



MATT MURPHY

CLIENT: CRE Analyst  
PROJECT: Brochure  
OBJECTIVE: Develop updated brochure copy for a commercial real estate firm's executive-development course  
SUMMARY: What began as a brochure refresh for an independent firm later turned into a full website update to create consistency across the course's marketing platforms



**CRE**  
ANALYST

FAST TRACK PROGRAM

Accelerate your  
commercial real estate career  
with the industry's #1 provider  
of real-world training.



“ Far more beneficial than any other  
commercial real estate class out there. ”

*Ryan Burgess, Development Associate,  
PMB Capital Investments*



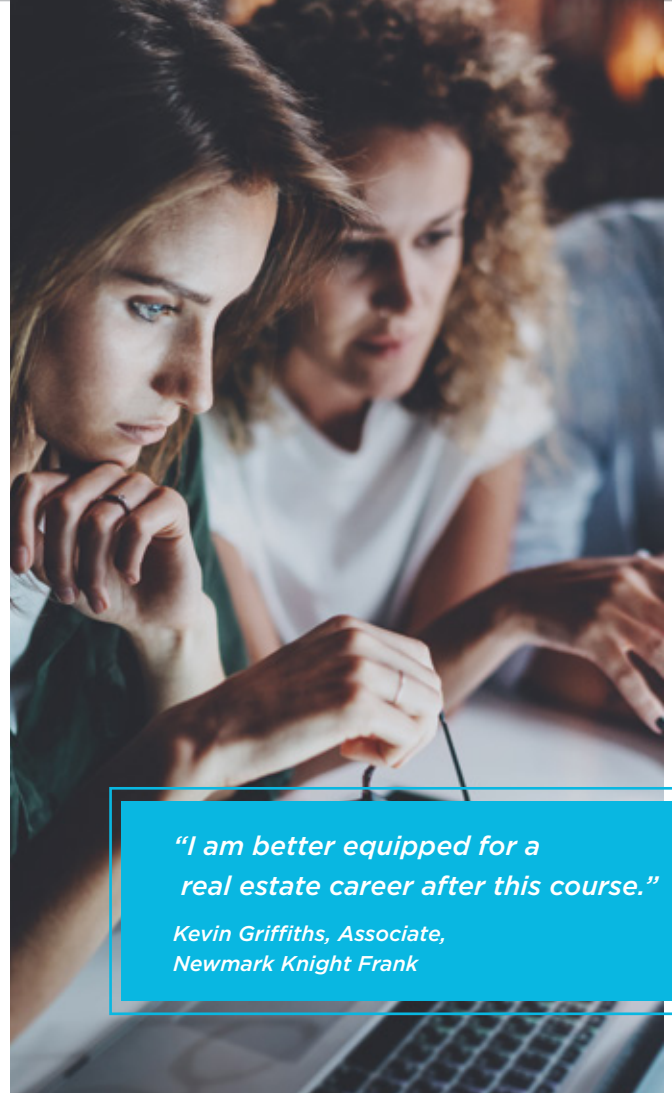
## FAST TRACK ACCOMPLISHES WHAT TRADITIONAL TRAINING CANNOT

The road to success for most commercial real estate (CRE) professionals is long and winding. This is primarily due to two realities:

1. **Formal education falls short.** Graduate schools offer some training, but this can only take students so far. Case studies simply don't provide the types of skills you need to put to use immediately in our business.
2. **The industry is fragmented.** CRE as a field tends to operate in siloes. Since few firms provide training outside their core business lines, it's hard to expand your knowledge beyond a few focus areas.

With a limited understanding of the bigger picture, it can take up to a decade to develop well-rounded skills. For today's ambitious, hardworking professionals, that's just not good enough.

We believe there's a better way to obtain the aptitude you need to achieve your goals faster. CRE Analyst Fast Track delivers best-in-class training around the critical modules that drive the CRE industry. It removes traditional hurdles and accelerates your career timeline.



