

## 2024-2025 Overview Young Professionals Group

### Introduction

NAIOP SoCal, in conjunction with the national organization based out of Washington D.C., first established the SoCal Young Professionals Group (YPG) program in 2005 as a result of the recognized need to provide advanced education in the real estate disciplines to our younger members. The industry, overall, was not believed to be doing an adequate job in preparing the newer members to succeed in the commercial real estate industry. YPG offers a program that is designed to **educate, develop, connect and elevate** the next generation of commercial real estate leaders. This is accomplished through:

- Educational sessions that provide training on a broad range of real estate disciplines. These sessions are designed to immerse individuals in critical aspects of the business that will serve as essential background to whatever their core real estate career objectives may be.
- Networking sessions that allow these new individuals to develop a peer group who will “grow up” in the business together in the ensuing years. They build key relationships that provide them access to critical resources in a broad range of disciplines which will help them later on in the ensuing years of their business career.
- Access to and advice from key decision makers in the commercial real estate industry. These “career coaches” serve as role models and mentors for the next generation of real estate business leaders.
- Leadership training that will allow these young professionals to develop the key business skills they will require to help them ascend to leadership positions within their respective firms as well as the commercial real estate industry.

### Admission Requirements

YPG participants will be selected on an annual basis. Applicants must be 35 years of age or younger as of December 31, 2024. Requirements for admission are as follows:

- Submission of YPG application and approval of such by YPG leadership
- Execution of YPG agreement
- Membership in NAIOP SoCal
- Sponsorship of member’s supervisor and the respective organization
- Sponsor company’s commitment to pay a \$3,250 corporate fee for each candidate accepted into the program
- Applicant’s commitment to pay student tuition of \$750
- Attendance at the YPG Learning Center Retreat, a two-and-a-half-day retreat scheduled for August 23-25th.
- Attendance at monthly training sessions and networking events that will be separate and apart from other NAIOP activities

### Course Information

This 70-hour course will only be open to qualified members of the Young Professionals Group (YPG). The group will meet one afternoon each month. Each meeting and training session will be four to five hours in length followed by a reception and networking event for all participants. These meetings will be held at locations that are convenient to all participants while also meeting the needs of the program facilitator. There will be one retreat that will be held at an area hotel/conference center that is designed around the needs of groups similar to YPG. Group members will be housed at this facility during the two-and-a-half-day retreat which is scheduled for August 23-25th. **Attendance at the entire retreat is MANDATORY. No exceptions will be granted.**

## Text & Reading Materials

In advance of the Orientation session, you will receive a package of reading materials that will be required for this first session. The reading material will be geared toward business tools and techniques that are essential ingredients for a student regardless of the real estate discipline. You will receive case studies and other materials periodically that will be tailored to each of the courses that will be taught. In advance of the first session, a collection of books and other materials will be mailed to you with specific assignments from the facilitator which should be completed in advance of this first meeting. Samples of materials from the current academic year have included:

- *Your Brain at Work, David Rock*
- *Learned Optimism, Martin Seligman*
- *Play to Win!: Choosing Growth Over Fear in Work and Life, Larry Wilson and Hersch Wilson*
- *Be Your Own Brand, David McNally and Karl Speak*

## Course Descriptions/Objectives

The goal of this course is to provide the future leaders of the real estate industry with a broad-based understanding of the critical components of the real estate industry, key business and operating principals, introduction and networking opportunities with leading industry executives, and the development of a peer group of young executives from a range of real estate disciplines. This will be accomplished through the efforts of a leading personal development facilitator in combination with senior industry leaders who will share their personal experiences. Real estate disciplines that have been incorporated into the course in past years included the following:

- Acquisitions
- Capital Markets / Basic Finance
- Development Process
- Design & Innovation
- Construction Process
- Asset & Property Management
- Entrepreneurship / Real Estate Investments

Many of these learning activities will be presented through the utilization of learning groups. The initial orientation session will involve competence training in the formation and facilitation of work groups using the commercial real estate industry as the backdrop for all learning activities. The objective will be to form highly effective teams within your YPG learning community over the next year. There will also be self-assessment tools designed to identify areas for personal/professional development and to prepare you to compete in the highly charged commercial real estate industry.

## Course Calendar/Schedule

The course will consist of monthly meetings with dates and times to be finalized at the first class meeting. The two-and-a-half-day introduction and retreat will be held August 23—25th. **Attendance at the entire retreat is MANDATORY.** (We reserve the right to drop anyone who is absent from a portion of the retreat from the rest of the program). This retreat is designed as an immersion process that will build strong teaming and learning group skills that will be essential ingredients for the balance of the program as well as for any aspect of group or team interaction in each individual's respective company.

