

The Power of the Network

Repositioning Your Real Estate Career to Succeed in an Era of Change



**Presentation to CREW Baltimore
June 11, 2009**

Agenda

- **CREW Background**
- **Context for the 2009 Industry Research White Paper**
- **Interactive Session: Brain Storming About How to Turn Adversity into Opportunity**
- **Developing Your Personal Action Plan**
- **Sharing “War Stories”**

Eileen Circo

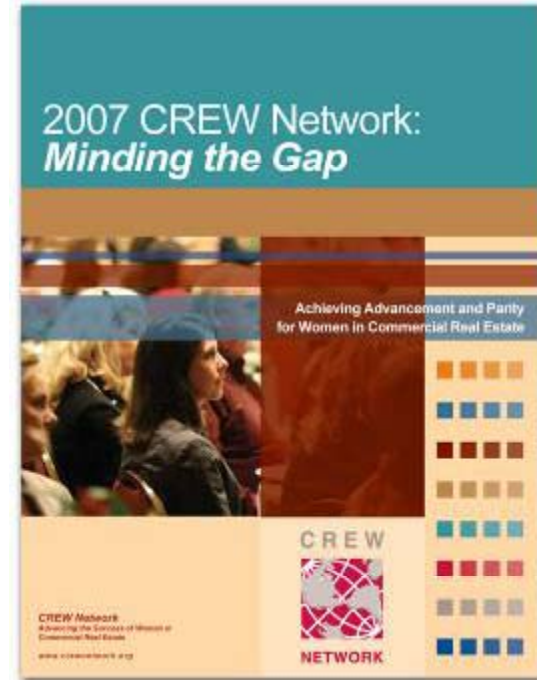
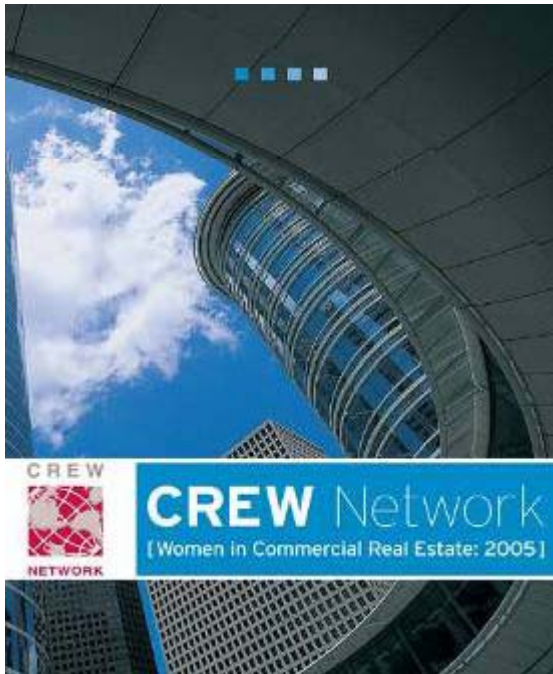
2008 CREW Network
Board of Directors



Lowes Enterprises
Senior Vice President
Development



Context Behind the CREW White Papers



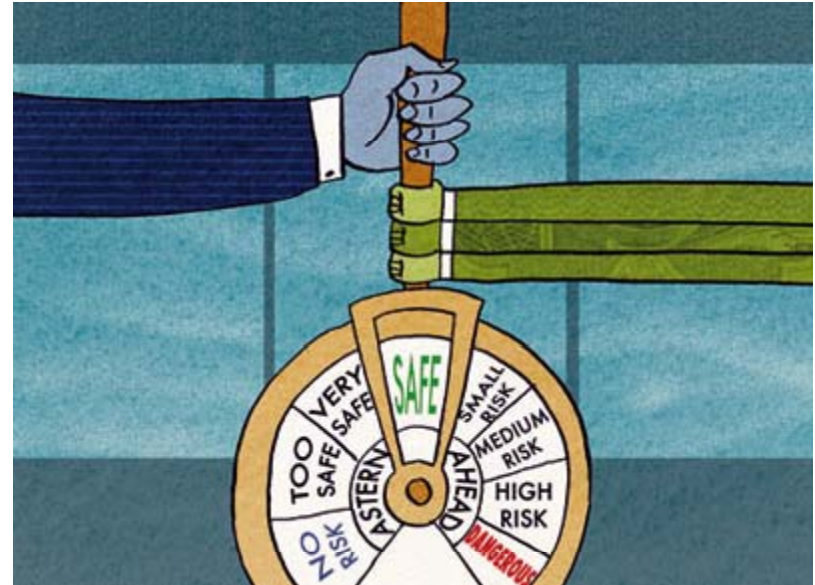
- Elevating the Stature of CREW Network Members
- Expanding CREW Network Resources
- Catalyst for Change in the Commercial Real Estate Industry
- Creating Meaningful Tools for Our Membership

