding your resources and encourage long-term professional relationships.

“Normal” networking takes place in a face-to-face environment, but in today’s world this is limited. Today’s networking can be powerfully accomplished by using virtual tools and platforms to build mutually beneficial relationships for both parties. Virtual networking gives you the ability to make immediate introductions and connections. Get started today meeting new people, building relationships, and finding your dream job!

### 1. Create a Game Plan

- **Be intentional** with your networking goals and focus on the things you want to achieve with the new connections you will make. Be transparent when reaching out. It is human nature to want to help a friendly, genuine person, rather than one whose approach is regarded as self-serving.
- **Determine the skills you need to be marketable.** Research companies for whom you may want to work and pay attention to the skills needed for the jobs you desire. Focus your resume, online profile, and other personal data around those skills. (If you lack skills, take online courses to add to your knowledge base).
- **Identify companies to market yourself.** Investigate company websites and social media sites to find possible contacts, hiring managers, etc. so that you might reach out for more information and send them a request to connect.
- **Research professionals or groups** to make connections.

- 
- **Use part-time jobs and internships to your advantage.** Figure out what you like, what you don't like and be mindful of meeting people who may help mentor you in the process.
  - **Stay organized!** Create a spreadsheet to keep track of your job search, logging names, companies, phone numbers, email addresses, etc. and note how and when you contacted them and any progress you made.

## 2. Tap into Your Current Connections: Start with people you know

- **Drive Internal Networking:** Make it a point to send one text or email a day to check in with friends, associates, mentors, or professors: “How are you doing?”, “How is work?”, “How is school?”, “How can I be helpful?” Let them know they have been on your mind and ask if they want to catch up by video or by phone. If appropriate, ask them to join your networking group. Ask for introductions to people in their circles that may open doors for you.
- **Build a Networking Group:** Start with forming a small networking group of people you know and maybe people they know (friends, family, neighbors, teammates, bosses, professors, counselors, etc.), to exchange business ideas and referrals. Make sure everyone understands and are open to meeting new people and exchanging ideas. Find a way to create a valuable message so members will see advantages to belonging to the group.
- **Get creative:** Try new ways of communicating to your group (virtual coffee hour, lunchtime book club, roundtable about favorite TV shows, time to watch the same movie one night and start a text group to “talk” during the movie, or other ways to start new conversations). Seek out virtual or in-person events your group may join to expand relationships. Carve out time to connect – you never know where it will lead!

## 3. Set up an Informational Interview:

- **Ask friends and family** to see if they know anyone in the industry you're interested in and have them make a connection for you for an “Informational Interview” to learn more about the field.
- **Once you connect with this professional**, ask for advice and information regarding their career and their organization. Ask questions to find out details you may not know and oftentimes you will find answers that may give you buzzwords to use in future interviews and give you confidence to build your network.
- **Continue to check in** with the professional after the interview to ask what you can do to prepare for an open position they may have or any training you could take in preparation for a position. Keep the conversation going to be at the forefront of their mind for future positions. Send hand-written thank you notes for their time and assistance. Be memorable in a positive way.





