



Applications open Monday, January 8  
for REAP Spring 2018 programs in...

## Chicago, New York City and Washington DC!

With successful 2017 programs in Atlanta, Los Angeles, New York City and the inaugural launch of our ninth city in Kansas City, Project REAP (The Real Estate Associate Program), the industry's leading effort to link multicultural professionals of color to commercial real estate companies, returns this spring to Chicago, New York City and Washington, DC.

REAP exists to bridge the gap between talented multicultural professionals and the world of commercial real estate. Classes are held Tuesdays and Thursdays from 6:00-9:00pm, and taught by local experts in the commercial real estate industry. In order to apply for the program, applicants must have a four-year degree from an accredited institution and 1 to 5 years of professional work experience. Tuition for those chosen is \$750.00. Real estate experience is not necessary for selection as REAP seeks to identify candidates from across a wide spectrum of disciplines interested in a career in commercial real estate. Applications open Monday, January 8 and will close on Friday, February, 9, 2018 at 5pm EST at [www.projectreap.org](http://www.projectreap.org).

Interviews to be held in February & March 2018. Classes begin in Mid-March 2018.

See sample schedules below of Chicago, New York City and Washington DC pages 2 -12.



Linking Talented Multicultural Professionals of  
Color to the Commercial Real Estate  
Industry Since 1998



Project REAP  
1221 Avenue of the Americas  
41<sup>st</sup> Floor, NY, NY 10020  
[www.projectreap.org](http://www.projectreap.org)



**REAP (www.projectreap.org)**  
**REAP Chicago 2018 Sample Schedule**  
**March 20 – May 24, 2018**  
**6 - 9pm**

Please note that we require at least 80% attendance during the program. You are allowed three (3) excused absences.

	Mon, March 19	Tuesday, March 20	Wed, March 21	Thursday, March 22	Friday, March 23
<b>WEEK 1</b> <b>6 – 9 PM</b>		<b>Opening Reception</b>		<b>Market Research and Analysis</b>	
	Mon, March 26	Tuesday, March 27	Wed, March 28	Thursday, March 29	Friday, March 30
<b>WEEK 2</b> <b>6 – 9 PM</b>		<b>Multifamily Development</b>		<b>Multifamily Asset Management</b>	
	Mon, April 2	Tuesday, April 3	Wed, April 4	Thursday, April 5	Friday, April 6
<b>WEEK 3</b> <b>6 – 9 PM</b>		<b>Office Site Selection and Development</b>		<b>Office Leasing and Management</b>	

	Mon, April 9	Tuesday, April 10	Wed, April 11	Thursday, April 12	Friday, April 13
<b>WEEK 4</b> <b>6 – 9 PM</b>		<b>Industrial Site Asset Management</b>		<b>Industrial Site Selection and Development</b>	
	Mon, April 16	Tuesday, April 17	Wed, April 18	Thursday, April 19	Friday, April 20
<b>WEEK 5</b> <b>6 – 9 PM</b>		<b>Career Workshop</b>		<b>Real Estate Perspective From the Trade Associations</b>  <b>BOMA ULI NAIOP ICSC</b>	
	Mon, April 23	Tuesday, April 24	Wed, April 25	Thursday, April 26	Friday, April 27
<b>WEEK 6</b> <b>6 – 9 PM</b>		<b>Financial Analysis</b>		<b>Investment Sales/Brokerage</b>	
	Mon, April 30	Tuesday, May 1	Wed, May 2	Thursday, May 3	Friday, May 4
<b>WEEK 7</b> <b>6 – 9 PM</b>		<b>Retail Site Selection and Development</b>		<b>Retail Property Economics</b>	

	Mon, May 7	<b>Tuesday, May 8</b>	<b>Wed, May 9</b>	<b>Thursday, May 10</b>	Friday, May 11
<b>WEEK 8</b> <b>6 – 9 PM</b>		<b>Wal-Mart Retail Strategy</b>	<b>The Starbucks Real Estate Strategy</b>	<b>McDonald's Retail Strategy</b>	
	Mon, May 14	<b>Tuesday, May 15</b>	<b>Wed, May 16</b>	<b>Thursday, May 17</b>	Friday, May 18
<b>WEEK 9</b> <b>6 – 9 PM</b>		<b>Retail Asset Management</b>		<b>Capital Markets: Financing with Debt, Mezzanine, and Equity</b>	
	Monday, May 21	<b>Tuesday, May 22</b>	<b>Wed, May 23</b>	<b>Thursday, May 24</b>	Friday, May 25
<b>WEEK 10</b> <b>6 – 9 PM</b>		<b>Legal Issues in Real Estate Law</b>		<b>Graduation</b>	



**REAP (www.projectreap.org)**  
**REAP NYC 2018 Sample Schedule**  
**March 8 - May 16, 2018**  
**6pm - 9pm**

**Unless otherwise noted, all classes will be held at ICSC – 1221 Avenue of the Americas, 41<sup>st</sup> Floor | New York, NY 10020**

Please note that we require at least 80% attendance during the program. You are allowed three (3) excused absences.

