

EDUCATE

CONNECT

EMPLOY

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.

Tap into a multi-faceted career that provides job opportunities in the fields of commercial property and asset management, development, and the professional services sector.

Since 2012, CREATE has educated 500+ students from San Francisco State University and other partnering Bay Area two and four-year institutions including Chabot College, California State University-East Bay, Diablo Valley College, Dominican University of California, Menlo College, Ohlone College, Peralta Community College, Santa Clara University and St. Mary's College of California.

Approximately 30% of these students have been hired directly into the industry, many upon graduation.

CRE Fellows Program

CREATE's signature program is a 16-module, 32-hour Fellows curriculum facilitated by industry subject matter experts. Students learn fundamentals of the industry and the corresponding career pathways available.

Learn from industry experts about these career opportunities:

- Property Management
- Asset Management
- Leasing and Marketing
- Construction Management
- Corporate Real Estate

Obtain classroom instruction, resources including informational interviews, job shadowing and mentoring opportunities with commercial real estate professionals

Update your skills in the areas of communications, team building, resume and cover letter writing



"The CREATE program provided a foundation to explore opportunities in a career that I had no experience in or knowledge of and the structure made me feel confident in doing so. Commercial real estate is new to me but much of my military experience and skill sets are transferable."

James Bergeron, CREATE Fellows Online Graduate 2026, Dominican University of CA

An alliance of:



PROGRAM OVERVIEW & ELIGIBILITY REQUIREMENTS

This one-semester program educates a diverse workforce and connects career-ready candidates to employers in the Commercial Real Estate (CRE) industry. This is your opportunity to enter the commercial real estate field, an industry that is rapidly changing due to factors such as shifts in demographics and technological advances.

The CREATE Fellows Online program is available to students enrolled in 2 and 4-year educational institutions and is open to juniors, seniors, graduate students and alumni interested in the commercial real estate industry. The program is voluntary and no academic credit is earned. A certificate of completion will be provided upon successful completion.

The curriculum was developed by an instructional designer and covers all aspects of commercial real estate from development and construction to leasing and management. The program is instructed by industry subject matter experts and includes the following topics: Communication Skills; Teamwork & Problem Solving; Property Management; Asset Management; Building Tour; Cover Letter & Resume Writing; Interview Techniques & Etiquette; Leasing & Marketing; Corporate Facility Management; Construction & Project Management; and Real Estate Development.

DURATION

Sixteen (16) sessions held weekly on Tuesdays from 4 to 6 p.m. via zoom beginning Jan. 20 through May 12. Full calendar listed on next page.

COST

There is no tuition or cost for students to participate, only students commitment to attend.

WHY PARTICIPATE

Learn the fundamentals of the industry and about career opportunities in commercial real estate. The experience is enhanced by informational interviews, mentoring/job shadowing opportunities, building tours, and networking through the CREATE alliance.

During the program, you will:

- learn about commercial real estate principles, concepts and practices
- strengthen professional skills, including communication and problem-solving—skills that are in demand for any workplace environment
- develop and network with a community of peers, mentors and leaders in the commercial real estate industry

ELIGIBILITY REQUIREMENTS

The CREATE Fellows Online program is available to students enrolled in 2 and 4-year educational institutions and is open to juniors, seniors, graduate students, and alumni interested in the commercial real estate industry.

You must be genuinely interested in, or have a high desire to pursue, a career in commercial real estate within the San Francisco Bay Area upon graduation.

You must have a GPA of at least 2.5.

You must commit to attending the full CREATE Fellows Program sessions for academic semester Spring 2027.

SPRING 2027 CALENDAR

(All Dates are Tuesday, 4-6 PM via zoom)

- Session 1 – January 26** | Welcome & Course Overview
- Session 2 – February 2** | Communication Skills
- Session 3 – February 9** | Teamwork and Problem Solving
- Session 4 – February 16** | Property Management 1
- Session 5 – February 23** | Property Management 2
- Session 6 – March 2** | Asset Management 1
- Session 7 – March 9** | Asset Management 2
- Session 8 – March 16** | Building Tour (onsite location TBA/Online option available)
- Session 9 – March 23** | Cover letter and Resume Writing
- Session 10 – March 30** | Interview Techniques and Etiquette
- Session 11 – April 6** | Leasing & Marketing 1
- Session 12 – April 13** | Leasing & Marketing 2
- Session 13 – April 20** | Corporate Real Estate
- Session 14 – April 27** | Construction and Project Management
- Session 15 – May 4** | Real Estate Development
- Session 16 – May 11** | Taking Your Next Step

APPLICATION PROCESS

Application Open - Sept. 10 - Oct. 30
available at <https://www.createworkforce.org/cre-fellows-program/>

Info Sessions via Zoom (attendance required at one):

Sept. 22 @ 4pm; Oct. 1 @ 11 am; Oct. 13 @ 4pm;

Oct. 20 @ 10 am; Oct. 27 @ 4pm

Register via signup genius -

Group Interviews (attendance required at one)

Nov. 3 @ 4pm; Nov. 5 @ 10 am; Nov. 10 @ 4pm; Nov. 12 @ 10 am

Register via signup genius -

Cohort Announced - Dec. 9

Please direct all questions to info@createworkforce.org