



About NAIOP SoCal

NAIOP SoCal is comprised of nearly 1,200 members in Los Angeles and Orange Counties. Our members are professionals in mixed-use, office, industrial and retail real estate and include developers, owners, attorneys, brokers, finance professionals and other service providers to the vital commercial real estate industry. In LA and Orange counties, the commercial real estate industry is a major contributor to the economy with over 7,000 firms which provide over 130,000 jobs and generate over \$5.6 billion dollars in salaries and wages for our local economy.

Ensuring that our economy can grow and create new jobs is fundamental in our advocacy efforts. Educating policy makers and the community about the importance commercial real estate plays in the economy is essential to our mission. We work with elected officials, at the local, state and federal levels, to help them understand how the decisions and actions they take will impact our members and the families that rely on the jobs and services NAIOP members provide.

The commercial real estate industry participates in providing and bringing to market nearly everything residents need to survive daily including food, clothing, medical supplies and vaccines. Our members are essential in America's highly integrated supply chain which links consumers, workers and producers. Our members are deeply engaged in providing numerous community benefits at no cost to taxpayers including upgrading streets, sidewalks, and other community infrastructure; funding local schools and parks and increasing sales and property tax revenue to cities, counties, and other municipalities.

Our Priorities

There are many local, state and federal policies under consideration that impact the commercial real estate industry and the jobs, economic growth and quality of life we provide to communities. Land use, taxes, regulations, building code requirements, development restrictions are among the local issues important to NAIOP SoCal and the commercial real estate industry.

Our goal is to be a resource and provide expertise to you as important decisions are being made in communities that impact jobs, the economy and quality of life.

For more information, contact:

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