



# **The Counselors of Real Estate Making a Difference**

**August 22, 2023**

The CRE Consulting Corps

Presenter:

William McCarthy, CRE®

2023 Global Chair

# The Counselors of Real Estate . . . Making a Difference Presentation

- I. The Counselors of Real Estate® (CRE) and  
The CRE® Consulting Corps: Overview
- II. CRE® Consulting Corps Process
- III. Case Studies: REALTOR® Partnerships
  - i. Paradise, California (2021)
  - ii. Peoria, Illinois (2022)
  - iii. Huntsville, Alabama (2022)
  - iv. Greensburg, Pennsylvania (2023)
- IV. Questions and Discussions to Follow All Presentations

# The Counselors of Real Estate®

... A global organization of highly experienced and exceedingly well qualified real estate professionals who give back!

- Affiliate of National Association of REALTORS®
- Nonprofit. Founded in 1953
- 1,000 thought leaders
- Membership extended by invitation
- High-level expertise across many specialties
- 60+ Real Estate Disciplines
- Objective real estate advice and counsel
- CRE® credential = Real Estate Problem Solvers

# Some of our Signature Initiatives . . . [www.cre.org](http://www.cre.org)

## TOP TEN ISSUES AFFECTING REAL ESTATE®

Current and emerging issues expected to have the greatest impact on real estate

## REAL ESTATE ISSUES®

Professional, peer reviewed journal featuring analytical and novel thinking and commentary

## SYMPOSIA

The Counselors partnered with both Harvard and Stanford to present the first major real estate symposia in the universities' histories

## WEBINAR SERIES

Free webinars offer expert interpretation and meaningful insights to inform your business

## ECONOMIC ADVISORY COUNCIL

Counselors of Real Estate with a stellar reputation for economic forecasting and market analysis

## INTEREST GROUPS

Interactive Business Forums for frank information-sharing at these members-only topical sessions

... AND THE COUNSELORS OF REAL ESTATE CONSULTING CORPS

# The CRE® Consulting Corps

## The Counselors' Public Service Initiative

- Members of The Counselors **volunteer** to assist nonprofit or government entities . . . Members give back in many ways!
- 60+ Assignments since Consulting Corps formation in 1997

## Real estate strategy and action plans

- Feasible, achievable recommendations based upon expertise.
- Extremely Cost-Effective. Unparalleled real estate advice.
- Objective. Nonpartisan. Unbiased. No conflicts. Achievable results.
- Time-Efficient. Preliminary recommendation provided onsite. Full report with analysis, conclusions and recommendations thereafter.
- Advisory only. Consulting Corps does not implement the recommendations. They provide a recommended action plan.

# How the CRE® Consulting Corps is Engaged

1. A need is determined and a request for assistance made.
2. Initial contact with the Counselors is made and an assignment assessment completed.
3. A Counselor is appointed Team Leader.
4. A worldwide call for Counselors with assignment specific skillsets made. Team selected.
5. Initial site visit by team leader and the Scope of the Assignment refined and set.
6. The Consulting Corps team is on site and begin working collectively with client.
7. On the final day onsite a preliminary report is made to the client.
8. Once back at home, the Consulting Corps team continue their work and report drafting.
9. The final written report with analysis, conclusions, recommendations and an action plan is submitted and presented to the client.
10. Follow up.



# 61 Assignments Completed



## Economic Development

- Fairborn, Ohio
- Central State Hospital, Milledgeville, GA



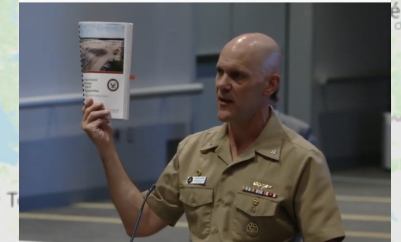
## Brownfield Redevelopment

- Rome, New York
- Preston, Connecticut



## Disaster Response

- Paradise, Calif.
- New Orleans



## Military

- Naval Air Station Oceana
- Fort Ritchie



## Universities and Schools

- Univ of Texas El Paso
- Philadelphia Public Schools



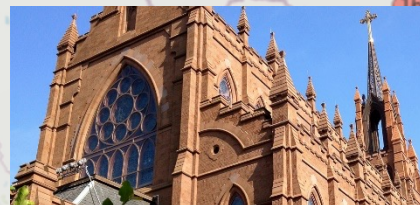
## International

- Polish National Railway
- ADIS Bulgaria



## Affordable Housing

- Spokane, Wash.
- Orlando Coalition for the Homeless



## Faith-Based Institutions

- St. Andrews Presbyterian Church
- Diocese of Charleston

Not shown: International (Gdansk, Polish Railway, Adis Bulgaria)