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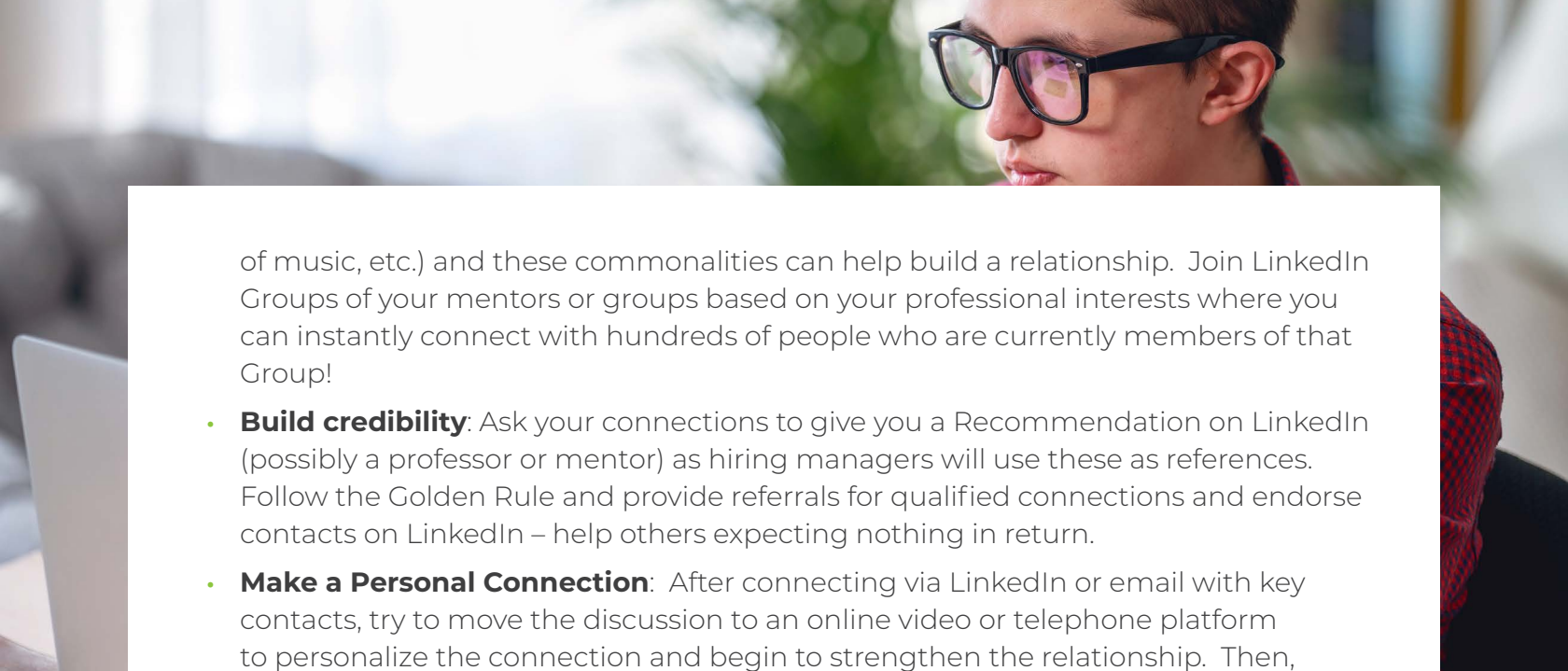
**4. Join virtual events** – they are still happening and give you the opportunity to network and build connections. Expand your reach and discover new prospects for the future!

- **Find events related to your interests or in your field of study** – something as formal as a webinar or an online conference, or more casual, like joining a Facebook Live stream.
- **While in a Virtual Event:**
  - **Actively Listen:** Consider questions to ask the speaker and follow up with comments or suggestions that show you were attentive during the conversation /event. By showing you were actively listening, you demonstrate that you were engaged and are serious about the event/information.
  - **Comment:** When possible, use the chat function to comment just as you would in an in-person meeting.
  - **Respond with Visual Attention:** Show you are engaged with visual responses and gestures – nod your head, smile – things you would do in a face-to-face conversation. Look at the camera to show you are engaged. While in the virtual event refrain from texting, emailing, etc. Pay attention.
  - **Identify Yourself:** If you have the opportunity, be sure to provide your email, LinkedIn profile or other addresses so your new virtual friends can stay in touch and will recognize your name when you email them in the future! When you can, add a conversation starter or catch phrase to your name: “Marketing Guru,” “Leadership Entrepreneur,” “Avid Learner” – Make an impression that will be remembered.
  - **Project Warmth:** Use an interesting virtual background that fits your personality to help spark a personal conversation. Use virtual hand gestures during the meeting as another way to connect with participants.

**5. Sign up with Professional Network Platforms like LinkedIn or Twitter:**

- **Provide Personal Data:** Reaching out to a connection via LinkedIn provides the opportunity for the contact to see a picture of you and learn about your background in your profile – thus piquing interest for a response and engagement. A complete and accurate profile is essential to make connections and allow prospective employers to learn about your value, skills, and experience.
- **Find People and Jobs on LinkedIn:** Build your network by adding your email address to your profile. LinkedIn will search your contacts for possible connections. You can also search for connections with key words relating to your field. Emotions are tied to commonalities (same school, same hobby, same love





of music, etc.) and these commonalities can help build a relationship. Join LinkedIn Groups of your mentors or groups based on your professional interests where you can instantly connect with hundreds of people who are currently members of that Group!

- **Build credibility:** Ask your connections to give you a Recommendation on LinkedIn (possibly a professor or mentor) as hiring managers will use these as references. Follow the Golden Rule and provide referrals for qualified connections and endorse contacts on LinkedIn – help others expecting nothing in return.
- **Make a Personal Connection:** After connecting via LinkedIn or email with key contacts, try to move the discussion to an online video or telephone platform to personalize the connection and begin to strengthen the relationship. Then, continue to check-in with the person, possibly providing articles or contacts that might be of interest to them. Keep your focus on the other person and why you value them, be curious, interested, enthusiastic and complimentary – these actions will make you more memorable.

