



UCREW Calgary

Navigating Real Estate Program

2025 Information Package

Program Overview

The **UCREW Calgary Program** is CREW Calgary's university outreach program designed to educate students who are attending local universities about career opportunities in the commercial real estate industry. CREW Calgary utilizes its members as role models to teach students networking fundamentals, offer powerful career resources, and provide relationship-building opportunities in career development. Real estate is a multidisciplinary industry, and students of all majors are welcome to participate in this program.

The Navigating Real Estate UCREW Program consists of three (3) distinct mandatory sessions:

- 1) **Session I – Education and Networking.** Student participants will receive an introduction to the various fields related to the commercial real estate industry, CREW Calgary and CREW Network. A team of commercial real estate professionals from Calgary and the surrounding area will provide students with a brief overview of their roles in the industry to demonstrate how various parts of the commercial real estate community work together to bring a project to fruition.
- 2) **Session II – One-on-One Insight.** Student participants will further explore a real estate career through an in-depth interaction between the student and a commercial real estate professional in the work environment.

- 3) **Session III – Competition and Awards.** Student participants will submit a written project and deliver an oral presentation to describe a commercial real estate project they would like to be involved in, and based on their future career in real estate, describe ways in which they might be involved in the project. The presentations will be judged by an elite panel of judges, followed by additional networking, awards, and celebration.

Students will be competing for the following awards:

- **1st Place**
 - 1 x 2025 Calgary Real Estate Forum Experience
 - 1 x Cash Scholarship in the amount of \$2,000 CAD
 - 1 x 2025 CREW Calgary Student Membership

- **2nd Place:**
 - 1 x Cash Scholarship in the amount of \$1,500 CAD
 - 1 x 2025 CREW Calgary Student Membership

- **3rd Place:**
 - 1 x Cash Scholarship in the amount of \$1,000 CAD
 - 1 x 2025 CREW Calgary Student Membership

- **4th Place:**
 - 1 x 2025 CREW Calgary Student Membership

- **5th Place:**
 - 1 x 2025 CREW Calgary Student Membership

UCREW Program participants will apply online and must be accepted by CREW Calgary into the program. Any questions or feedback can be emailed directly to CREW Calgary at crew@crewcalgary.com.

Program Details

Program Timeline and Locations:

Applications for the program will be made available online on October 23rd, with applications being accepted via the CREW Calgary website until January 15th. Applicants will be advised of the results of their applications on or before January 15th with sessions proceeding as follows:

- a) **Session I – Education & Networking:** Event will be held on January 29th (at a location TBD by CREW Calgary).
- b) **Session II – One-on-One Insight:** Event will be held on a date within the period of February 3rd – February 21st (at a location TBD by CREW Calgary).
- c) **Session III – Competition & Awards:** Event will be held on March 5th (at a location TBD by CREW Calgary).

Participant Eligibility:

The program is open to any current undergraduate or graduate student with a minimum of two (2) completed semesters in university as of the application date, and all majors will be considered. Applicants should be interested in learning more about careers in commercial real estate.

Application Deadline:

Applications must be received by midnight MST on January 15, 2025.

Awards & Scholarships:

