



Applications NOW OPEN 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 at least one year 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.

APPLY NOW at www.projectreap.org

Interviews to be held in February & March 2018. Classes begin in Mid-March 2018.
See sample schedules below.



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



Project REAP
1221 Avenue of the Americas
41st Floor, NY, NY 10020
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
WEEK 1 6 – 9 PM		Opening Reception		Market Research and Analysis	
	Mon, March 26	Tuesday, March 27	Wed, March 28	Thursday, March 29	Friday, March 30
WEEK 2 6 – 9 PM		Multifamily Development		Multifamily Asset Management	
	Mon, April 2	Tuesday, April 3	Wed, April 4	Thursday, April 5	Friday, April 6
WEEK 3 6 – 9 PM		Office Site Selection and Development		Office Leasing and Management	

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

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



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, 41st 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
6 – 9 PM				Opening Reception	
	Monday March 12	Tuesday March 13	Wednesday March 14	Thursday March 15	Friday March 16
WEEK 1 6 – 9 PM		Financial Analysis (Issues & Concepts) <i>Basic concepts of real estate finance, risk & valuation</i>		Financial Analysis (Financial Modeling) <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
WEEK 2 6 – 9 PM		Recapitalizing Commercial Property		Market Analysis <i>Introd. to market supply & demand drivers</i>	
	Monday March 26	Tuesday March 27	Wednesday March 28	Thursday March 29	Friday March 30
WEEK 3 6 – 9 PM		Developing the Office Model <i>Introd. to the economics of office properties</i>		Office Asset Management <i>Asset & property mgmt. concepts of office bldgs. & portfolios</i>	
	Monday April 2	Tuesday April 3	Wednesday April 4	Thursday April 5	Friday April 6
WEEK 4 6 – 9 PM		Shopping Center Investment <i>How to evaluate shopping ctrs. & retail real estate properties</i>		Shopping Center Asset Management <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		Affordable Housing Development <i>How do developers make the numbers work?</i>		Private Equity Sources and Resources <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		Deal Negotiation <i>Introd. to the legal & business dynamics of a deal-making</i>		Multifamily Housing Development <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		Alternative Financing for Economic Development <i>A discussion of the old and the new in alternative financing tools, including crowdfunding</i>		Investment & Brokerage Sales <i>The role of investment brokers in real estate deal-making</i>	

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



REAP (www.projectreap.org)

REAP DC 2018 PRELIMINARY SCHEDULE

March 13 - May 17, 2018

6 - 9pm

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

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

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

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