#### 6. Use Meetup.com to find virtual and in-person events near you

- Join a group to make connections, share common interests, grow your network, enhance your life, build new relationships, and be inspired to learn new things!

#### 7. Check out Eventbrite.com - a Directory of In-Person and Virtual Events:

- Search your area of interest and find meetings, job fairs, mixers, and webinars to form relationships and engage with people like you!

#### 8. Take online courses:

- Online courses not only add to your wealth of knowledge but provide a powerful networking opportunity as well. Classmates are in different stages of their career and can provide professional insights from their careers. Message them to build a relationship, develop your network and add to your job search.

#### 9. Job Search through Social Media: Facebook, LinkedIn, or Twitter.

- **Have an online presence** and be sure your profiles are up to date and complete, so when an employer is looking, you are there!
- **Stay active online** – talk to your connections, join Groups and post on their conversations – be engaged and proactive.
- **Hiring managers use social media to vet** potential employees and their backgrounds to understand a person's preferences and see how they might fit into their organization. Be aware of the impact negative comments and photos can make and do not post them!



## 10. Investigate your desired field through Virtual Job Shadowing

- **Job Shadowing is the practice** of observing a person as they perform their day-to-day duties to learn what the job is really like.
- **Virtual job shadowing** might be as simple as being present on a conference call, Zoom Call, or a “cc” on an email or other communication the professional has with associates and/or customers.
- **Benefits of job shadowing** include gaining a hands-on knowledge of the job, understanding how to facilitate a meeting, developing business relationships, resolving an issue or learning new software or applications that may be applicable to the position. You may also meet other professionals to add to your network, find out what that specific organization is really like, its goals and culture, and ultimately increase the likelihood of becoming employed there.

Networking can help with more than job leads. The right employee referral can increase your chance of landing a job tenfold. Start networking today and build a competitive edge of contacts and resources that will help you throughout every stage of your career!

# The Art of the Conversation:



## DO Discuss:

- Topics you know about and that you find interesting.
- Relate these interests to those you're speaking with:
- "Tell Me About..."
- "Did you find that interesting?"
- "How did you get involved in..."
- "I" statement, then question.



## Don't Discuss:

- Politics
- Sex
- Religion
- Controversial News

## Additional Resources:

1. How to Win Friends and Influence People - Dale Carnegie
2. Never Eat Alone - Keith Ferrazzi · Tahl Raz
3. Presence – Amy Cuddy
4. Give and Take - Adam Grant
5. Super Connector - Gerber & Paugh
6. Highly Effective Networking – Orville Pierson
7. The 20 Minute Networking Meeting – Marcia Ballinger and Nathan Perez
8. Leadership Handbook for Real Estate Professionals – IREM
9. Professional Real Estate Development – ULI
10. Multifamily Housing – The Essential Industry Text – NAA, NMHC, & IREM

# The Job Search.

Networking is one of the best ways to explore careers, however, here are other recommendations. The list below offers some tools to help you maximize your search:

1. **Explore careers and utilize resources** on the individual organizations located on the “About” page at [www.careersbuildingcommunities.org](http://www.careersbuildingcommunities.org).
2. **Utilize Internet job search sites** – [www.selectleaders.com](http://www.selectleaders.com), [www.careerbuilder.com](http://www.careerbuilder.com), [www.hotjobs.com](http://www.hotjobs.com), [www.jobweb.com](http://www.jobweb.com) - and keep searching - you never know what you’ll find.
3. **Search Company websites** – if you’re interested in working for a specific company, search their website for job postings and human resource contacts. Cross reference alumni on LinkedIn. Professionals enjoy helping others from their alma mater.
4. **Read trade journals and industry blogs** - Every area of real estate has a trade journal, and organizations affiliated with CBC have research and other publications as well as resources written by thought leaders. Get a copy and read it judiciously. It should give you some ideas on what companies to approach. Some even have job listings in them. The following is a short list of some recommended publications:

