

# 4TH ANNUAL

[foresitecre.com/training-program/](https://foresitecre.com/training-program/)

# CRE LAUNCH PROGRAM

CLASS OF 2023



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***"This program really prepared me for an interview at Dorado Development and now I am an assistant property manager."***

*Daniel Pacora Class of '22*

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# OUR WHY

## CRE TRAINING

In 2020, we decided to open our own training program to those outside our firm and have since trained over 90 professionals both in-person and virtually for dozens of organizations.



# INVESTING IN OUR FUTURE

For generations, commercial real estate training has been offered one way, mentorship. We still believe that nothing replaces a good mentor but that has created some gaps in the technical skills not typically taught in our industry without on-the-job experience.

Meanwhile, the technical aspects of the industry continue to evolve and become more complicated. The increased burden on the mentors and trainers leaves them little time and less desire to develop new talent.

As a result, our industry is not attracting and retaining new and diverse talent. A labor shortage could create a severe issue for all of our organizations in the very near future.

The goal of this program is to change that, one emerging professional at a time.



*"Foresite's CRE Launch Program was top-notch. As a professional economic developer, I had certain preconceived ideas of what this course would teach me. The program easily surpassed those expectations. I gained a deeper appreciation of the many facets of commercial real estate — from macro economics to micro economics, outstanding lectures from solid professionals and real world projects — I felt I came away with a lot more than I expected. I cannot speak more highly about this program. Thank you again for this remarkable opportunity."*

Kate Silva, CEdC - Class of '22





# ABOUT

## THE PROGRAM

### **Bethany Babcock, MBA**

Founder and CEO  
Director of Leasing

### **Chad Knibbe, CCIM**

President and Co-Owner  
Director of Investment Sales

### **Alexandria Tatem**

Head of Research and Operations  
Investment Sales Agent

### **Nicole Mendoza**

Marketing Manager  
Production Supervisor

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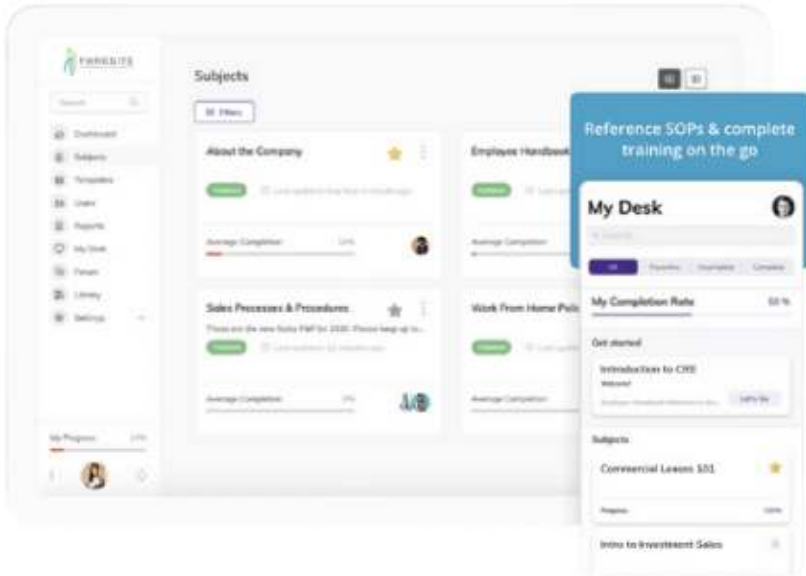
*Having been part of Foresite's Commercial Real Estate Training Program, I can say that this is an incredible opportunity to be mentored by industry leaders and veterans from Foresite Commercial Real Estate. Bethany, Chad, Alexandria, and the whole Foresite team were amazing to work with and were always willing to meet virtually one-on-one and provide insightful information for our course work. I'm grateful to have been part of Foresite's 2020 Training Program, as I made so many connections and it led me to my current employment at NorthMarq!*

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Edith Gonzales - Class of '20  
Investment Sales Analyst At Northmarq Capital

# COMMERCIAL REAL ESTATE TRAINING

INVESTING IN OUR FUTURE & THE FUTURE OF OUR INDUSTRY



## COURSES TAUGHT BY INDUSTRY EXPERTS

SUPPORTED WITH CURRICULUM, TESTS, AND ASSIGNMENTS WRITTEN BY OUR TEAM AT FORESITE.

