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**COUNSELOR**

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*The professional organization for the most trusted advisors in real estate*

***November 2016***

*Please note: not all features of this Newsletter are available in the PDF version. For all features, links, and images, please visit our website, [www.cre.org](http://www.cre.org).*

# Chair's Message

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Scott Muldavin, CRE



## Who are the Counselors of Real Estate?

When you become Chair, you realize that although you thought you answered this question quite often, it becomes a regular part of nearly every interaction. You also realize that people close to you really do not quite get it. “No, Phil (co-worker), The Counselors is not just appraisers and consultants” And my favorite: “No Dad, The Counselors is not a group of lawyers.”

In addition to perfecting my elevator speech, answering this question is critical for all of us as we continue our five-year journey to increase the size, diversity, and quality of our membership (as codified in our new 5-Year Strategic Plan).

First, let me clarify how I define our size and diversity goals. Size is easy. Our Strategic Plan sets our target at 1200 members by 2020—which, when normal attrition is considered, sets a goal of 100 new members per year for the five years of our plan. Challenging, but doable if we work hard and smart.

Diversity and quality are more complex and interrelated. Expanding diversity of thought is a requirement to maintain cutting edge thought leadership and the quality of our membership. Not only do we need much more diversity by gender, race, and age to reflect the population using and working in the real estate industry, but we also need diversity by professional occupation. Consolidation of multi-national service firms; growth and globalization of investment management companies and corporate real estate groups; increased specialization; and the critical role of building technology, enterprise software solutions, mobile applications, data analytics and other “new” occupations to the functioning of the real estate industry make this diversity imperative. It is hard to maintain thought leadership if we do not fully reflect the breadth of thought and work in the industry.

Now, for my answer to the question of who we are:

“We are a group of 1000 real estate leaders known for our thought leadership; industry engagement, giving back, and trusted relationships.”

The thought leadership of our members is astounding. Our members have written over 100 of the industry’s most important books and thousands of articles that have helped form the foundation of real estate education. Our members are renowned global strategists and investors; pension consultants; corporate real estate leaders; and manage scores of leading real estate service firms. Our appraiser, broker, and consultant members advise their companies and clients on their most difficult and important challenges. Our members lead global information/analytics firms like Real Estate Capital Analytics, CoStar, REIS, Trepp, and Green Street Advisors. Our members are international specialty leaders in most property types and members from smaller markets are the “go to” real estate problem solvers in their communities. Need I go on?!

Our members are also highly engaged with the industry and their organizations; writing, speaking, teaching, and participating in hundreds of committees, task forces, and work groups committed to moving the industry and society forward.

Our organization and members are committed to giving back to our industry and communities. Our Consulting Corps and Foundation provide direct assistance to organizations confronting complex human problems where advanced real estate thought can help. Our members have amazing records of philanthropy—all supported by a culture where our most important forms of individual recognition—The James D. Landauer/John R. White and James Felt Awards—celebrate individual commitment to giving people hope through amazing charitable acts of kindness.

Trusted relationships are at the heart of who we are. Counselors earn the trust of their clients/companies through rigorous independent problem solving and adhering to the highest ethical standards. We trust each other, as a result of our unique collegial culture, high standards, and personal respect for each other. Our trust leads to rewarding business and personal enrichment.

This is who I think we are—and I am proud to be a Counselor of Real Estate.

# Member News

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**Daniel Rose, CRE EMERITUS**, New York, N.Y., was the recipient of the Business Leadership Award at the 2016 Gala for the National Committee on American Foreign Policy [NCAFP] held in New York City on October 19. This award is presented by the NCAFP to honor a prominent business leader whose professional efforts and personal endeavors have contributed to setting an unimpeachable standard for globally-oriented corporate citizenship promoting the national interests of the United States. Honorary Chairs Paul Volcker and Henry Kissinger presided over the event.

**Anne Joyner Sheehan, CRE**, Chief Executive Officer, Real Property Tax Advisors, Atlanta, Ga., was named one of *Atlanta Business Journal's* 2016 Women Who Mean Business. This list honors women who have made significant strides in their careers, are making a difference in their communities, blazing a trail for others, and leaving an indelible mark on the Atlanta business community.

**Steven D. Leader, CRE Emeritus**, New York City, N.Y., recently was selected to serve as a Judge and Mediator representing the Financial Industry Regulatory Authority (FINRA), in the Eighth Annual Securities Dispute Resolution Triathlon. The Triathlon, co-sponsored by FINRA and St. John's University School of Law, is a joint initiative of the law school's Hugh L. Carey Center for Dispute Resolution and FINRA, which brings student teams from law schools around the country to New York City to test their advocacy skills through the negotiation, mediation and arbitration of a securities dispute. Experienced neutrals from FINRA serve as mediators, arbitrators and judges, critiquing the student teams.

**Jon Yamaguchi, CRE**, President & CEO, Yamaguchi & Yamaguchi, Inc., Honolulu, Hawaii and **Nicholas Captain, CRE**, President, Captain & Associates, Hagatna, Guam, represented CRE as Chief Delegate and Alternate Chief Delegate respectively at the 28th Pan Pacific Congress for Real Estate Appraisers, Valuers and Counselors hosted by the Japan Association of Real Estate Appraisers in September. **Hiroyuki Isobe, CRE**, Chairman, Japan Valuers Co., Ltd., Tokyo, Japan, was the Alternate Chief Delegate representing Japan. To read more, please visit The Counselors' Members Only group on LinkedIn.

