

EDUCATE

RECRUIT

To facilitate cost-effective hiring, CREATE's career portal enables employers to post entry-level jobs and internships at no cost, and candidates to post their resumes.

CONNECT

MENTOR

75% of Fellows who participated in mentoring program were employed full-time or in an internship upon or immediately following graduation.



Commercial Real Estate Alliance
for Tomorrow's Employees

CREATE

EMPLOY

INVEST

Delivering diverse, educated and career-ready employees to the CRE industry since 2012.



Commercial Real Estate Alliance
for Tomorrow's Employees

CREATE

Delivering Career-Ready Employees to the CRE Industry since 2012

The Commercial Real Estate Alliance for Tomorrow's Employees (CREATE) educates a diverse workforce and connects career-ready candidates to employers in the Commercial Real Estate (CRE) industry. CREATE was founded in 2012 to service the greater San Francisco commercial real estate market. CREATE is a partnership between **BOMA San Francisco, BOMA Oakland/East Bay, NAIOP SF Bay Area, and IREM SF Bay Area.**

Since inception, CREATE has educated 450+ students from San Francisco State University and with the addition of its Fellows Online program now includes students from a wide range of 2 and 4-year institutions including Chabot College, California State University - East Bay, Diablo Valley College, Dominican University, Menlo College, Ohlone College, Peralta Community College District, and Saint Mary's College of California.

THE CHALLENGE

Demand for a Talent Pipeline

The regional CRE industry is facing a serious talent deficit. Over the next five years, commercial real estate will lose 50% of its large workforce due to employee retirement. As the Baby Boom generation ages out, an increasing number of new openings will become available in property management, facilities management, tenant administration, asset and portfolio management, real estate leasing, brokerage, acquisitions, construction management, building engineering, etc. We estimate that our local industry will need to recruit approximately 10,000 to 13,000 qualified workers over the next five years just to keep up with the demand.

**Roughly 44% of
employees in
CRE are over 50**

**30% or more
CRE firms don't
have internal
recruiting**

**Approximately
78% of real
estate firms
are having
difficulty
finding
qualified
individuals to
fill vacant or
new positions**

Data points provided by CEL & Associates

THE SOLUTION

CREATE Fellows and Fellows 2.0

■ Fellows & Fellows Online

Few educational institutions offer a course of study that is relevant to careers in commercial real estate. CREATE's signature program is a 16-module, 32-hour Fellows curriculum facilitated by industry subject matter experts.

Student Fellows learn the fundamentals of the industry and about the career opportunities in commercial real estate. The experience is enhanced by mentoring, job shadowing, building tours, and networking as well as the free career portal that connects students with employers offering internships and entry-level jobs.

At SF State, the Fellows program is delivered over a two semester schedule and open to currently enrolled students and alumni. CREATE also offers an Online Fellows program each spring which is delivered over 16 consecutive weeks and open to students currently enrolled in partnering, local two and four-year educational institutions.

- Course Overview
- Communication Skills
- Teamwork & Problem Solving
- Property Management Part 1
- Property Management Part 2
- Asset Management Part 1
- Asset Management Part 2
- Cover Letter & Resume Writing
- Interview Techniques & Etiquette
- Building Tour
- Leasing & Marketing Part 1
- Leasing & Marketing Part 2
- Construction & Project Management
- Real Estate Development
- Corporate Facility Management
- Taking Your Next Step

■ Fellows 2.0

The Fellows 2.0 program builds on the broad-base introduction to commercial real estate offered by Fellows 1.0, with a more in-depth look at investors and why they buy property, how the value of a building is determined, and what role property management and leasing play in adding value.

Concepts are accompanied by real life examples and exercises. Rather than made-up examples, a "real world" downtown office building is used as case study. Students get to review the offering memorandum that was used to market the property for sale, hear directly from a representative of its owner about the analysis that led to its purchase, and meet the on-site management team at a tour of the building.

The intentionally small cohort of students (15 or fewer) of Fellows 2.0 insures a high level of interaction with instructors.