Each monthly meeting is normally scheduled within a 4-5 hour time block (2:00-7:00 p.m.), alternating between industry-related classes and personal/professional development sessions. The industry courses will be taught beginning with an up-close and personal discussion with a top real estate industry executive. It will give students the opportunity to get to know industry leaders on a basis few will ever have the opportunity to do (you will hear each of their stories). These guest instructors will teach their course utilizing practical experiences and optional case studies to depict what worked, and what did not. The other learning component will be directed by the Course Facilitator and faculty leader. This component will build upon previous sessions while continuing the development process of working in groups and learning teams. Preliminary course dates and outlines are as follows **(subject to change; will be confirmed at the retreat)**:

- August 23-25th: Orientation Session & Team Building Retreat
- Class Dates To Be Finalized:
  - September 10, 2024
  - October 8, 2024
  - November 12, 2024
  - December 10, 2024
  - January 14, 2025
  - February 11, 2025
  - March 11, 2025
  - April 8, 2025
  - May 13, 2025
  - June 10, 2025
  - July 10, 2025
  - July 24, 2025 - Commencement
- Industry Topics/Activities:
  - Refer to the Course Descriptions above for a listing of topics.
  - A year-end case study and team assignment will be scheduled in the Fall, for presentation in July 2025.
  - Networking sessions will be held periodically with alumni from previous YPG classes during the course of the year.

### Course Policies

- All Participants in this program will be required to abide by the following course policies:
- **Attendance, Tardiness:** Attendance at all courses is considered mandatory. Each Company sponsor will allow the participant the time and flexibility to attend all sessions. If a student misses any scheduled meeting, they will be expected to complete all make-up work required in that class session. **Two missed meetings will subject the participant to expulsion from the program.** Decisions on expulsion will be up to the course advisory committee. Tardiness for any class session will not be tolerated. We have only a short time together, so it is essential that all participants make every effort to be on time.
  - **Missed Assignments:** Participants will be required to complete all missed assignments in order to participate in commencement ceremonies and earn their certificate of completion.
  - **Academic Dishonesty:** This program is strictly voluntary. Although you will be receiving an award upon completion, you will not be receiving a grade for the program. Nevertheless, it is expected that all students and teams will complete their own work.

### Examinations & Assignments

There will be a year-end team assignment that will consist of a case study related to the course material. Additionally, there will be a series of individual and group assignments that will be required to be completed in advance of or during each class session and will utilize materials from the course.

# # #

## **2024-25 APPLICATION PACKET Young Professionals Group**

Thank you for your interest in NAIOP SoCal's Young Professionals Group (YPG) Class of 2024-25, a 12-month, 70-hour dynamic leadership program designed to **educate, develop, connect and elevate** the next generation of commercial real estate leaders.

The YPG program assists in preparing its members to be leaders in the commercial real estate industry by providing them access to personal and professional development coaches that are focused on pushing individuals out of their comfort zone. The goal of the program is to allow the members to develop intrapersonal, relationship building and leadership skills that will help elevate their professional careers. There will also be networking opportunities to help create a peer group of the industry's future stars, management training, and access to key decision makers in the Southern California commercial real estate community.

YPG strives to achieve diversity across all areas including industry specialization, corporate representation, age, gender, and ethnicity, which will offer the YPG student an opportunity to strengthen their individual skill sets in areas considered vital to the top real estate firms. The 2024-25 program members will be selected by YPG advisors and alumni who are association leaders representing various corporations and industry specializations.

### **Qualifications for Individuals into the 2024-25 YPG program:**

- Must be a professional in the commercial real estate industry.
- Must be an active member in good standing of NAIOP SoCal Chapter to apply.
- Must be 35 years of age or younger as of December 31, 2024.
- Must be willing to commit the time, resources and skills required for active involvement in the program including, but not limited to, attendance at all program events. Applicants must obtain explicit support of their employer for this commitment to YPG.
- Must practice high standards of professional and personal integrity.
- Must demonstrate leadership qualities and capabilities as well as positive attitudes.

### **Application Documents for Consideration into 2024-25 YPG program:**

- |   |  |
|---|--|
| ➤ Application Checklist                       | ➤ Employer's Endorsement                               |
| ➤ YPG Application<br>(includes 1-page résumé) | ➤ 2 Recommendations<br>(returned under separate cover) |
| ➤ Applicant's Agreement & Commitment          | ➤ Photo (submitted electronically)                     |

All signed application documentation is to be submitted to NAIOP SoCal by **Friday, March 15, 2024**. The Sponsor's Recommendations are to be submitted **directly by the sponsor**. Please ask your sponsor to mark the envelope "Confidential." It is to be submitted under separate cover from the rest of the application documents. Information in all applications remains confidential, reviewed only by the selection committee and NAIOP staff. Should you have any questions, feel free to contact Becky Ezell at (714) 262-6568 or via e-mail at [bezell@naiopsocal.org](mailto:bezell@naiopsocal.org).