2009 CREW White Paper

Repositioning Your Real Estate Career To Succeed in an Era of Change

Don't Reconsider – Reposition!

- Commercial Real Estate Continues to be a Viable Industry
- Hard, Tangible Assets of \$1.4 Trillion Aren't Going Away
- Current Market Conditions Have Materially Shifted Career Opportunities



Don't Reconsider – Reposition!

Economic Change:

Upheaval in the Capital Markets + Institutional Credit Freeze

Career Opportunities:

- Demand for Bankruptcy/Reorganization/Workouts Experience
- Demand for Securities-Related Experience
- Demand for Distressed Portfolio Management Experience
- Demand for Appraisers and Property Valuation/Underwriting Experience



Don't Reconsider – Reposition!

Economic Change:

Fall in Consumer Spending and the Corresponding Retail Industry Recession

Career Opportunities:

- Demand for Seasoned Retail Property Leasing Experts Who Have Local Market/Tenant Penetration
- Demand for Retail Legal Expertise for Both LL and Tenants Seeking Terminations/Modifications of Leases
- Demand for Retail Creative Expertise Who Can Retrofit, Adapt Centers for Increased Foot Traffic, Tenant Retention and Customer Loyalty



Don't Reconsider – Reposition!

Economic Change:

**Increasing Government
Regulatory Controls, Fear of
Management Fraud Combined
with Profitability Pressures**



Career Opportunities:

- Demand for Accountants / Controllers – More Back to Basics Financial Control
- Demand for Regulatory Compliance Expertise – More Sarbanes / Oxley
- Demand for Fiduciary Minded Executives

Don't Reconsider – Reposition!

Economic Change:

Global Warming, Carbon Neutral Policies and the Green Movement



Career Opportunities:

- Demand for Sustainability Expertise in Design, Construction and Property Management
- Demand for Clean Energy, Conservation, Utility Industry and Waste Management Expertise – in Facilities, in Asset Management, in Building Retrofits and in Legal Matters

Don't Reconsider – Reposition!

Economic Change:

Residential Housing, Condo Collapse and Subprime Meltdown



Career Opportunities:

- Demand for Multi-family Leasing and Marketing Expertise
- Demand for Value-Add Asset and Development Managers
- Demand for Professionals who Understand Mezzanine Debt Positions in Failed Condo / Residential Projects
- Demand for Experts Who Can Untangle Lien, Warranty, Insurance and Other Legal Messes

Don't Reconsider – Reposition!

Economic Change:

Medical / Healthcare Restructuring and the Aging of Americans



Career Opportunities:

- **Brokerage Specialists Who Understand MOBs**
- **Demand for Designers Who Create Newly Configured Medical Mini-Malls / Centralized Health Centers**
- **Demand for Project Managers Who Can Oversee Complex Lab, Medical, Hospital or Other Health Related Specialty Build-Outs**
- **Demand for Architects and Contractors Who Understand Building for Accessibility Standards**

Don't Reconsider – Reposition!

Develop A Personal Action Plan

- Focus on Building Strong Fundamentals.
- Value Networking: Externally and Internally.
- Recognize Organizational Differences.
Created by Generational Diversity.
- Adapt. Take Risks.
- Work Hard. Play Fair. Be Positive.
- Be Strategically Visible.
- Promote Yourself.
- Be Proactive and Resourceful.
- Be Accessible. Be Loyal.
- Be Passionate.