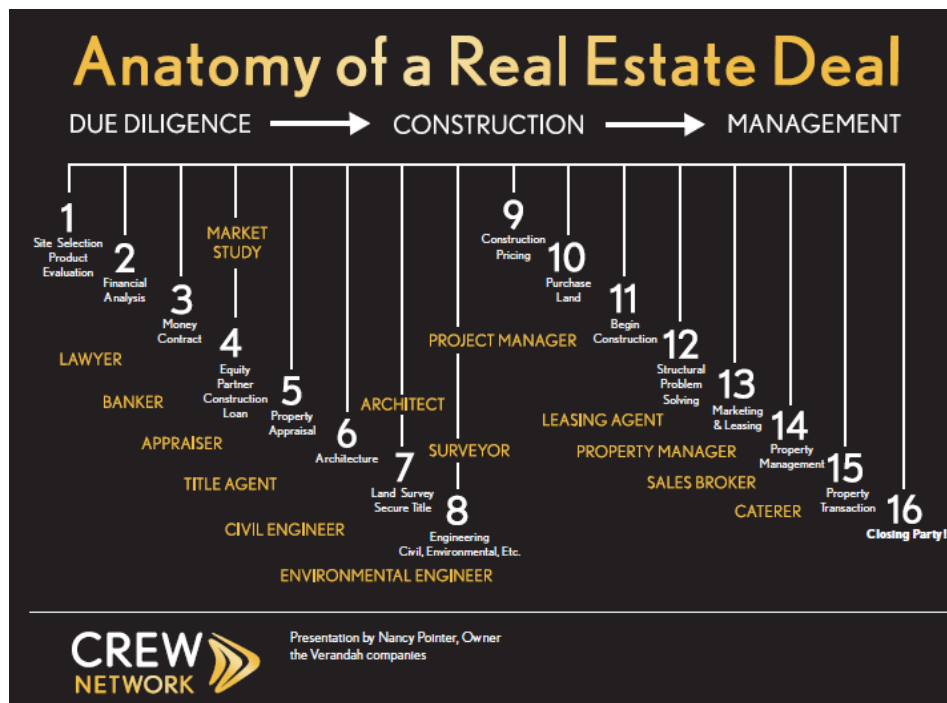
- **1 x** Calgary Real Estate Forum Experience
 - The Calgary Real Estate Forum Experience will consist of (i) dinner on an evening leading up to the Calgary Real Estate Forum (held in October of that program year) with a minimum of 2 CREW Calgary Board of Directors or senior CREW Calgary members; and (ii) attendance at the Calgary Real Estate Forum accompanying a minimum of 2 CREW Calgary Board of Directors or senior CREW Calgary members.
- **1 x** Cash Scholarship in the amount of \$2,000 CAD
- **1 x** Cash Scholarship in the amount of \$1,500 CAD
- **1 x** Cash Scholarship in the amount of \$1,000 CAD
- **5 x** CREW Calgary Student Memberships
 - An annual CREW Calgary Student Membership is valued at \$105 USD and is valid for the balance of the calendar year in which it is awarded.

Award Eligibility & Process:

- i. Students must fully attend and participate in all sessions. Inadequate or incomplete attendance and/or participation will immediately disqualify students from the program.
- ii. Students must prepare and present their final project to a panel of selected judges during Session III.
- iii. Awards and scholarships will be granted and presented to winners at the end of Session III.

Session I: Guidance for Education and Networking

During this session, student participants will receive an introduction to the various fields related to the Commercial Real Estate Industry, CREW Calgary and CREW Network. A team of commercial real estate professionals from Calgary and the surrounding area will provide students a brief overview of their roles in the industry to demonstrate how various parts of the commercial real estate community work together to bring a project to fruition. The experts will walk through all phases of a project “transaction” through to a discussion of the management of a real estate asset.



This session will also include additional time and opportunity for networking and further discussion with experts to discover the full depth of what their roles entail.

Session II: Guidance for One-on-One Insight Session

Description:

- I. Student participants will further explore a real estate career through an in-depth interaction between the student and a commercial real estate professional and mentor in the work environment. Each student will be paired with a mentor who may or may not be engaged in an area that correlates to the student's field of study or expressed career path. CREW Calgary will attempt to place students within one of their top three fields or noted areas of interest, but placements will depend on availability of CREW member volunteers. Students will be connected with their mentor prior to Session I.
- II. The mentor will plan an experience to enrich the student's understanding of their area of expertise and how it is applied within the commercial real estate industry. Mentors are encouraged to provide the student with an opportunity to visit a commercial real estate project whether that is a project the mentor is currently working or worked on which is now open to the public (ex. touring downtown and describing the mentor's role in the development, construction, acquisition, disposition, leasing, tax appeals etc. for various buildings). The student can also expect to gain an understanding of the fundamental education and skills necessary to be successful within the role, as well as potential income ranges. The mentor will get to influence a young mind and perhaps, identify a future employee.
- III. It is the responsibility of the student to contact the mentor within 3 business days of notification of placement by CREW Calgary to arrange a mutually convenient time to meet. Students will be provided their assigned mentor's contact information after the first session.

