

NAREB AND COMMERCIAL REAL ESTATE

Creating a unique opportunity to expand the reach of African American realtors into the highly lucrative commercial real estate market on a national level

Presented By : David Wilson

Creating a Commercial Real Estate Practice

- Apartment Buildings
- Office Buildings
- Shopping Centers
- Warehouses
- Single-Tenant Retail
- Medical Facilities
- Churches
- Schools
- Land
- Data Centers
- Mixed-Use Developments



Finance Sources

- Banks
- Insurance Companies
- Private Equity Firms
- Venture Funds
- Government Agencies
- Family Offices
- Non-Profits



Effective Leadership For Business



CRE FINANCIAL STRUCTURE

- Analyzing a Shopping Center
- Office Building
- Multi-Family

TRADITIONAL & NON-TRADITIONAL LENDERS

- Private Equity
- Preferred Equity
- Structurer Capital
- Commercial Banking Lending
- Opportunity Zones
- New Market Tax Credit (Case Study)

The Emerging Real Estate Market

Urban and inner city neighborhoods continue to be underserved but offer some of the better opportunities for commercial real estate investment.

Commercial properties are located in the very same areas that realtors sell residential properties and many of these can be repositioned to serve the community and attract tenants.



Execution

The Commercial Real Estate Division of NAREB, seeks to help members discover untapped commercial real estate market opportunities which will serve to strengthen NAREB and position the organization and its members as a unified force in the commercial real estate brokerage and service industry.

Financial Analysis Software

- Rate of Return Definitions
- Ratio Definition and Use
- Industry Rate of Return

Commercial Real Estate Contract Terms

- Addendum to Commercial Contract
- Letter of Intent

Technology

- Software
- Database
- Data Mining

National & Regional Retailers

- Target Area
- Income Analysis
- Site Assemblage
- Demographics
- Traffic Count
- Identifying Leasing Sites

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Financial Deal Structuring

- Lenders
- A/B Loans
- Loan against collateral assignment of a partnership interest
- Loan Terminology

Marketing & Relationship Development

- Urban Land Institute
- Retailer One-on-One
- International Shopping Center Conference

Government Incentives

- Software
- Database
- Data Mining.

Solutions & Strategy

We're bringing education to NAREB brokers and commercial lending opportunities to commercial banks.

- Training Sessions: Train NAREB members to think like investors and commercial lenders.
- Pitch Sessions: Get commercial banks to review due diligence materials on deals and identify lending opportunities.



Analysis

According to the Urban Land Institute, commercial real estate investments can generate long-term financial stability, income diversification, and wealth accumulation.*

Black-owned businesses are important sources of employment within their own communities. The Minority Business Development Agency (MBDA) reports that Black-owned businesses employed approximately 975,000 people in 2017 alone.

* U.S. Dept. of Commerce - Minority Business Development Agency

* Urban Land Institute - Commercial Real Estate: A Long-Term Investment Strategy



ACTION STEPS

Engage with America's top financial institutions and encourage their collaboration with the National Association of Real Estate Brokers (NAREB)

Design and execute robust financial literacy programs tailored specifically for minority communities, providing them with the necessary tools and knowledge to understand and benefit from planned capital investments.

Initiate dialogue and listening sessions with community members to understand their concerns and perspectives, while actively working to build trust through transparency, accountability, and culturally sensitive engagement.

Identify and engage minority-owned financial institutions, financial intermediaries, and asset managers that already have trust and alignment of incentives within minority communities.

Leverage data-driven insights to guide decision-making, optimize resource allocation, and track the progress and outcomes of the initiative.

Use the findings to refine strategies, adjust approaches, & ensure the initiative remains responsive and aligned with its objectives.

Data at a Glance

Utilizing the most up-to-date data science, enables stakeholders to make data-driven decisions, minimize risks, optimize investment portfolios, and improve operational efficiency, resulting in improved insights into market dynamics, property performance, and tenant behavior, facilitating informed decision-making and enhancing profitability.





Timeline

Establish partnerships with commercial banks and other commercial lenders to begin site acquisition for national retailers.

2023

Track progress and report on successes to plan for scaling the investment program.

2025

2024

Launch a private equity fund in collaboration with commercial banks to invest in minority communities alongside national retailers.

Thank You!



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Get in Touch



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