

Why Be A CRE®?

The Counselors of Real Estate is a global organization of commercial property advisors who provide reliable, innovative advice on all matters involving real property. Representing 60 real estate disciplines and all asset classes, membership includes principals in real estate, finance, law, academia, government, and accounting/business advisory as well as corporate real estate executives, economists, data analysts, and institutional investors. The organization is known for its prestigious CRE® Credential, prolific thought leadership, wide professional reach, and transformative public service initiatives. Membership is by invitation though qualified practitioners are encouraged to apply.

The Benefits of CRE® Membership

- ▶ The **CRE® Credential** is a badge of honor for those acquiring it, and an opportunity to know, interact, and be associated with many of the best minds in real estate in an intimate atmosphere of community, collaboration, and trust.
- ▶ The worldwide **CRE® Network** is recognized for its strength, accessibility, reach, reliability, trustworthiness, and diversity of expertise.
- ▶ The **Request for CRE® Expertise** is a weekly broadcast email that enables Counselors to seek immediate and confidential advice, information, and specialized expertise from fellow members.
- ▶ **CRE® Specialty Interest Groups** are 12 interactive virtual forums providing Counselors invaluable opportunities to regularly collaborate, exchange information, offer perspective, and pose questions to CREs of similar specialty in an atmosphere of trust and cooperation.
- ▶ **CRE® Consulting Corps** is a public service initiative enabling Counselors to “Give Back” while applying their real estate knowledge and expertise in communities around the world, including Paradise, CA, after the devastating 2018 Camp Fire, Virginia Beach, VA, to assist the U.S. Navy with redevelopment of a portion of Naval Air Station Oceana, and Peoria, IL, to offer recommendations for reinvestment in the city’s 61605 neighborhoods.
- ▶ **What’s Next Webinars** offer topical content and expert interpretation from provocative speakers who not only represent diverse and novel thinking but question prevailing thinking.
- ▶ **CRE® Economic Advisory Council** marshals the extraordinary talent and international standing of 16 credentialed CRE® economists into a single powerhouse group from leading firms such as Moody’s, MSCI, AEW Europe, Nuveen, and MetLife.

- ▶▶ **Top Ten Issues Affecting Real Estate®** is a signature annual initiative of The Counselors of Real Estate. Always topical and often controversial, the annual Top Ten Issues has become an eagerly anticipated moment in real estate.
- ▶▶ **Real Estate Issues®** is The Counselors' peer-reviewed professional journal. Now exclusively in digital format, it boasts a strong international following among its subscriber base of 2,500 distinguished professionals. The Jared Shlaes Prize, and its annual \$10,000 award, recognizes an article published in **Real Estate Issues®** that makes a real estate subject clear to the broadest possible audience.
- ▶▶ The **CRE® Annual Conference**, presented each Fall, features recognized speakers and provocative presentations. The 2025 conference, September 27-September 30 in Detroit, MI, also offers ambitious property development tours showcasing visionary projects and the thinking behind them, as well as rewarding opportunities for quality networking and fun engagement.
- ▶▶ The well capitalized **CRE® Foundation** supports worthy real estate related projects proposed by one or more Counselors of Real Estate. The Foundation funds academic research, community projects, and wide-ranging initiatives designed to *make a difference* throughout the world.
- ▶▶ Twenty-seven **CRE® Chapters** in **America, Canada, Asia**, and **Europe** provide meaningful opportunities for Counselors to convene and collaborate in markets where they live and work. Formation of a **Latin America** CRE® Chapter is anticipated.

To Learn More About Membership in The Counselors of Real Estate:

 **Contact Lyndsey Adams, Director of Member Services, at Ladams@cre.org**

 **Visit [CRE.org](https://cre.org)**

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