

CLIENT: CRE Analyst

PROJECT: Sales landing page (p. 2-3) + brochure (p. 4-5)

OBJECTIVE: Develop new copy for a commercial real estate firm's

entry-level course for recent graduates

SUMMARY: After collaborating on the client's main website and

marketing brochure, CRE re-engaged me to create the course description and associated brochure and web

copy for its latest offering



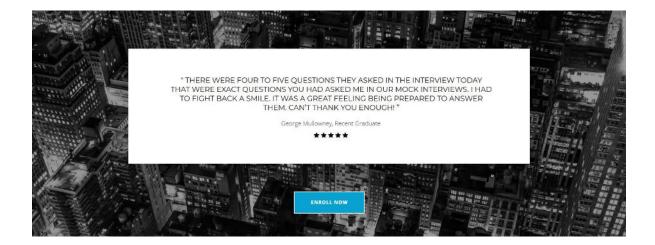
#### PREPARE TO LAND THE BEST JOB OFFER

The Career Bridge Program's singular focus is helping students land the most desirable positions in today's competitive job market. Career Bridge helps students stand out in the candidate field by improving their intensiew skills, sharpening their networking strategy, and identifying the roles that best suit their individual strengths.

With decades of combined experience across the CRE landscape, we know what to look for in new entrants. Career Bridge pools these insights into a comprehensive program that gives you everything you need to know when starting out.



DOWNLOAD OVERVIEW FOR MORE INFORMATION



## OUR GOAL IS TO SET YOU UP FOR SUCCESS

Formal education and career centers prepare students to be successful across a range of Industries. However, landing the role that will jumpstart a successful CRE career requires a more targeted and tactical approach. Key topics include:

- A strong understanding of available CRE positions and roles to help your search.
- A proven roadmap for developing a valuable lifelong industry network
- Detailed feedback on your interviewing strengths and weaknesses
   Resume review and recommendations for optimizing it for CRE employers
- Resume review and recommendations for optimizing it for the employe
   Reliable, clear-cut answers to common technical interview questions

Career Bridge is an intensive 4-week virtual course delivered in four 90-minute sessions. Coursework runs from July 7th to August 7th.

#### After taking this class:

| Are you more prepared for interviews? | 9.1 |
|---------------------------------------|-----|
| Are you more knowledgeable?           | 9.6 |
| Will you use the content we covered?  | 9.6 |
| Are you glad you took this class?     | 9.7 |

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#### **EXPERT INSTRUCTION**

All courses are taught by practitioners with significant teaching experience who know what it takes to thrive in commercial real estate.



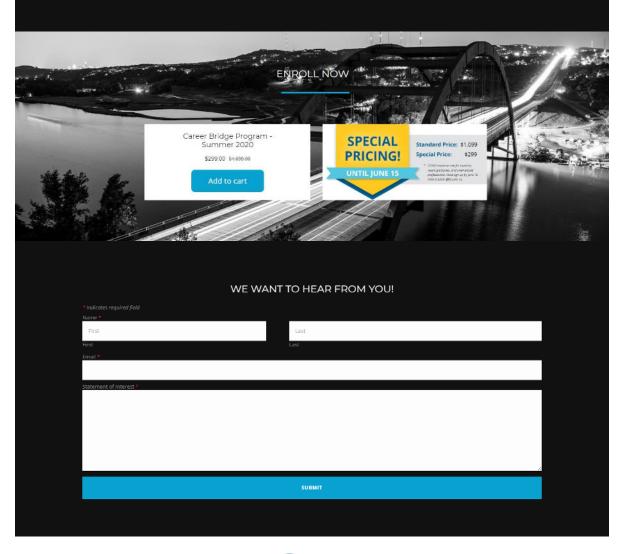
lames Ray

James Ray is a senior commercial real estate executive with 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 experience teaching real estate finance and investment courses (graduate and undergraduate) as a faculty member at New York University, the University of North Texas, as a faculty member at New York University to experience acquisitions and development activity in Texas for a \$90 billion institutional real estate investment



Richard Byrd

Richard Byrd 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 soyund-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 Really 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.







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Build the network. Nail the interview. Launch your career.

## **Program Overview**

Preparation is key for aspiring commercial real estate (CRE) professionals transitioning from the classroom to the real world. Formal education and career centers prepare students to be successful across a range of industries. However, landing the role that will jumpstart a successful CRE career requires a more targeted and tactical approach.

