



REAP Returns to NYC: Leading diversity initiative introduces multicultural professionals to commercial real estate

July 18, 2017 - Owners Developers & Managers

New York, NY - Project REAP (Real Estate Associate Program), recognized nationwide as a leading educational diversity initiative that introduces multicultural professionals to commercial real estate, is returning to New York City this fall.

According to the Bureau of Labor Statistics, commercial real estate is “one of the least diverse industries” in the economy. The lack of diversity translates into an industry that no longer adequately reflects the communities it serves, especially in the nation’s major urban centers.

To address this imbalance, REAP, with new platinum-level sponsorship from J.P. Morgan Chase and other national sponsors, seeks highly qualified candidates for 10-week long programs conducted in cities across the U.S. Applicants from under-represented ethnic groups (including African American, Hispanic, Asian, Native American and more), must hold a bachelor’s degree (or higher) and have worked professionally for 3 years. Mid-life career changers are also welcome. Applications are being accepted through Monday, July 31. No real estate experience is required.

Since its founding in 1997, Project REAP has graduated over 1,000 students from leading urban centers: Atlanta, Chicago, Cleveland, Columbus, Dallas-Ft. Worth, Los Angeles, New York, Kansas City and Washington, D.C. REAP alumni are currently working, some in the top tiers, at companies such as CBRE, Nike, Tiffany & Co., RXR Realty, Related Companies, Walmart, and IKEA.

To select classes of 25 to 30 students, applicants are screened through a rigorous process of evaluations and interviews by alumni, professionals, instructors and sponsor companies.

“We’re looking for self-starters ready to change the face of the industry,” said REAP associate program director Osayamen Bartholomew.

Classes are taught by senior level industry experts and cover such topics as financial & market analysis; shopping center investment, multifamily development; property and asset management; public/private partnerships; and sustainability. REAP and affiliated associations host networking receptions throughout the program and following its close.

Additional national sponsors include McDonald’s, Colliers International, Wal-Mart Realty, Cushman & Wakefield, Starbucks, CBRE, Acadia Realty, JLL and Sperry Van Ness. REAP is supported by the industry’s real estate trade associations - ULI, ICSC, BOMA, NAIOP, NMHC, NAA, IREM, AOBA

and REEC.

Classes will be held September 12 - November 16, 6 – 9 p.m., 1221 Ave. of the Americas NY, NY 10020. Tuition of \$750 includes textbooks and REAP events. Visit www.projectreap.org.

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