Expectations:

Students should prepare for this session by reviewing these materials and reflecting upon other questions that arose during the first session. They should use this second session to interview their professional. Topics of interest may include:

- What is the mentor's education and work history?
- Why did the mentor choose their career?

- What attributes make that mentor successful?
- Who inspires them?
- How do they see the industry changing?

Each student should use their knowledge gained through this interactive experience in the development of their presentation at the conclusion of the program. This experience is intended to encourage and motivate the student to do further assessment regarding their interests.

Guidance for Submission & Final Presentation

- 1) Written Submission** – The written submission is due February 28th and will be submitted online. Students are to provide a written submission containing a maximum of 1,000 words to describe a commercial real estate project they would like to be involved in. Based on their future career in real estate, they should describe ways in which they might be involved and engaged in the project. Each submission should have an introduction, conclusion, and a title page (including their name, school, and project title). All submissions should be in pdf format only.

- 2) Oral Presentation** – During Session III, students will make a brief oral presentation that will be judged by a panel of three to five commercial real estate experts. Each student will be allotted 5 minutes for their presentation and up to 5 additional minutes for questions from the judging panel.

Presentation Expectations:

- i. Students will be allowed to use Powerpoint, Prezi, Canva, or any other format that can be converted to PDF format and shared electronically.
- ii. Students will be evaluated based on their demonstrated overall understanding of the commercial real industry based on the project described and their description of the role someone in their selected career would play in the project.
- iii. The project in the presentation should be created by the student, and not one which already exists or has been imagined before.
- iv. The career/role that is selected should be one from the following list:
 - i. Appraisal
 - ii. Architecture & Interior Design
 - iii. Asset and/or Property Management
 - iv. Attorney
 - v. Broker (Sales)
 - vi. Broker (Finance &/or Investment Sales)
 - vii. Construction & Project Management
 - viii. Developer

- ix. Engineering
- x. Finance/Lender
- xi. Investor
- xii. Title Insurance (Escrow Officer)
- v. Students should identify their chosen role prior to meeting with their assigned mentor in order to be adequately prepared and able to ask salient questions.
- vi. Judges will expect to hear what is meaningful about the role within the given project, what the roles objectives are, and how they would be achieved.
- vii. Students will also be judged on the creativity of the project described, as well as the following presentation skills:
 - i. Energy
 - ii. Clarity
 - iii. Professional Attire
 - iv. Poise
 - v. Overall Enthusiasm

Program Assessment

After completing all three sessions of the program, students will be assessed by the judges based on the following rubric:

Mentor Scoring (20 points)	
Prompt Engagement - Contact Mentor within 3 business days	5
Professionalism - On time, communicative, professional demeanor	5
Preparedness for Meeting - Student leads, researches mentor's role/industry in advance, questions prepared	5
Engagement During Mentoring Session - Asks follow up questions, engaged in discussions	5
Total	20
Written Submission - Deck & Overview (50 points)	
Identifies career in CRE	10
Defines their role & responsibilities within CRE Project	10
Outlines CRE Project and how their role is utilized within CRE Project	10
Written Summary and/or Outline of CRE Presentation	10
Clarity, creativity, competence	10
Total	50
Presentation Scoring (50 points)	
Poise & professionalism	5
Content (identifies career, describes role & project)	25
Clarity of message	10
Overall impression	5
Question & answer	5
Total	50
Grand Total	120