# Consulting Corps Partnerships with REALTOR® Associations: Transforming Neighborhoods

- Tucson, Arizona (2019)
- Spokane, Washington (2021)
- Paradise, California (2021)

Transforming Neighborhoods –launched 2022

- Peoria, Illinois – PAAR®
- Huntsville, Alabama - HAAR®
- Knoxville, Tennessee – East Tennessee REALTORS®
- Greensburg, Pennsylvania - RAWIM
- Brainerd Lakes, Minnesota – GLAR
- Bangs, Texas – Heartland REALTORS®
- Springfield, Oregon - Springfield REALTORS®

*Helps Associations Be Go-To Resource Bringing Top-Notch Expertise to Address Top-of-Mind Real Estate Issues*





# Consulting Corps Assists Paradise, California: Rebuilding from the 2018 Wildfire

- Assignment: Provide a strategic action plan for redevelopment to assist with recovery from the 2018 Camp Fire which destroyed 90% of the community.
- Key Recommendations:
  - i. Adopt a flexible and nimble approach to facilitating development
  - ii. Streamline efforts to provide a wide range of housing types and levels of affordability
  - iii. Grow the Paradise population to attract and support rebirth of residential neighborhoods, as well as commercial and institutional services





# Consulting Corps Assists Paradise, California:

**Aubrey Pruis, Association Executive**  
Paradise Association of REALTORS®

“I kept hearing about all the problems [preventing rebuilding]...This powerhouse of brilliant people who can process the information objectively is helping us get out of our own way. This has far exceeded my expectations.”







# Transforming Neighborhoods: Consulting Corps Assists Peoria, Illinois

Assignment: Spur reinvestment following demolition of 2 schools in a distressed community