EDUCATE



CONNECT

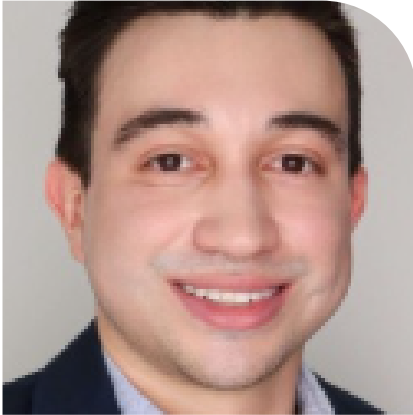


EMPLOY

CHRIS CARO

CREATE Fellow, SFSU 2025
Employed by Kilroy Realty

CELEBRATING SUCCESS



Chris Caro completed the CREATE Fellows program at SFSU in May 2025 and was awarded Mentee of the Year after participating in the annual Mentor Match program. Chris was hired as a property coordinator by long-time donor Kilroy Realty after graduation. His supervisors have commented on his familiarity with a lot of the acronyms of the industry and how he understands how the different disciplines, how the different vendors interact and all the different teams of people that work together to make a property operate effectively.

"I was really attracted to property management and I took advantage of the extensive exposure I had to those professionals that proved incredibly valuable to me. Those connections, both personal and professional, combined with the classroom curriculum, gave me an advantage that I wouldn't have had otherwise."

HOPE DANG

CREATE Fellow, SFSU 2024
Employed by Union Property Capital

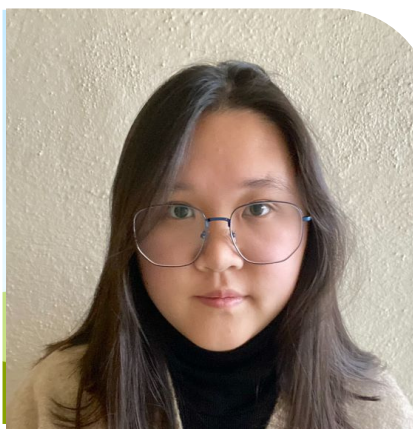


Hope Dang completed the CREATE Fellows program at SFSU in May 2024 and will graduate with a business degree in spring of 2025. She took advantage of all the resources provided by CREATE and took every opportunity to grow her network of industry professionals. She was awarded Mentee of the Year after participating in the annual Mentor Match program. Described by her mentor, Anne Hill with Lincoln Property Company, "Hope is amazing! She comes to each session with the best attitude - positive and eager to learn." She now works as a property administrator for Union Property Capital - a CREATE donor.

"It has been a pleasure and a great honor to be a part of the CREATE program. The supportive program leaders and guest speakers have provided me with valuable insight into the commercial real estate industry and fostered my passion for a career in the CRE industry."

SABRINA KOON

CREATE Fellow, SFSU 2024
Employed by Cushman & Wakefield



Sabrina graduated SFSU in Spring 2023, and completed the CREATE Fellows program in May 2024. She took advantage of the resources provided by CREATE and slowly grew her network of industry professionals. She took part in the Mentor Match program, and met Kathy McKenna of Cushman & Wakefield during the Mentor Wrap-Up, which ultimately led to her securing a position as a property administrator.

"I entered the CREATE program blind and came out with firsthand knowledge of the industry and a strong support system from a community who wants you to be a part of their world. I feel very fortunate of being given the opportunity to participate in the Mentor Match program, and I can't wait to give back and share what I learned to future CREATE Fellows one day."



ALUMNI

in the commercial real estate industry

EDUCATE



MARY ELEANOR KRAMER
CREATE Fellows Graduate 2025
Employed by Hudson Pacific Properties

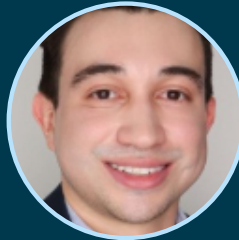


HOPE DANG
CREATE Fellows Graduate 2024
Employed by Union Property Capital



ALEXIS ESCARANO
CREATE Fellows Graduate 2021
Employed by Resource Commercial Real Estate

CONNECT



CHRIS CARO
CREATE Fellows Graduate 2025
Employed by Kilroy Realty

Together
WE
CREATE



CHELSEA CHAMBERS
CREATE Fellows Graduate 2023
Employed by Healthpeak Properties

EMPLOY



JORDAN CALLEY
CREATE Fellows Graduate 2025
Employed by PSAI



SABRINA KOON
CREATE Fellows Graduate 2024
Employed by Cushman & Wakefield



MARCO MCCARTNEY
CREATE Fellows Graduate 2021
Employed by JLL

DONATE TODAY AT WWW.CREATEWORKFORCE.ORG

The Commercial Real Estate Alliance for Tomorrow's Employees (CREATE) educates a diverse workforce and connects career-ready candidates to employers in the Commercial Real Estate (CRE) industry.

An alliance of:



THANK YOU TO PAST DONORS

Industry leaders invest in CREATE due to the program's proven success in delivering diverse, educated and career-ready candidates.

