



Baruch College
Career Development Center
VC 2-150 (646) 312-4670

A Career Guide for Real Estate and Metropolitan Development

As you read this, there are more than **five million people** in the United States employed in identifiable real estate fields such as title insurance, construction, mortgage banking, property management, real estate appraisals, brokerage and leasing, and real estate development. In addition, many were engaged in corporate real estate and in real estate lending in commercial banks, savings and loans, and insurance companies where their jobs are not included in the real estate sector. Over a third of the world's wealth is tied up in real estate. In many ways, a real estate developer is a creator of the urban landscape, tackling the challenge of converting undeveloped or underutilized resources into homes, employment centers, civic uses, and places of recreation and commerce. With the excitement of solving the unique set of problems presented by each development

project comes the risk, reward, and responsibility to make the environment in which we live and work more habitable and prosperous. In order to remain competitive, particularly in New York City, Real Estate developers must be informed about capital markets/urban economics and land use regulatory issues. To deal with the complexity of the field and its far-reaching effects, today's industry professionals require specialized training to prepare them to operate in increasingly technical and interrelated areas.

The B.S. in Real Estate and Metropolitan Development at Baruch College is offered through the School of Public Affairs. For further information, contact the Office of Academic Advisement at the School of Public Affairs, located at 137 East 22nd Street, (between Lexington and Third Avenue) in room 312 or call (212) 802-5924.

SKILLS & ABILITIES

The field of real estate involves the sale, management and analysis of land and properties. Real estate jobs tend to be more entrepreneurial, requiring a strong ability to generate

new ideas/plans and sell these to people. Therefore, excellent interpersonal and communication skills are essential.

People skills: Very High
Sales skills: Very High
Communication skills: Very High

Initiative: Very High
Analytical skills: High
Creative ability: Medium

OCCUPATIONAL OPPORTUNITIES

One of the exciting things about real estate is that it can be approached from so many different ways. You can be a white-collar worker projecting and analyzing cash flows from new developments with spreadsheets; an agent in the field with heavy contact with customers on a day to day basis; or an entrepreneurial property owner/manager looking

for undervalued real estate buys and strategies for creating value. Most real estate professionals do not need a broker's license, which is only required if you are representing third parties in transactions. This is particularly true for entry-level jobs outside of the residential brokerage industry.

Key Job Areas (and related Web sites)

Real Estate Analyst

A typical entry-level position with firms that do lending, commercial brokerage, appraisal, development and institutional investment. Analysts perform assessments to determine real estate value during changing market and economic conditions. Ultimately, analysts move up to develop deals, make loans, or write appraisals.

Commercial Real Estate Sales

Commercial property brokerage offices use sales associates who market office buildings, hotels and many other types of commercial real estate for brokers. Commercial real estate sales people usually specialize in a particular property type such as apartments, retail, office, and hospitality, shopping centers and industrial plants. Several trade organizations represent the various commercial real estate subspecialties including the American Industrial Real Estate Association at www.csz.com/air.html, the Hotel and Motel Brokers of America at www.primenet.com/~amhb/, the National Association of Industrial and Office Properties at

www.naiop.org/, the Real Estate Exchange-a forum for women in commercial real estate-at www.ctre.com/rex/, the International Council of Shopping Centers at www.icsc.org/, and the Society of Industrial and Office Realtors at www.sior.com/.

Corporate Real Estate

Corporate real estate professionals are employed by firms to provide in-house, site-selection and development expertise. This requires knowledge of the firm's product, the demographics it serves, and the linkages the firm requires to its customers and suppliers. Site selection experts must understand urban growth patterns, transportation linkages, and market analysis. They must also be able to interpret the impact of zoning requirements, building codes, site frontage and visibility, topography, easements, drainage, utility services, and soils on a firm's site-choice decision. In addition, they need to be able to assess market values in order to negotiate reasonable purchase prices on behalf of their employer. These types of jobs are often found with growing businesses that are continually confronted with site-selection decisions. Typically, firms like fast food restaurants, convenience store franchisers, supermarkets, and retailers are prospective employers for corporate real estate specialists. The trade association is the National (now International) Association of Corporate Real Estate Executives (NACORE) at www.nacore.org/.