Introduction to CRE	CRE Macro Economics
CRE Math 101	Tenant Improvements 101
Commercial Leases 101	Accounting for Non-Accountants
Landlord Representation	Intro to Investment Sales
Tenant Representation	Inv. Sales 101 -Pricing & Risk
Property Management 101	Inv. Sales 102 - Leverage
Property Accounting	Inv. Sales 103 -Cashflow Model
Landlord Representation	Intro to Multi-Family Development
Legal Terms and Situations	Intro to Office Properties
Development Services	Intro to Retail Properties
Commercial Title Insurance	Intro to Industrial Properties
Entitlement Process	

## REMOTE + IN-PERSON 9 WEEK - PROGRAM

Up to 30 students from around the country can join live classes online and log in to the curriculum from anywhere. Participants can interact with instructors, students and collaborate from anywhere.

Local students have the option to physically attend classes at the Foresite office and meet the instructors during lunch (provided).





# WHO WE SERVE

Each year we sort through a growing list of applicants and search for the brightest and most ambitious emerging professionals joining our industry.

This includes current working professionals, working parents, veterans, business owners and college students.



## Breakdown of the class of 2022

- 50% had less than one year of experience in commercial real estate
- 50% had 1-3 Years of experience in commercial real estate
- 13% had more than 10 years of work experience (regardless of industry)
- Common careers prior to CRE included:
  - Restaurant (2) or other business owner (1),
  - Military (4),
  - Business to Business sales (1)
- 42% Working full time in the industry at the time of application
- 23% Female
- 80% of the students were local 20% joined us remotely
- 9 brokerage firms represented

Graduates of the program have gone on to enjoy careers at:



# OPPORTUNITY

## HOW YOU CAN HELP

Sponsors have a unique opportunity to influence new entrants to commercial real estate and build loyalty to their brand. The students in the program are selected based on their likelihood and ability to build a successful career in the industry.

Our typical class is comprised of a diverse demographic of high-performing individuals with an intentional focus on building a career in commercial real estate. The students may be professionals that are considering a career change or advancement or recent college graduates.

STUDENT SCHOLARSHIPS  
+  
CORPORATE SPONSORSHIPS

**Providing Scholarships** to students allows benefactors the opportunity to get to know students one on one if they desire. Many students finish the program by obtaining a position in the industry. This can be a wonderful opportunity for businesses to identify top talent who have already received industry training.

**Corporate Sponsors** will be promoted with the program as contributors to this important talent development program.





# GET INVOLVED

HOW YOU CAN HELP

## SPONSORSHIP PACKAGE INFORMATION

Each year our goal is to make this program available at little to no cost to the students in the program. We need your help to continue expanding and improving the program while not limiting access to the students. Please consider partnering with us in developing the talent our industry needs.

### Platinum Sponsor

\$5,000

- Sponsor logo on all advertisements named on all program materials, website, social media posts
- Attendance for four at Kickoff and Closing Reception
- May include branded items in student swag bags
- Hyperlinked website on landing page
- Sponsor may provide pop up banner to display at kickoff and all classes
- Company representative introduced to students
- Ongoing social media acknowledgments for the year of 2023
- Inclusion in press release
- Company may send one representative to each session
- Logo on E-blast to 8,500 industry professionals (2 blasts)
- Recognition for sponsorship of two students
- Half page ad in program brochure

### Gold Sponsor

\$3,000

- Sponsor logo on program materials and link on website, social media mentions
- Attendance for two at Kickoff and Closing Reception
- May include branded items in student swag bags
- Inclusion in press release
- Recognition for sponsorship of one student
- Logo on E-blast to 8,500 industry professionals (2 blasts)
- Quarter page ad in student program brochure

### Silver Sponsor

\$2,000

- Sponsor logo on program materials and website, and inclusion in press release
- May include branded items in student swag bags
- Logo on E-blast to 8,500 industry professionals (2 blasts)
- 2x2 ad in program brochure

### Scholarship

Full \$2,500 / Half \$1,250

- Logo or name on website
- Listed as donor on acknowledgments page of student program brochure. Students will know which sponsor provided the scholarship for their benefit

## OTHER SPONSORSHIPS



Headshot Sponsor  
\$500

Professional photographer hired to provide professional headshots of all students to use in their careers. Acknowledgment at photo booth (set up at the kick off).



Recruiting Sponsor  
\$500

Receive copies of resumes and application cover letters from the accepted students. Company representative may attend kick off and closing classes to meet students.



Kickoff Lunch Sponsor  
\$1,500

Named sponsor for kickoff lunch for alumni, mentors, instructors, and students. Sponsor may provide and present pop up banner and set up display at event.

Payment can be made via credit card or check prior to March 1, 2023 to be included in E-Blasts and Early Marketing. Organizations partnering in 2022 will receive additional branding opportunities on materials and social media - Contact Foresite for more information.