*"I am better equipped for a real estate career after this course."*

*Kevin Griffiths, Associate,  
Newmark Knight Frank*



*"I love how practical and applicable the material is."*

*Margeaux Mendenhall,  
Real Estate Manager, CBRE*

## MASTER THE PRACTICAL SKILLS IT TAKES TO EXCEL IN COMMERCIAL REAL ESTATE

We arm you with everything you need to be a successful CRE professional. Instructors James Ray and Richard Byrd are full-time industry practitioners who have completed over \$2 billion in developments and acquisitions. Both are professionally trained and seasoned teachers. James has taught real estate to graduates and undergraduates for more than 10 years.

In other words, they know what it takes to thrive. We've funneled their expertise into a fast-paced, highly-focused experience that gives you:

- Valuable insider insights applicable to every level from entry to executive
- Document templates, proprietary textbooks, abstract forms, flash cards, and skill-building exercises
- Greater ability to take control of your own career path to advance more quickly



## ELEVATE YOUR TALENT REGARDLESS OF CAREER STAGE

Fast Track will benefit anyone who wants to excel in CRE. The only requirement is that you're driven and willing to fully commit in and out of the classroom during the nine-week course.

This program is designed for:

- Recent graduates seeking their first roles in CRE
- Up-and-coming professionals
- Principal-level participants who want to sponsor or directly invest in CRE projects
- Individuals transitioning into the industry from a different profession

*"This is exactly the class I wish would have been available when I first started."*

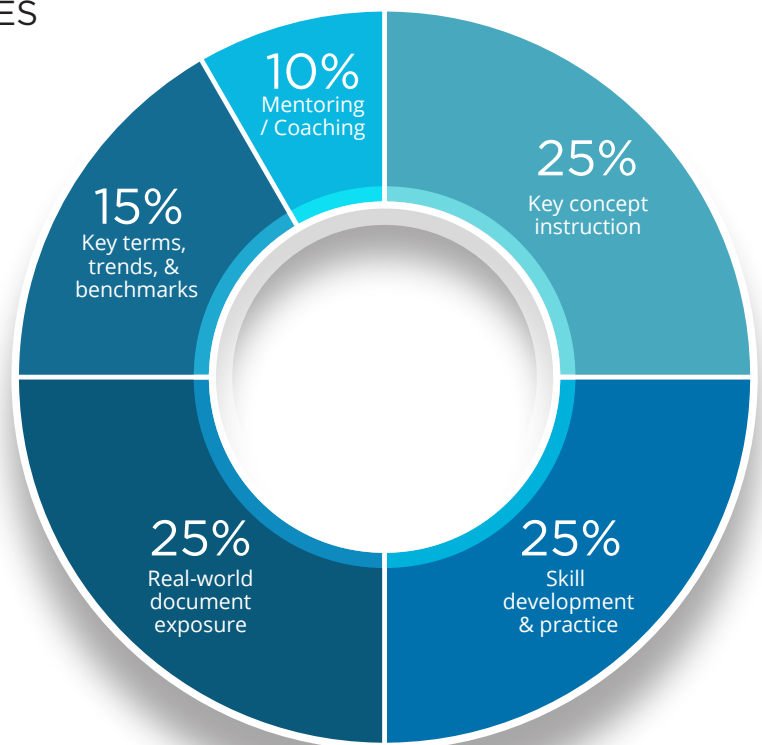
*Ryan Patterson, Vice President,  
Mumford Companies*

## A WELL-ROUNDED PROGRAM CREATES WELL-ROUNDED PROFESSIONALS

We believe that learning requires doing. Critical to your development is hands-on application. You should expect to spend at least 12 hours per week outside of class working on a combination of the following:

- Self-guided study that supplements in-class content
- Skill-building exercises and applications
- Practice working with leases, PSAs, term sheets, BOVs, OMs, and other key documents
- Prep material for the following week's class

We also provide networking and professional development opportunities, job-preparation instruction, and other career resources. You'll have a support system in the industry long after you leave the classroom.