Real Estate Appraisers

Real estate appraisers provide unbiased estimates of a property's value and quality. Appraisers usually work for banks or for appraiser firms and will normally value properties by finding comparable sales in an area. This profession is less cyclical than real estate brokerage because appraisers are required when homes are refinanced, a time historically when the real estate market has been slow. Go to <http://www.appraisalfoundation.org> for more information.

Property Managers

Leading real estate owners require professional property managers. Managers are responsible for negotiating leases, ensuring that tenants are satisfied, that rent is paid and that rents reflect market conditions. The career of property manager requires good interpersonal and analytical skills and a fair amount of negotiating prowess. The Institute of Real Estate Management (IREM) is the trade association representing property managers. Their training programs include the Certified Property Manager (CPM) and Accredited Residential Manager (ARM) designations. The IREM web site is at www.irem.org/. You can also view the Building Owners and Managers Association at [ww.bomany.org](http://www.bomany.org) and NY Association of Realty Managers at www.nyarm.com.

Real Estate Entrepreneur/Developer

Developers buy, upgrade and sell properties. An entrepreneur is a generalist with an eye for opportunity, the ability to analyze current and future market conditions, and the people skills to make and close deals.

Leasing Agent

Leasing agents are real estate sales associates or brokers who specialize in helping landlords find tenants or in helping tenants find a property that fits their needs. Some firms operate much like a traditional brokerage office -representing property owners who are searching for tenants.

Asset Management

Asset managers work for pension funds, life insurance companies, syndications, or real estate investment trusts (REITS) as liaisons between investors and their real estate investments. They are involved in strategic decision-making regarding the design of the investor's real estate portfolio, individual property purchases and property dispositions. They contract with property management firms, appraisers, and real estate advisory firms on behalf of their investors; and they make periodic reports to investors regarding the performance of their property portfolios. Check out The National Association of Real Estate Investment Trusts at www.realpage.com/nareit/.

Lending

Real estate lending takes on many forms in today's complex and competitive world. The job requires a solid knowledge of lending regulations, loan documentation, loan underwriting, construction, development, accounting for draws against the loan during construction, and permanent loan commitments. In addition, construction loan officers need to assess project feasibility and the probability of the builder/developer being able to complete a project on time and within the budget. Mortgage banking is another important aspect of real estate lending. Mortgage bankers are the largest originators of residential loans. The Mortgage Bankers Association of America www.mbaa.org/ represents the mortgage banking industry.

Residential Real Estate Agent/Broker

Real estate agents and brokers are usually independent sales professionals who contract their services to real estate brokers in exchanges for a commission-sharing agreement (normally six percent). There are over 400,000 real estate brokers and agents in the United States. To become a broker you must be at least 18 years old, a high school graduate and have passed a written test on property laws and real estate transactions. Most states also require 30-90 hours of classroom training. You can visit the National Association of Realtor's web page at www.realtor.com/ or NYS Association of Realtors at www.nysar.com to find out more.

Government

Numerous real estate career opportunities exist in state and federal government. At the National level look into the Department of Housing and Urban Development (HUD) at www.hud.gov/, the Bureau of Reclamation of the Department of the Interior at www.usbr.gov/, or the General Service Administration property information site at www.gsa.gov/property.htm.

The most comprehensive site about careers, including salary and job prospects, is the US Government's Occupational Outlook Handbook - <http://stats.bls.gov/oco/>

MN 8/02 Information was obtained from the following sources:

Fogg, N. (1999). The College Majors Handbook. IN:JIST.

Websites: <http://stats.bls.gov/oco>, <http://www.uncwil.edu/stuaff/career/Majors/index.htm>, <http://career.utk.edu/students/majors/majorsindex.asp>.

<http://cpp.umich.edu/cpp/library/CareerGuides/careerguides.html>, <http://www.ncsu.edu/career/students/major.htm>.

<http://www.ashland.edu/cardev/CareerDevelop/majorin.html>.