



## **Targeted Messaging**

### **Applicants:**

The Counselors of Real Estate is a global organization of commercial property advisors that provides innovative and solution-centric guidance on real property matters. As a credentialed CRE®, you will gain access to 1,000 thought leaders—and potential business partners—in nearly every market, every real estate discipline, and every asset class. Camaraderie and shared experiences, immediate access to market-making information, and opportunities to give back are highlighted as benefits of the Counselor community. While membership is by invitation, you are encouraged to learn more and consider self-application at [cre.org](http://cre.org).

### **Employers:**

The Counselors of Real Estate is a global commercial property advisory organization that provides innovative and solution-centric guidance on real property matters. A credentialed Counselor's core competencies include documented experience, expertise, and influence. Each member has earned the CRE® designation—recognized as a badge of distinction and a commitment to excellence—and has access to a network of 1,000 vetted and diverse thought leaders across every real estate discipline and nearly every market. Counselors enhance and differentiate a company's real estate interests by enabling better business decisions.

### **CREs (To Encourage Sponsoring or Referring Prospective Members):**

As a Counselor of Real Estate, you understand it's not just who you know, it's also about who others know. It's not only what you know but also what others know. That's the benefit of being a CRE®. The access. The diverse expertise. The shared experiences. The collaboration. The thought leadership. The trust. The relationships. The opportunities to give back. Do you know an industry colleague who would benefit from the unique Counselor experience, and from whom your fellow Counselors would benefit? Strengthening the reliable and resourceful CRE® network of professionals, its prolific thought leadership, and broad professional reach is crucial in this transitional industry climate. Give back—let us know who you know!