**Scott Muldavin, CRE**, President, The Muldavin Company, Inc., San Rafael, Calif., **Peter C. Burley, CRE**, Oak Park, Ill., and **KC Conway, CRE**, Senior Vice President - Credit Risk Management, SunTrust Banks, Inc., Lilburn, Ga., spoke at the 2016 NAR Annual Convention in Orlando. Muldavin and Burley presented an updated version of The Counselors' 2016 Top Ten List of trends and issues affecting real estate. Coverage of this presentation appeared on both *GlobeSt.com* and *Opp.Today*. Muldavin was also interviewed by Michael Bull of the Commercial Real Estate Show where he discussed sustainability. Conway spoke at the Association's Commercial Economic Issues & Trends Forum where he offered insights into commercial real estate markets, investments and capital markets.

**Robert J. Nahigian, CRE**, Principal, Auburndale Realty Company, Newton, Mass., was recently announced as the newest member of the Legacy Circle of SIOR. Admission to the Legacy Circle is for members who have served in the SIOR organization for 30 or more years.

# 2016 CRE Award Winners

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**Kevin Phelan, CRE**, Boston, Mass., was the recipient of the James D. Landauer/John R. White Award. In addition to a highly distinguished career, most recently as Co-Chair of Boston's Colliers International, Kevin has spent much of his life giving back to organizations and institutions that tug at his heartstrings. He has over 41 years of involvement with the Boys and Girls Club as a Board Member, Director, President, and Trustee, and is the longest serving Board Member in the history of Providence College. Kevin is also deeply involved with Crossroads for Kids, and has helped to establish Crossroads South, the organization's first urban campus, where a recently launched 8 million dollar capital campaign will fund the year round guidance and mentoring children in the area so desperately need. The Landauer/White Award is presented annually to an individual who has furthered the ideals of The Counselors of Real Estate®—integrity, competence, community, trust and selflessness—and who has demonstrated both

outstanding professionalism in real estate and a notable influence civically.



**Maura Cochran, CRE**, Principal, Bartram & Cochran, Inc., Hartford, Conn., received the Committee Service Award, honoring her long-term commitment to the Counselor organization at both the national and chapter levels. She has served on over 25 committees, and helped to re-energize the Connecticut Chapter by creating the role of Chapter Membership Chair to focus on the identification and nurturing of potential new members. Most recently, Maura has served as Co-Chair of the CRE Consulting Corps Steering Committee where six major projects have been undertaken. She also has had a major role in introducing CRE to the National YMCA with whom The Counselors will commence a Consulting Corps assignment in coming months. The CRE Committee Service Award, endowed by 1982 CRE President, George Lovejoy, recognizes exemplary committee or task force service to the CRE organization.



McCarthy, left, accepts the Award.

**William McCarthy, CRE**, President, W.P.J. McCarthy and Company Ltd., Burnaby, BC, Canada, was presented with the James Felt Creative Counseling Award for his pro-bono work on behalf of the Notre Dame Regional Secondary School. Extending over a 13-year period, Bill worked on all aspects of the project including the feasibility analysis and financing models, overseeing the design and build out, and, in the words of the client, "effectively rewriting the book on how Catholic educational institutions should be planned, constructed and financed in the future." Bill also designed the school's grotto and decorative garden, installing them himself. The new financing models developed by our recipient has allowed Notre Dame to maintain the lowest fee category of any competing high school and established a very healthy bursary program to assist families in need.

Established in 1992, and first awarded in 1995, the James Felt Creative Counseling Award, endowed by the family of James Felt, enhances the public recognition of the CRE Designation, the counseling profession, and The Counselors of Real Estate organization itself.

For the recipients of the 2016 Chair's Award, please visit the CRE website.

# In Memoriam

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**Gary Birnbaum, CRE**, Phoenix, Ariz., passed away on November 1, 2016.

Born on April 29, 1952 in New York, N.Y., Birnbaum graduated Magna Cum Laude and Phi Beta Kappa from Harpur College in 1973, the same year he married his wife of 43 years, Denise.

He and his wife moved westward, to Indiana, where he became the Article Editor of The Indiana Law Journal, eventually graduating Magna Cum Laude and as a member of the Order of the COIF from Indiana University.

After moving to Phoenix where he worked at Streich Lang Law Firm, he later joined Mariscal, Weeks, McIntyre until its merger with the Dickinson Wright firm of Detroit, a merger he personally managed.

Gary has been named to *Best Lawyers' Lawyer of the Year* list seven times, and annually since 2012.

He was invited to membership in 1996, and during his 20 years of membership, served as Vice Chair of the Southwest Chapter.

He recently sponsored new member Leslee Lewis, CRE, of Dickinson Wright, PLLC, Phoenix, Ariz. Said of his passing, "Gary was not only my CRE membership sponsor, but my law partner and a good friend to me. I am shocked and saddened by his passing. He was not only a giant in the field, and a larger than life figure, he had a tremendously kind heart and was a loyal friend. I will miss him greatly." ■