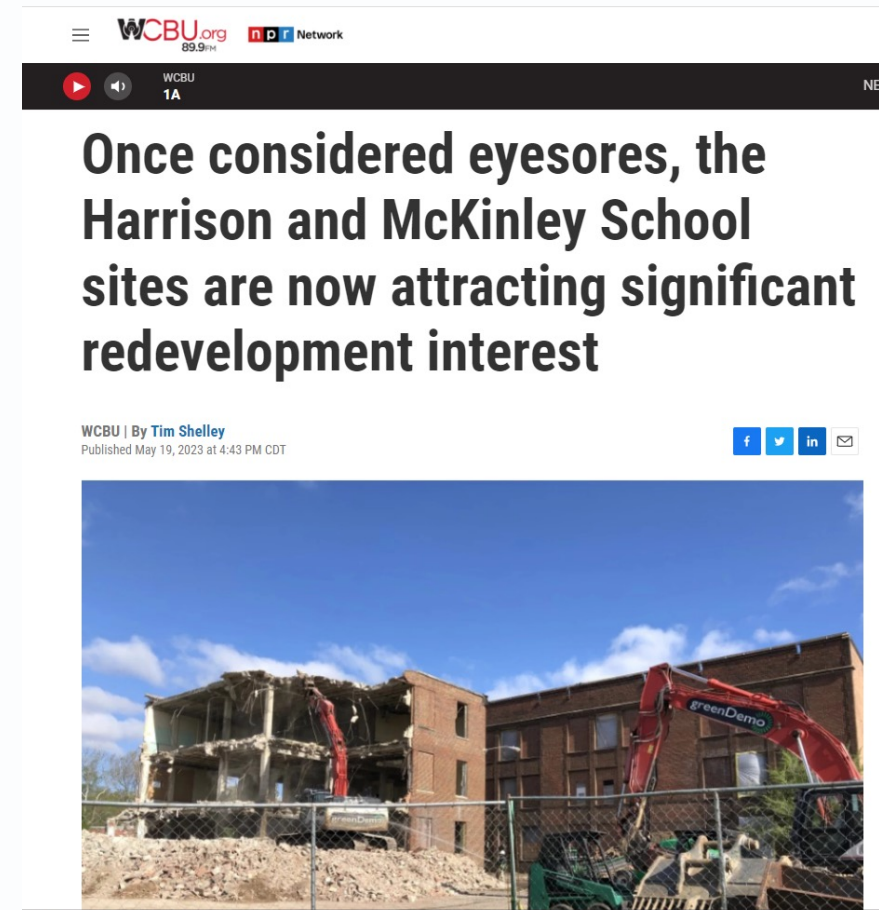


Team was onsite Oct. 16 - 20, 2022



# Peoria Consulting Corps Implementation Gameplan

1. Demolition of McKinley and Harrison Schools
2. ORGANIZE for Neighborhood Redevelopment
  - a. Create Community Development Corporation
  - b. Coordinate with School and Parks for Outdoor Programming
3. Southside Neighborhood Identity
4. Home Ownership and Rehab
5. Rental Housing Development



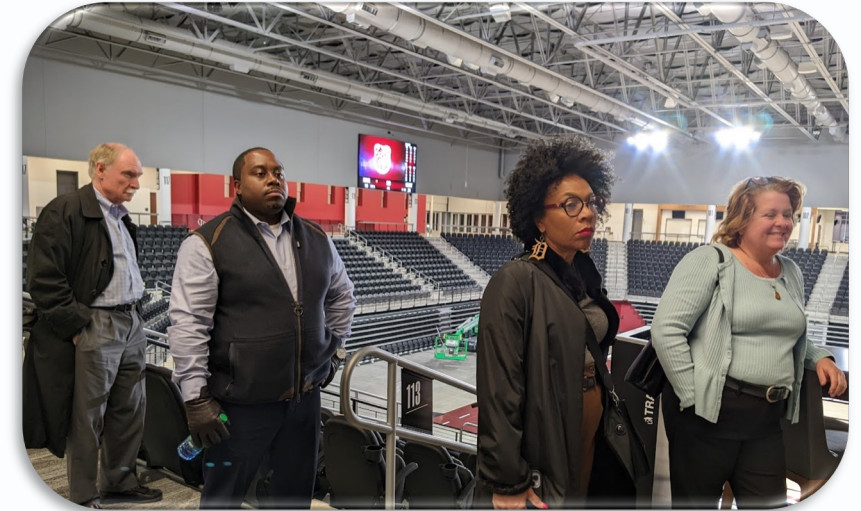
# Transforming Neighborhoods: Consulting Corps Assists Huntsville, Alabama

**Dennis Madsen**, Manager of Long-Range Planning  
City of Huntsville

“The CRE Consulting Corps provided a fresh set of eyes to review and analyze the corridor. Different perspectives are crucial when dealing with an historically blighted district, and the team did not disappoint. We especially appreciated the assist in identifying catalytic sites.”

INCLUSIVE HOUSING COMMUNITY

31-ACRE SITE





# Transforming Neighborhoods: Greensburg, Pennsylvania

## Onsite July 9-14, 2023

**Tracy Neurohr Miscik,**  
President  
Realtors® Association of  
Westmoreland, Indiana  
and Mon Valley

... Tracy will expand  
upon this assignment.



GREENSBURG  
COMMUNITY  
DEVELOPMENT  
CORPORATION



Realtors® Association of  
Westmoreland, Indiana and Mon Valley

**CRE**® THE COUNSELORS  
OF REAL ESTATE®

# Questions, Contacts and Next Steps on how to Engage the Counselors of Real Estate Consulting Corps

*Do you know of a property and community that is ready and would benefit from Consulting Corps assistance?*

How to access Consulting Corps assistance:

- [NAR Transforming Neighborhoods application](#) will open in January 2024 - competitive process
- Contact CRE to request Consulting Corps assistance
- For more information, visit [www.cre.org/initiatives/consulting-corps](http://www.cre.org/initiatives/consulting-corps)

Contact: Samantha DeKoven  
Director of Public Service Initiatives  
The Counselors of Real Estate®  
(312) 329-8431  
[sdekoven@cre.org](mailto:sdekoven@cre.org)  
[www.cre.org](http://www.cre.org)



# THANK YOU!

## THERE WILL BE A Q & A SESSION AT THE END OF THE PRESENTATIONS

*“Under all is the land. Upon its wise utilization and widely allocated ownership depend the survival and growth of free institutions and of our civilization. Through the REALTOR®, the land resource of the nation reaches its highest use and private land ownership its widest distribution. The REALTOR® is instrumental in moulding the form of his or her community and the living and working conditions of its people.”*

NATIONAL ASSOCIATION OF REALTORS®  
The Preamble to the Code of Ethics