	Monday March 5	Tuesday March 6	Wednesday March 7	Thursday March 8	Friday March 9
<b>6 – 9 PM</b>				<b>Opening Reception</b>	
	Monday March 12	Tuesday March 13	Wednesday March 14	Thursday March 15	Friday March 16
<b>WEEK 1</b>  <b>6 – 9 PM</b>		<b>Financial Analysis (Issues &amp; Concepts)</b>  <i>Basic concepts of real estate finance, risk &amp; valuation</i>		<b>Financial Analysis (Financial Modeling)</b>  <i>Introduction to the real estate cash flow model</i>	

	Monday March 19	Tuesday March 20	Wednesday March 21	Thursday March 22	Friday March 23
<b>WEEK 2</b>  <b>6 – 9 PM</b>		<b>Recapitalizing Commercial Property</b>		<b>Market Analysis</b>  <i>Introd. to market supply &amp; demand drivers</i>	
	Monday March 26	Tuesday March 27	Wednesday March 28	Thursday March 29	Friday March 30
<b>WEEK 3</b>  <b>6 – 9 PM</b>		<b>Developing the Office Model</b>  <i>Introd. to the economics of office properties</i>		<b>Office Asset Management</b>  <i>Asset &amp; property mgmt. concepts of office bldgs. &amp; portfolios</i>	
	Monday April 2	Tuesday April 3	Wednesday April 4	Thursday April 5	Friday April 6
<b>WEEK 4</b>  <b>6 – 9 PM</b>		<b>Shopping Center Investment</b>  <i>How to evaluate shopping ctrs. &amp; retail real estate properties</i>		<b>Shopping Center Asset Management</b>  <i>Considerations in managing shopping center assets</i>	

	Monday April 9	Tuesday April 10	Wednesday April 11	Thursday April 12	Friday April 13
WEEK 5  6 – 9 PM		<b>Affordable Housing Development</b>  <i>How do developers make the numbers work?</i>		<b>Private Equity Sources and Resources</b>  <i>The role of private equity in the capitalization of real estate deals</i>	
	Monday April 16	Tuesday April 17	Wednesday April 18	Thursday April 19	Friday April 20
WEEK 6  6 – 9 PM		<b>Deal Negotiation</b>  <i>Introd. to the legal &amp; business dynamics of a deal-making</i>		<b>Multifamily Housing Development</b>  <i>Considerations in developing market-rate housing</i>	
	Monday April 23	Tuesday April 24	Wednesday April 25	Thursday April 26	Friday April 27
WEEK 7  6 – 9 PM		<b>Alternative Financing for Economic Development</b>  <i>A discussion of the old and the new in alternative financing tools, including crowdfunding</i>		<b>Investment &amp; Brokerage Sales</b>  <i>The role of investment brokers in real estate deal-making</i>	

	<b>Monday April 30</b>	<b>Tuesday May 1</b>	<b>Wednesday May 2</b>	<b>Thursday May 3</b>	<b>Friday May 4</b>
<b>WEEK 8</b>  <b>6 – 9 PM</b>		<b>Trade Association Night &amp; REAP Networking Reception</b>  <b>BOMA, ICSC, NAIOP, ULI, NYSFAFH, CORENET</b>  <i>Introduction to Trade Associations and a reception hosted by JPMC for candidates &amp; alumni</i>		<b>McDonald's Real Estate Strategy</b>  <i>How McDonald's grows via mixed-use &amp; free-standing locations</i>	
	<b>Monday May 7</b>	<b>Tuesday May 8</b>	<b>Wednesday May 9</b>	<b>Thursday May 10</b>	<b>Friday May 11</b>
<b>WEEK 9</b>  <b>6 – 9 PM</b>		<b>Walmart Real Estate Strategy</b>  <i>How Walmart grows via mixed-use &amp; free-standing locations</i>		<b>Starbucks Real Estate Strategy</b>  <i>How Starbucks grows via mixed-use &amp; free-standing locations</i>	
	<b>Monday May 14</b>	<b>Tuesday May 15</b>	<b>Wednesday May 16</b>	<b>Thursday May 17</b>	<b>Friday May 18</b>
<b>WEEK 10</b>  <b>6 – 9 PM</b>		<b>Panel Discussion: Legal Issues in Commercial Real Estate</b>  <i>Legal Leasing Issues, Ground Leasing, Closings &amp; Financing</i>	<b>Graduation Ceremony</b>		