*"I didn't realize how much information I retained until I was in job interviews and was able to have easy conversations about everything we covered."*

*Houston Wurtele, AIA, Development Manager,  
Capstone Development Partners*

## COMPREHENSIVE COVERAGE OF CRITICAL COMMERCIAL REAL ESTATE FUNDAMENTALS

Fast Track is an intensive course consisting of eight classroom sessions. They go beyond passive lecture-style teaching to hone your skills in real-time so you can add immediate value on the job. Key topics include:

- Primary transactions: leases, purchase and sale agreements, loans, joint ventures
- Fundamental property valuation techniques
- Industry norms, conceptual frameworks, and asset benchmarks



*“The content is pure gold...It’s all relevant.”*

*Thomas Hill, Development Associate,  
Provident Realty Advisors*



## FAST TRACK RESULTS BEGIN RIGHT AWAY

We're proud to have helped people at all levels increase their self-assurance and mastery of the CRE industry. There is something for everyone to learn.

40%

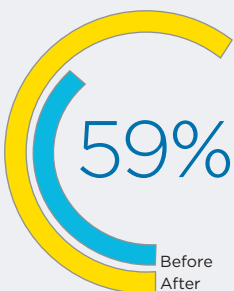
GAIN IN INDUSTRY  
KNOWLEDGE FROM  
PRE- TO POST-  
ASSESSMENT

Before

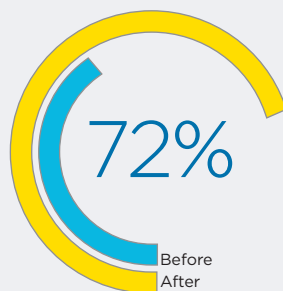
43%

After

84%



INCREASE IN  
CONFIDENCE  
ABOUT HAVING  
A FULFILLING  
CRE CAREER



INCREASE IN  
CONFIDENCE  
ABOUT THE  
CRE INTERVIEW  
PROCESS

100%

- WILL RECOMMEND FAST TRACK TO A FRIEND
- WILL USE FAST TRACK CONTENT IN THEIR ROLE



## SEPARATE YOURSELF, STARTING IN THE INTERVIEW PROCESS

Previous students of our curriculum have been employed by a variety of private equity funds, developers, institutional investors, capital intermediaries, and leasing brokerages across the nation. As a result, Fast Track has quickly become the premier development program for serious CRE professionals.



*“Everything had a specific purpose. Far and beyond the most useful course I’ve taken.”*

*Charles Knowlton,  
Development Associate,  
Scannell Properties*



## LIMITED ENROLLMENT MEANS GREATER INDIVIDUAL ATTENTION

Acceptance into Fast Track is competitive. Prior to enrollment, individuals must complete a pre-course assessment and interview. No more than 30 students will be admitted per class in order to maintain a low teacher-to-student ratio that promotes a more active, engaging environment.

To apply, email your resume to [admin@creanalyst.com](mailto:admin@creanalyst.com).

Program Session	Pre-Work Begins	Class Dates	Times	Tuition	Early Registration*	Net Tuition**
Dallas Summer	April 13th	May 13th	Wednesdays, 6–9pm	\$5,999	–\$1,000	\$4,999
Dallas Fall	August 9th	September 9th	Wednesdays, 6–9pm	\$5,999	–\$1,000	\$4,999
Austin Fall	August 9th	TBD	TBD	\$5,999	–\$1,000	\$4,999

\* Must have completed enrollment by 30 days before the first class to qualify

\*\* Scholarships and financial aid are available for qualified candidates



James Ray is a senior commercial real estate executive. He has extensive experience with property and portfolio acquisitions, developments and redevelopments, joint venture sourcing and structuring, asset management, mortgage portfolio management, and corporate M&A activity. James also has 10+ years of experience teaching real estate finance and investment courses (graduate and undergraduate) as a faculty member at New York University, the University of North Texas, and Southern Methodist University. He currently oversees acquisitions and development activity in Texas for a \$90 billion institutional real estate investment manager.



Richard has nearly 10 years of real estate experience working across a variety of asset classes including residential communities, self storage, multifamily, and retail. He has led investments in property and portfolio acquisitions as well as ground-up developments. These investments span more than 30 projects and \$350 million in total capital. He currently works as a partner at Dallas-based Provident Realty Advisors Inc. Before transitioning his career into commercial real estate, Richard taught for two years in Dallas ISD as a member of Teach For America. He received an MBA from Southern Methodist University and a BBA at the University of Alabama.