Again, thank you for your interest in the YPG program!

## APPLICATION CHECKLIST

### Young Professionals Group 2024-25 Class

**NOTE:** Items required electronically should be emailed to [bezell@naiopsocal.org](mailto:bezell@naiopsocal.org) by 5:00 p.m. on Friday, March 15, 2024. All applicants will be notified in May regarding the status of their submissions.

#### Required Information:

- Application (includes 1-page résumé)
- Applicant's Agreement and Commitment
- Employer Endorsement
- Two Recommendations
  - Completed by Recommending Sponsors and mailed or delivered directly to NAIOP SoCal Chapter. Candidate is encouraged to follow up with Sponsors to verify the timely delivery of the Sponsor Recommendation form.
- Digital Photo of Candidate
- Commitment to Pay by June 20, 2024 (if accepted into the program)
  - Student tuition of \$750
  - Company fee of \$3,250

**APPLICATION 2024-25**  
**Young Professionals Group**  
[Click Here to fill out Electronically](#)

Deadline for Application: **Friday, March 15, 2024**

NAME: \_\_\_\_\_

COMPANY NAME: \_\_\_\_\_

JOB TITLE: \_\_\_\_\_

Check here  if you have applied before.

Please select the **ONE** category that best describes your specific role within the company:

- Architecture & Design Firm
- CRE Brokerage – Leasing and/or Sales
- CRE Contracting (General, Specialty Sub, Builder, Other)
- CRE Development Co. (& management) (public or private)
- CRE Investment Co. (& management) (public or private)
- Finance (Bank, Insurance Co., Conduit, Agency, Debt &/or Equity Capital Brokerage/Intermediary/Other)
- Law Firm
- Property & Asset Management Company
- Property Services (Insurance, Tax: Brokerage or Advisory)
- Public Sector
- Other \_\_\_\_\_

BUSINESS ADDRESS: \_\_\_\_\_

PHONE NO.: \_\_\_\_\_ BUS.: \_\_\_\_\_ CELL: \_\_\_\_\_

E-MAIL ADDRESS: \_\_\_\_\_

HOME ADDRESS: \_\_\_\_\_

DATE OF BIRTH: \_\_\_\_\_

*\* Candidate must be 35 years old or younger as of December 31, 2024 to qualify for the program.*

RESUME:

*(Please attach a current resume which includes a description of your current job function, all previous places of employment including internships, and your educational background. Resume must be limited to 1 page.)*

*(Next page)*

**QUESTIONS:**

*(Please help the YPG advisors and Selection Committee get to know you by providing brief answers to the following. **Please note that the word count is strictly enforced and all answers exceeding the limit will be disqualified.**)*

1. Based on your understanding of the YPG program and activities, how do you think you will be able to contribute to the program and add value to your fellow members, and why should you be selected? *(75 words or less)*
2. Why did you choose the commercial real estate industry? *(50 words or less)*
3. Please include a brief summary of your daily roles and responsibilities. *(25 words or less)*
4. Please briefly describe your short-term and long-term career goals or objectives. *(50 words or less)*
5. Please describe your current/past leadership or volunteer involvement outside of work. *(50 words or less)*



## YOUNG PROFESSIONALS GROUP

### APPLICANT'S AGREEMENT & COMMITMENT

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The Young Professionals Group is a twelve-month, seventy-hour program designed to provide individuals in the commercial real estate industry with educational opportunities, networking opportunities, leadership training, and mentoring from key decision makers in the Southern California commercial real estate community. The program will include the following elements:

- **Monthly Meetings:** There will be one regularly scheduled 4-5 hour training session followed by a networking event – see the course calendar in the overview. Homework & case studies related to monthly topics may be assigned. Completion of all assignments is mandatory for graduation from the program.
- **YPG Learning Center:** There will be one orientation/workshop retreat that will be held in August 23-25th. **Attendance at the entire retreat is mandatory.**
- **Class Leadership:** Ongoing activities of the class will require internal self-organization strategies to execute educational goals. In addition, for the program to become self-sustaining, leaders from within each YPG class will be invited to serve on the YPG Alumni Committee, responsible for overseeing the YPG program and alumni activities.
- **Mentoring and Networking:** Students will have access to senior industry leaders and the opportunity to develop relationships with other NAIOP members.
- **Social Activities:** There will be a reception/networking event after each monthly meeting for students to interact with guest lecturers and each other.

#### REQUIREMENTS and ATTENDANCE

Attendance at all courses is considered mandatory. If a YPG member misses any scheduled meeting, they will be required to complete all make-up work required in that class session. Two missed meetings will subject the participant to expulsion from the program. Decisions on expulsion will be up to the course advisory committee. Tardiness for any class session will not be tolerated.