- Shopping Centers Today. [www.icsc.org](http://www.icsc.org).
- CPN – Commercial Property News. [www.submag.com/sub/cx](http://www.submag.com/sub/cx)
- The Dealmakers (Reporting the Nation’s Weekly News on Retailing and Retail Real Estate)
- Retail Traffic (Where real estate, retail and development meet). [www.retailtrafficmag.com](http://www.retailtrafficmag.com).
- Retail Construction Magazine. [www.retailconstructionmag.com](http://www.retailconstructionmag.com).
- Professional Retail Store Maintenance. (1-year subscription, \$59)
- National Real Estate Investor. [www.nreionline.com](http://www.nreionline.com).
- QSR Magazine (Quick Service Restaurant). [www.qsrmagazine.com](http://www.qsrmagazine.com). (12 issues, \$30)
- American Demographics. [www.demographics.com](http://www.demographics.com). (10 issues, \$50.00)
- Southeast Real Estate Business [www.southeastrealestatebusiness.com](http://www.southeastrealestatebusiness.com) (12 issues, \$69)
- Institutional Real Estate Newslines [www.irei.com](http://www.irei.com)
- Building Operating Management [www.reachfms.com/bom.aspx](http://www.reachfms.com/bom.aspx)
- Units Magazine [www.naahq.org/news-publications/units](http://www.naahq.org/news-publications/units)
- JPM by IREM [www.irem.org/jpm](http://www.irem.org/jpm)
- Multifamily Executive [www.multifamilyexecutive.com](http://www.multifamilyexecutive.com)
- BOMA Magazine [www.boma.org](http://www.boma.org)
- Commercial Investment RE [www.nar.realtor/commercial-investment-real-estate](http://www.nar.realtor/commercial-investment-real-estate)
- Development – Ideas, Issues, Trends [www.naiop.org/en/Magazine.aspx](http://www.naiop.org/en/Magazine.aspx)
- Commercial Property Executive [www.cpexecutive.com](http://www.cpexecutive.com)
- Multihousing News [www.multihousingnews.com](http://www.multihousingnews.com)
- Urbanland <https://urbanland.uli.org/>
- SCT – Shopping Centers Today <https://sct.epubxp.com/t/10975-shopping-centers-today>
- REIT [www.reit.com/news/reit-magazine](http://www.reit.com/news/reit-magazine)
- Real Estate Forum [www.reforum-digital.com](http://www.reforum-digital.com)

Note: Many of your schools have access to these journals through their library or other sources. Check with your advisor regarding subscriptions/usage.

# The Interview.

**Prepare.** Research the company, the specific people you will be interviewing with and the top leaders of the company.

1. Visit the company's website where you can review corporate or annual reports and recent press releases – they will often provide the financial pulse of the company and recent success stories. Also look for bios of the people you will be meeting with – you never know; they could be a graduate of your Alma Mater!
2. Secure some independent perspectives on your prospective employer. Advisory board members from your school or university make great recommendations. Hoover's Online ([www.hoovers.com](http://www.hoovers.com)) for one, provides capsule descriptions, financial data and a list of competitors for thousands of large corporations.
3. Search news sources to see what is being written about the potential employer and the industry. Visit websites for national publications to review news on major corporations; use local publications to learn about small businesses and how major corporations interact with their local communities. [www.bizjournals.com](http://www.bizjournals.com) is a great site that provides individual market information by industry.
4. Anticipate your responses to the frequently asked interview questions:
  - **Tell me about yourself?** Be honest, be energetic, be thorough, and be brief.
  - **What are your strengths and weaknesses?** They want to hear how your strengths match the needs of their company. Turn your weaknesses into strengths by telling the interviewer how you are working to improve these weaknesses.
  - **Articulate your short and long term goals.** Employers are looking for ambition; be mindful that you are likely competing with other candidates with diverse experience.
  - **Why should we hire you?** State how you can help company growth, solve a problem or add to its strengths.
  - **Why do you want to work here?** Relate your interests to key components of the job; tell them you prefer the company's size, creative business practices, position in the market, etc. BE ENTHUSIASTIC!

**Dress professionally (and conservatively).** The way you dress conveys an impression of who you are. A company may have a “business casual” philosophy, but not during your interview – dress the part of a serious, intelligent business professional. Go easy on the trendy; avoid displaying anything that may take attention away from your skills and qualifications. Dress for the job you want, not the job you have.



**Show up on time or a few minutes early.** Do not show up more than 5 minutes early. Remember to engage the receptionist in conversation– they are often asked their impression on potential candidates. If you are not familiar with the exact location of your interview, conduct a dry run of your travel path and time. Investigate parking options.

