

Project REAP | Job-Ready Strategies for CRE Success

Insights and tips to start
your career in commercial
real estate



POLINE SEARCH PARTNERS

45+ years of client success

National search and advisory firm

Serves owners, developers, retailers & service providers

70,000+ database of industry professionals

PLACED MORE
THAN 2,200 +
TALENTED
PROFESSIONALS

CRE MARKET TRENDS

- Skills Over Tenure
- AI & Automation in Hiring
- Tech-savvy Talent Demand
- Generational Talent Gap
- Hybrid & Return-to-office Balance

WHAT TOP CANDIDATES DEMONSTRATE

- Adaptability & problem-solving ability
- Tech fluency
- Written and verbal communication skills
- Executive presence
- Growth mindset
- Cultural alignment

COMMON APPLICANT PITFALLS

- Over-reliance on tenure
- Lack of preparation
- Poor follow-through
- Rigid mindset
- Transactional attitude

RESUME STRATEGY

CREATE A RELEVANT RESUME

- Achievement-based bullet points provide concrete examples of your impact in school or at an organization
- Task-based bullet points describe your skills and your main responsibilities in your position
- Communicate skills + capabilities effectively
- Computer software + programs (especially finance)
- Process development + implementation
- Presentations + public speaking
- Secure references



AVOID RESUME PITFALLS

- Don't include color
- Don't use tables + multiple columns
- Applicant tracking systems (ATS)
- Don't use skill ratings; List your specific skills
- Don't include photos or graphics
- Don't use unconventional fonts; stick with Aerial, Book Antiqua, Georgia or Times New Roman

AI & THE JOB APPLICATION PROCESS

- 65% of applicants are using AI to help in their job search
- 19% use it for resume writing
- 20% use it for their cover letter
- 9% use it for their headshot
- 7% use it for interview practice
- 5% use it for work samples
- 5% use it for career guidance

INTERVIEW READINESS

PREPARE

- Research company, position & interviewers
- Confirm location of interview & know your route
- Make a list of questions to ask interviewers



PERFORM

- Arrive 15 minutes early
- Dress appropriately for corporate culture
- Firm handshake
- Be aware of body language
- Be personable & genuine
- Listen carefully & actively
- Ask thoughtful questions



VIRTUAL INTERVIEW

- Treat virtual interviews the same as in-person interviews
- Prepare: test internet connection, call link, app downloaded
- Display a neat working area
- Simple, professional background (use virtual background if necessary/blur or business setting)



FOLLOW UP

- Immediately write down key issues discussed
- Send thank-you email within 24 hours
- Mail hand-written note within 24 hours
- Include strengths & experiences that align with position in follow-up correspondence

UPDATE YOUR ONLINE PROFILES

- Update LinkedIn profile to align with resume; include more details online
- Review social media pages (Instagram, Facebook, TikTok, etc.)
- Remove (hide or delete) any post/comment that is potentially inappropriate



MANAGING THE JOB SEARCH

WHAT'S YOUR WHY

- Identify what you are passionate about
- Know what you are good at—your skills
- Be realistic regarding financial resources

Know the Answer:

Why do you want
to be in
commercial real
estate?

Career Path:

Passions +
Personality +
Skills

NETWORK

- Research companies + connect with those that interest you
- Schedule personal meetings with people you admire or want to meet
- Be prepared with questions + bring your resume
- Ask for recommendations of other industry professionals to meet with
- Research, join + get active in trade organizations

UTILIZE LINKEDIN

- Meet someone; immediately connect on LinkedIn
- Ask people of interest to connect
- Join relevant groups & participate in discussions
- Engage with people's posts
- Post relevant articles along with 1-2 sentence commentary



RESEARCH TRADE ORGANIZATIONS

- **ACBR** (Atlanta Commercial Board of Realtors)
- **BOMA** (Building Owner + Manager Association)
- **CoreNet**
- **CREW** (Commercial Real Estate Women)
- **ICSC** (Innovating Commerce Serving Communities)
- **NAIOP** (National Association of Industrial + Office Properties)
- **REGA** (Real Estate Group Atlanta)

Q & A

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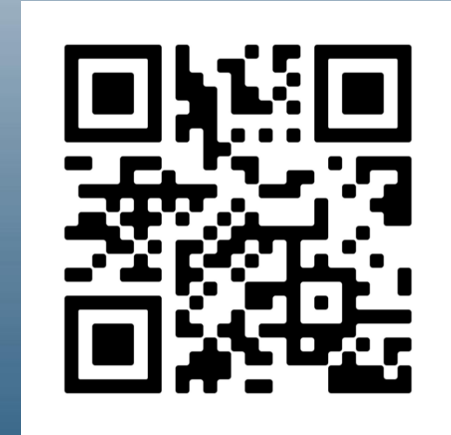
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