CRE Analyst's Career Bridge Program is designed with this in mind. Its singular focus is to help students land the most desirable positions in today's competitive job market. Career Bridge helps students stand out in the candidate field by improving their interview skills, sharpening their networking strategy, and identifying roles that best suit their individual strengths. CRE Analyst is respected for its hands-on training programs that accelerate normal industry timelines for growth and promotion. Career Bridge is the latest extension of that successful model.

With decades of combined experience across the CRE landscape, we know what to look for in new entrants. Career Bridge pools these insights into a comprehensive program that gives you everything you need to know when starting out, including:

- A strong understanding of available CRE positions and roles to help your search
- A proven roadmap for developing a valuable lifelong industry network
- Detailed feedback on your interviewing strengths and weaknesses
- Resume review and recommendations for optimizing it for CRE employers
- Reliable, clear-cut answers to common technical interview questions

## **ENROLL NOW!**

Special Pricing Until June 15



There were 4-5 questions they asked in the interview today that were exact questions you had asked me in our mock interviews. I had to fight back a smile. It was a great feeling being prepared to answer them. Can't thank you enough!

- George Mullowney, Recent Graduate

# What They're Saying

We're proud to have helped many up-and-coming CRE professionals get their feet in the door. Career Bridge graduates have given the course an average score of 9.5 out of 10 across key criteria related to launching their real estate careers.

## After taking this class:

| Are you more prepared for interviews? | 9.1 |
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## **Course Details**

Career Bridge is a Zoom-based virtual course that runs from July 7 to August 7. Themes from each of our four 90-minute sessions combine to place you in a position of strength relative to other job candidates. At the end of the course, you'll receive individual feedback that you can apply immediately.

# SPECIAL PRICING!

**UNTIL JUNE 15** 

Standard Price: \$1,099 Special Price: \$299

> \* COVID-response rate for students, recent graduates, and unemployed professionals. Must sign up by June 15. Price is \$399 after June 15.

| SESSION                                 | TIMES                          | TOPICS  |
|---|--------------------------------|---|
| Pre-Class Preparation                   | Completed by<br>July 3, 2020   | <ul> <li>Career and personality assessments</li> <li>Survey of common commercial real estate career paths</li> <li>Proprietary database of common interview questions and sample responses</li> </ul>                         |
| Understanding the<br>Industry Landscape | July 7, 2020<br>6 pm           | <ul> <li>Four primary CRE Paths to target your career fit</li> <li>Best practices and potential pitfalls of each path</li> <li>Hiring and compensation trends of each path</li> </ul>   |
| Targeted Networking                     | July 14, 2020<br>6 pm          | <ul> <li>CRE Analyst Strategic Networking Model</li> <li>Outreach project to establish relationships with industry professionals</li> </ul>   |
| Navigating Industry<br>Conversations    | July 21, 2020<br>6 pm          | <ul><li>Discussion starters; top 10 industry trends</li><li>Guidance on pre-interview competency assessments</li><li>Sample modeling test with answers</li></ul>  |
| Nailing the Interview                   | July 28, 2020<br>6 pm          | <ul><li>Mock interviews with professionals and other students</li><li>Interview best practices and avoiding common mistakes</li></ul>   |
| Post-Course Plan                        | Completed by<br>August 7, 2020 | <ul> <li>Real estate assessment to identify individual strengths and weaknesses</li> <li>Resume and LinkedIn Profile feedback and guidance</li> <li>Roadmap for improvement with additional training opportunities</li> </ul> |

# Our goal is to set you up for success.

Enrollment size is limited to maximize the attention each student receives. We'll also ask you to complete a pre-course assessment to help us gauge your background and provide the right individual guidance for your career.

**SIGN UP TODAY!** 

# **Your Instructors**

## JAMES RAY

James oversees acquisitions and development activity for a \$90 billion institutional real estate investment manager. He's worked with property acquisitions, developments and redevelopments, JV sourcing and structuring, asset and portfolio management, and corporate M&A activity. James has taught real estate finance and investment for over 10 years at NYU, SMU, and UNT.

## RICHARD BYRD

Richard's decade in real estate has incorporated various classes including residential communities, self-storage, multifamily, and retail. He's led investments in property and portfolio acquisitions and ground-up developments spanning 30+ projects and \$350 million in capital. A former teacher, Richard currently works as a partner at Dallas-based Provident Realty Advisors Inc.