#### FINANCIAL RESPONSIBILITY

Total fee for the YPG program is \$4,000 and must be paid in full by **June 20, 2024**. Of this amount, it is recommended that \$3,250 be paid by the member's company on the student's behalf, with the additional \$750 to be paid by the student. **Fees are non-refundable after June 20, 2024.**

#### AGREEMENT

I have read and understand the requirements and objectives of the YPG program and agree to meet my obligations, if admitted.

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Applicant Name

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Signature of Applicant

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Date



**YOUNG PROFESSIONALS GROUP**

**EMPLOYER ENDORSEMENT FORM**

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Your employee, \_\_\_\_\_, is making an application for admission to the 2024-25 class of the Young Professionals Group. YPG is a twelve-month, seventy-hour education, networking, and leadership program offered through NAIOP SoCal.

*The program is designed to provide the following:*

- *Educational sessions that provide training on a broad range of real estate disciplines. The 4-5 hour (2:00-7:00 p.m.) monthly sessions will alternate between personal/professional development sessions taught by the course facilitator and real estate-related lectures taught by industry leaders. Each real estate session is designed to immerse individuals in critical aspects of the business that will serve as essential background to whatever their core real estate career objectives may be (e.g. land planning, development, construction, capital markets, architectural/space planning, asset management, etc.).*
- *Networking sessions that provide an opportunity for the development of a peer group that will “grow up” in the business together in the ensuing years, providing access to critical resources in a range of disciplines that will serve them in their career growth.*
- *Access to and advice from key decision-makers in the Commercial Real Estate industry. These “career coaches” will serve as role models and mentors for the next generation of real estate business leaders.*
- *Leadership training that will allow these young professionals to develop the key business skills necessary to help them ascend to leadership positions within their respective firms as well as in the industry as a whole.*

In addition to scheduled class times, students will be expected to devote several hours each month toward the preparation of case studies and participation in the program. The majority of that time will be outside normal business hours. The initial meeting will be a Learning Center and orientation session/team building workshop that will take place August 23-25th, at an area hotel/conference center. **Student attendance at the entire Retreat is MANDATORY.**

Please indicate your support of \_\_\_\_\_'s participation in this program by signing below. (Candidate name)

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(Print or Type Employer Name) (Signature) (Date)

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(Print or Type Candidate Name) (Signature) (Date)

**YOUNG PROFESSIONALS GROUP**

[Click Here to fill out Electronically](#)

**RECOMMENDATION FORM**

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This recommendation form is to be completed preferably by any member in good standing of NAIOP SoCal and returned by the sponsor **separately from the student application**, so that it is **RECEIVED before 5:00 p.m. on Friday, March 15, 2024**, at the NAIOP SoCal office located at 918 E. Santa Ana Blvd., Santa Ana, CA 92701, Attn. Becky Ezell. **Please attach a cover letter detailing your support for the candidate as this helps personalize your support beyond the general guidance of the requests below.** We respectfully ask that you carefully consider the qualifications of the candidate you are sponsoring since enrollment in the program is limited. All responses will be treated as confidential. **Each Sponsor may only recommend a maximum of two (2) applicants.**

NAME OF APPLICANT: \_\_\_\_\_

COMPANY: \_\_\_\_\_

**YOUR RELATIONSHIP WITH APPLICANT:**

- |  |  |
|--|--|
| <input type="checkbox"/> Current Employer/Employee       | <input type="checkbox"/> Current Client/Service Provider |
| <input type="checkbox"/> Long-Time Personal Relationship | <input type="checkbox"/> Occasional Social Contact       |
| <input type="checkbox"/> By Referral or Reputation       | <input type="checkbox"/> Former Business Association     |

Please describe briefly why you believe the applicant would be a valuable contributor to the program?

Please describe any personal knowledge you may have of the applicant's leadership abilities, work ethic, personal and professional integrity.

Any other comments:

*(See next page)*



COMMERCIAL REAL ESTATE  
DEVELOPMENT ASSOCIATION  
SoCAL CHAPTER



NAIOP SoCAL  
YOUNG  
PROFESSIONALS  
GROUP

Please check one:

- Highly Recommend
- Recommend
- Endorsed as a courtesy
- Recommend with reservations

Name of person making recommendation: \_\_\_\_\_

*Please Print!* Member of NAIOP SoCal? \_\_\_\_\_  
(Preferred, but not mandatory)

Company: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**Please attach a cover letter and mail it so that it is RECEIVED by Friday, March 15, 2024:**

Becky Ezell, Director of Administration  
NAIOP SoCal  
918 E. Santa Ana Blvd.  
Santa Ana, CA 92701  
Phone #: (714) 550-0309

Please mark envelope \*\*\*confidential\*\*\*

**NOTE:**

Recommendations may be submitted electronically to [bezell@naiopsocal.org](mailto:bezell@naiopsocal.org) **PROVIDED** it is sent **DIRECTLY** from the sponsor or their assistant and includes an electronic signature.