**REAP ([www.projectreap.org](http://www.projectreap.org))**

**REAP DC 2018 PRELIMINARY SCHEDULE**

**March 13 - May 17, 2018**

**6 - 9pm**

	<b>Monday, March 12</b>	<b>Tuesday, March 13</b>	<b>Wednesday, March 14</b>	<b>Thursday, March 15</b>	<b>Friday, March 16</b>
<b>WEEK 1</b>  6:00 – 9:00 pm		<b>Opening Reception</b>		<b>The Washington DC Real Estate Market</b>	
	<b>Monday, March 19</b>	<b>Tuesday, March 20</b>	<b>Wednesday, March 21</b>	<b>Thursday, March 22</b>	<b>Friday, March 23</b>
<b>WEEK 2</b>  6:00-9:00 pm		<b>Financial Analysis</b>		<b>The Hospitality Model</b>	

	<b>Monday, March 26</b>	<b>Tuesday, March 27</b>	<b>Wednesday, March 28</b>	<b>Thursday, March 29</b>	<b>Friday, March 30</b>
<b>WEEK 3</b>  <b>6:00-9:00 pm</b>		<b>Multi Family Asset Management</b>		<b>Developing the Multi Family Model</b>	
	<b>Monday, April 2</b>	<b>Tuesday, April 3</b>	<b>Wednesday, April 4</b>	<b>Thursday, April 5</b>	<b>Friday, April 6</b>
<b>WEEK 4</b>  <b>6:00-9:00 pm</b>		<b>Company Perspective: Cushman &amp; Wakefield</b>		<b>Trade Association Night</b>  <b>BOMA, ICSC, ULI, NAIOP</b>	
	<b>Monday, April 9</b>	<b>Tuesday, April 10</b>	<b>Wednesday, April 11</b>	<b>Thursday, April 12</b>	<b>Friday, April 13</b>
<b>WEEK 5</b>  <b>6:00-9:00 pm</b>		<b>Developing the Office Model</b>		<b>Office Property Asset Management</b>	

	<b>Monday, April 16</b>	<b>Tuesday, April 17</b>	<b>Wednesday, April 18</b>	<b>Thursday, April 19</b>	<b>Friday, April 20</b>
<b>WEEK 6</b>  <b>6:00-9:00 pm</b>		<b>Investing In Retail Property</b>		<b>Shopping Center Asset Management</b>	
	<b>Monday, April 23</b>	<b>Tuesday, April 24</b>	<b>Wednesday, April 25</b>	<b>Thursday, April 26</b>	<b>Friday, April 27</b>
<b>WEEK 7</b>  <b>6:00-9:00 pm</b>		<b>Deal Negotiation</b>		<b>Investment/Sales Brokerage</b>	
	<b>Monday April 30</b>	<b>Tuesday, May 1</b>	<b>Wednesday, May 2</b>	<b>Thursday, May 3</b>	<b>Friday May 4</b>
<b>WEEK 8</b>  <b>6:00-9:00 pm</b>		<b>Public Private Partnership</b>		<b>Mixed Use and Affordable Housing</b>	

	<b>Monday, May 7</b>	<b>Tuesday, May 8</b>	<b>Wednesday, May 9</b>	<b>Thursday, May 10</b>	<b>Friday, May 11</b>
<b>WEEK 9</b>  <b>6:00-9:00 pm</b>		<b>Wal-Mart Global Retail Strategy</b>		<b>McDonald's Global Real Estate Strategy</b>	
	<b>Monday, May 14</b>	<b>Tuesday, May 15</b>	<b>Wednesday, May 16</b>	<b>Thursday, May 17</b>	<b>Friday, May 18</b>
<b>WEEK 10</b>  <b>6:00-9:00 pm</b>		<b>Opportunities in the DC Real Estate Market</b>		<b>Graduation</b>	