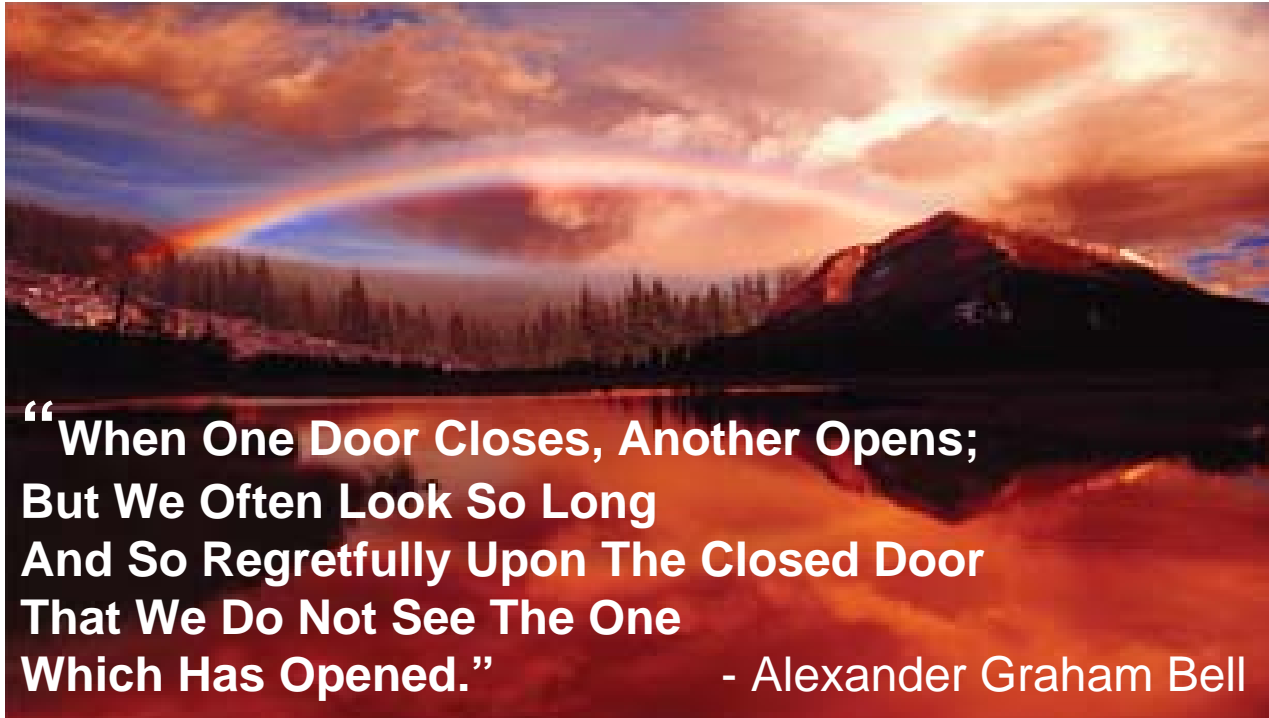


Don't Reconsider – Reposition!

Sharing Personal War Stories...



Don't Reconsider – Reposition!



**“When One Door Closes, Another Opens;
But We Often Look So Long
And So Regretfully Upon The Closed Door
That We Do Not See The One
Which Has Opened.”** - Alexander Graham Bell

**Reposition Your Expertise, Skills and Strengths to Qualify
for New Industry Opportunities**

Be Proactive. Not Reactive!

The Power of the CREW Network

- **Dedicated to Advancing the Success of Women in Commercial Real Estate**
- **Proactively Working to Achieve Parity in Compensation as Well as Advancements to Senior Leadership Positions**
- **Focused on Continued Improvement of Resources and Professional Development**



CREW Can Be Your Safety Net!

Opportunities for Career Success

CREW



NETWORK