ABM • Alexandria Real Estate Equities • Allbay Landscaping Inc. • Allen Matkins • Allied Universal • Anderson, Rowe & Buckley, Inc. • Baker's Floor & Surface • Bayline Mechanical, Inc. • BCCI • Blake|Griggs Properties • Brickman • Brookfield • BXP • C.E. Toland & Son • Calfox, Inc. • Capital Building Maintenance • Capitol Electric • CBF, Inc. • CBRE • Clinton Reilly Holdings • Coast Counties Property Management/Robert Bernheim Family Trust • Columbia Property Trust • Combs & Harte Family Fund • Comcast Business • Commercial Energy • Creative Ceilings, Inc. • Cupertino Electric, Inc. • Cushman & Wakefield • Cutting Edge Drapery • Daley's Drywall & Taping, Inc. • Design Workshops • Devcon Construction • Divco West • Dome Construction • Eastdil Secured, LLC • Eason Communications • Ellis Partners LLC • Essity • EQ Office • Field Construction • GCI • Gemdale USA • Georgia-Pacific Professional • Gerson Bakar • Giampolini & Co. • Golden State Contract Flooring • Hanson Bridgett LLP • Harvest Properties • Hathaway Dinwiddie • Hines • Hoem & Associates, Inc. • HOK • Home Depot Pro • HPA • Hudson Pacific Properties • IMG Technologies, Inc. • Impark • Innovative Mechanical Inc. • IUOE Stationary Engineers, Local 39 • Jerry Thompson & Sons Painting, Inc. • JLL • Bonnie & Fred Kalbrosky • Kilroy Realty • KR Johnston Construction • Lincoln Property Company • LPAS, Inc. • Lubin Olson • McMillan Electric • Metro Electric • Metro Services Group • Meyers+ Engineers • MNetworks • Montgomery Technologies • Monticelli Painting & Decorating • Nichols Booth Architects • Northmarq Capital • Novo Construction • Otis Elevators • Pacific Gas & Electric • Paganini Electric Corporation • Paramount Group, Inc. • Peacock Construction • Perfection Sweeping • ProGuard Security • Prologis • ProTech Security • PSAI • Recology • RETS Associates • Reuben, Junius & Rose, LLP • Revel Architecture & Design • RMR Construction • RMW Architecture & Interiors • Rockhill Management • Romak Iron Works • Rossi Builders • Russell Hinton • Salesforce • Schindler • Dean & Shari Shigenaga Family Trust • Shorenstein Realty Services, L.P. • Siemens • Skyline Construction • SmithGroupJJR • Solomon Cordwell Buenz • SSL Law Firm LLP • Stockham Construction, Inc. • Swift Real Estate Partners • Swinerton Builders • Syserco, Inc. • Terreno Realty Corporation • The Empire Group/The City Club of San Francisco • The Seligman Group/Seligman Family Foundation • The Swig Company • Tishman Speyer • Transwestern • UG2 • Union Property Capital • United Me • Urban Waterproofing • Vanbarton Group • VCB Acoustics, Inc. • W. Bradley Electric, Inc. • Wareham Development • Waxie Sanitary Supply • Webcor Builders • Wilson Meany • Westlake Realty Group • Yardi

CAN WE COUNT ON YOU IN 2026?



DONATE TODAY AT WWW.CREATEWORKFORCE.ORG

EDUCATE

CONNECT

EMPLOY

Delivering Career-Ready Employees to the CRE Industry since 2012

DONATE

To donate today by credit card visit
www.createworkforce.org/donate.

To request an invoice, complete this form or
submit an online request at
<https://form.jotform.com/250867705175161>

Questions? Email info@createworkforce.org.

**Thank you for your support and thank you for
CREATING future industry professionals!**

DONOR LEVEL - Check One

- ☐ Signature Donor: \$25,000
- ☐ Champion Donor: \$12,000
- ☐ Contributing Donor: \$7,500
- ☐ Supporting Donor: \$3,500
- ☐ Friend of CREATE: \$1,000.00
- ☐ Fellows Alumni Donor: \$50
- ☐ Student Donor: \$20
- ☐ Other: _____

DONOR INFORMATION

Please invoice me in _____, 2026.
(Month)

Name: _____

Company Name: _____

Address: _____

City/State/Zip: _____

Phone: _____ Email: _____

Signature: _____ Date: _____

You will be invoiced upon receipt of the completed form. **Make your check payable to
CREATE** and mail your check to 235 Montgomery Street, Suite 920, San Francisco, CA 94104.
Donations are tax-deductible to the extent allowed by law.