**Have approximate 5-10 prepared questions.** Bring a leather portfolio containing a writing tablet (and extra copies of your resume or digital portfolio) with your questions and ample space to record the answers. You may not have enough time for all your questions, so plan to ask the most important first. Be clear and concise with your questions. Some sample questions:

- **What projects will I be involved within the first few months?**
- **How does your company stand apart from its competition?**
- **How do you see the future of this industry?**
- **How did you find your current position?**
- **What has been a rewarding accomplishment in the last year?**

**Listen well and take notes.** Record not only the answers to your prepared questions but take notes as the interviewer discusses the company and the position.

**Be friendly, confident and polite.** Show respect to everyone you meet, whether it's the boss, the receptionist or a prospective coworker.

**Don't try to close the deal at that moment** – remember you are interviewing them just like they are interviewing you. Avoid asking about salary, vacation or other benefits during the first interview. Doing so communicates that you are only interested in what you are going to get out of the job financially. Focus on the long-term growth potential of the position. The time to talk about money and other benefits is after the employer has offered you the job.

**Follow-up with a thank you letter.** Be sure to highlight key points that came up during your interview and how your skills would benefit the company. The follow-up letter (sent via email and handwritten note) should continue to sell your skills, not just offer a kind thank you.

Finally, no matter what job you take, **send a note to all the people you met during the recruitment process and tell them where you ended up.** They may become your clients or you may see them at future industry events.

### **Additional Resources:**

- Knock 'Em Dead 2004: Great Answers to over 200 Tough Interview Questions, by Martin Yate
- The Craft of Interviewing, by John Brady
- Your Career – How to Make it Happen, by Levitt & Harwood

# Top 10 Things That Will Improve Your Employability

- 1. Customize your resume and cover letter:** It might seem faster to blast off generic materials to dozens of employers, but this will cost you time in the long run. Tailor your resume and cover letter to each open position to clearly demonstrate how your experience fills the employers' requirements. Realize that many employers use an applicant tracking system so using key words that are in the job description can increase your chances of having your resume reviewed.
- 2. Don't go solo:** Your friends, family and former co-workers each have a network of their own and a friend- of-a-friend might hold the perfect lead. Don't be shy: Reach out to your network and let your contacts know you're on the job market.
- 3. Find a company where you fit in.** Browse potential employers' websites and ask your friends about what it's like to work at their companies. Employers are looking for candidates who would be a good fit and thrive within the company culture.
- 4. Don't get discouraged.** Experts estimate the average job search to last anywhere between three and 10 months—and that means a lot of rejection. Persevere. Your dream job is out there.
- 5. Always be prepared.** You can never be too prepared for your first meeting with a potential employer. Before you interview, always browse the company's website. Find out as much as you can about the company's products, leadership, mission and culture, and prepare answers to common interview questions.
- 6. Be on time.** Whether it's an informal interview, an open house or a formal interview, always arrive about 10 minutes early. Allow plenty of time for traffic, inclement weather, or road construction.
- 7. Dress and act the part.** In a business setting, always dress in professional clothing in the best quality you can afford. Take the industry and employer into consideration, but a business suit is always most appropriate for interviews.
- 8. Listen more than you talk.** Even if you're nervous at an interview, try not to ramble. By actively listening, you can learn valuable information about the company and avoid saying something you'll wish you hadn't.
- 9. Ask good questions.** At the end of the interview, the employer will inevitably ask you if you have any questions. Have a list of questions prepared that showcase your company research and interest in the position.
- 10. Follow-up.** Candidates that follow-up with an email and handwritten note increase their chances of securing the job.

# Notes:

My top five strengths:

- 1. \_\_\_\_\_
- 2. \_\_\_\_\_
- 3. \_\_\_\_\_
- 4. \_\_\_\_\_
- 5. \_\_\_\_\_

Job positions that interest me:

Organizations:

- |          |       |
|----------|-------|
| 1. _____ | _____ |
| 2. _____ | _____ |
| 3. _____ | _____ |
| 4. _____ | _____ |
| 5. _____ | _____ |

Qualifications required for the position:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Organizations that I would like to research:**

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**Questions I would like to ask:**

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**My mentors, professors or other contacts that can help:**

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**My career plan:**

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**Target Date:** \_\_\_\_\_

**Completed?** ☐ Yes

☐ No

**My next step:**

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**Target Date:** \_\_\_\_\_

**Completed?** ☐ Yes

☐ No

Thank You for your  
participation.

**Get in touch.**

[CareersBuildingCommunities.com](http://CareersBuildingCommunities.com)