BY THE NUMBERS

- 21% Construction Management
- 9% Law
- 8% Brokerage
- 8% Business Development
- 7% Commercial Lending
- 5% Engineering
- 5% Accounting
- 5% Interior Design
- 5% Title Escrow
- 4% Architecture
- 4% Finance
- 3% Environmental
- 1% Property Management
- 1% Acquisitions
- 1% Asset Management
- 1% Facilities Management
- 1% Consulting
- 1% Appraisal
- 1% Economic Development
- 1% Property Management
- 1% Other

- 12,000 global members
- 260 Orlando members
- 3 out of 4 members refer to members
- 23% of members are Future Leaders
- $15,000 in scholarships awarded
- 40 members attending each special event
- 78% of members are retained each year
- 140 average program attendees

*based upon data from 2020
CREW Orlando is the local chapter of CREW Network which comprises over 75 affiliate organizations across the globe representing over 12,000 individual members.

OUR MISSION

CREW exists to transform the commercial real estate industry by advancing women globally.
CREW Community

CREW offers something for everyone, from insightful tours on local projects to competitive cocktail wars.

Community
CREW Orlando supports the local community through philanthropic projects that beautify our city and via initiatives such as our City in Pink campaign to support Breast Cancer Awareness Month.

Networking
CREW Network has a 12,000-member global base. Membership provides connections, resources, and opportunities for you to be successful in CRE.

Relationships
We offer countless events and networking opportunities to develop authentic business relationships. Join us to enhance your professional status in the industry!
Diversity, Equity and Inclusion (DEI)

CREW Orlando, and its global organization CREW Network, are committed to diversity, equity and inclusion (DEI) for our members. In February 2020, CREW Network convened a DEI Task Force to work on a plan to improve inclusivity and elevate women of color, who have long been underrepresented and marginalized in the CRE industry. CREW Orlando formed a DEI committee in order to implement these goals and make DEI a priority in our local market.

Referrals

CREW is here to support you! Our member-to-member referral rate is 72%, with millions of dollars in project revenue generated directly between CREW members.

Member News

Members can stay at the forefront of commercial real estate with a wide variety of online communities and forums. Topics range from industry research to finance and auditing. Browse, post, and share with peers near and far.

Member Recognition

Our recognition program spotlights member accomplishments, promotions, and more as they make strides in their careers.
Thanks to attending the UCREW program during my time at UCF, I was introduced to industry leaders who showed me what the market and realtor sector looks like. I loved it. UCREW had a big influence on my career decision.

~ Gabriela Ferreira

UCREW

UCREW is CREW Orlando’s liaison to aspiring CRE leaders currently attending Central Florida universities. UCREW provides students with professional development, mentor and job shadow resources, and a unique hands-on approach to understanding CRE projects with our annual event.

The Program

The UCREW committee hosts an annual interactive program that invites college students to explore the various career opportunities in CRE. The half-day program highlights the life cycle of real estate by exploring the vital roles CRE professionals play in a current project. Members with jobs in a myriad of industries related to CRE engage with the students during a real time tour of a high-profile development project. The event also features a relevant keynote speaker, a round-table discussion between students and the professionals, and other career development opportunities for the students.
UCREW offers college students interested in Commercial Real Estate an immersive experience at the UCREW event. The Program includes:

**The Capstone**

Students will participate in an active construction “hard hat” tour. Previous programs highlighted the OIA Intermodal Center and the Dr. Phillips Center for the Performing Arts while they were under construction. Others featured pre-opening tours of recently completed projects such as the Winter Park Library, Orlando City Soccer Stadium, Orlando Health Campus, and socially responsible projects such as Lift Orlando.

**The Advice**

After the project tour, students participate in break-out sessions with CREW members. During these round table discussions, the students receive one-on-one career advice from professionals in their field of study. Students are also encouraged to apply for internships and job shadowing opportunities provided by CREW Orlando member companies.

**Our Partners**

Florida colleges and universities are valued partners. Faculty, advisors, and professors not only promote our career programs to their students, they also share vital information about CREW scholarships and student membership opportunities. In turn, our members are invited to address students at on-campus panel discussions and career day events. It’s a win-win for the students and for the CRE industry.
CREW Scholarships

“We are honored that our students have the privilege of being recipients of this very generous award.”

~University of Florida, Associate Director of Development

“This could not have come at a better time.”

~Seminole State College, Dean of Centers of Construction & Interior Design

CREW Orlando is committed to bringing more women into commercial real estate by offering substantial scholarships to female students pursuing education and careers focused on commercial real estate. Our scholarship levels include:

• One or more S.O.A.R. Scholarships (Scholarship of Achievement in Real Estate) in the amount of $5,000;

• Up to five additional CREWS Scholarships in an amount of no less than $2,000 for full-time students, or no less than $1,000 for part-time students.
Advancing Women in Commercial Real Estate

In 2021, CREW Orlando awarded four female students a total of $15,000 in scholarship awards to assist them in obtaining their graduate degrees. For the first time, CREW Orlando also arranged paid internships for half of the Summer of 2021 for one of our scholarship recipients. A portion of the scholarship dollars are derived from proceeds from CREW Orlando’s annual golf tournament.

Natalie Casey
University of Florida
$5,000 S.O.A.R. Recipient

“CREW Orlando and the scholarship handed me a key to unlock access to partnerships that I never imagined having. They create a confidence in me to speak out for what I believe in and to serve my community better.”

Nemesie Esteves
University of Central Florida
$5,000 S.O.A.R. Recipient

“CREW Orlando: a professional network of fabulous women who radiate positive energy and success for one another.”

Sophia Palombo
University of Florida
$3,000 CREWS Recipient plus 2021 summer internship

“CREW Orlando is an amazing network....Getting to know members has broadened my horizons of the opportunities in CRE and will continue to shape my path as I begin my career.”

Bethany Saltzman
University of Florida
$2,000 CREWS Recipient

“Being a member of CREW Orlando creates great growth opportunities to connect with fellow strong females in the industry.”
Future Leaders

Our Future Leaders group is available to any active CREW members who are 35 years old or younger during the calendar year. Throughout the year, mentorship opportunities are available, including lunches and happy hours designed for intimate conversations with leaders in CREW and in the Central Florida real estate industry. Educational programs and social events also offer members the opportunity to network with professionals of a similar age.

Programs and Events

Monthly luncheons are open to members and non-members. Each program brings in 100-200 attendees, and the topics include timely economic updates, development forecasts, changes in the laws affecting CRE, and highlights of new CRE development projects.

Members-Only

Our members-only events offer more personal networking programs. The monthly Marketplace Lunch Series is presented by a CREW member company on a current issue affecting CRE.

We also host numerous social activities and informal networking opportunities including happy hours at new restaurants, enrichment classes (i.e., cooking, crochet, golf lessons), hard hat tours and much more.
Annual Events

Golf Tournament
In the Spring, we hold our annual golf tournament at one of the many local golf courses. The proceeds fund the Commercial Real Estate Women Scholarship (CREWS) program created by CREW Orlando. We have a unique theme each year, and our tee party sponsors never fail to amuse with their creative costumes and decor.

Celebration of Champions
In the fourth quarter of the year, CREW Orlando members and guests come together to recognize excellence in service to the chapter and to celebrate outstanding member achievements! One of the prestigious awards is the “Networking Deal of the Year.” It highlights the caliber of our membership and our focus on doing business together.

Women At The Top
CREW Orlando’s signature WATT event features prominent speakers that encourage and inspire attendees, both personally and professionally. Prior speakers include Sandy Hostetter, Central Florida Market President, SunTrust Bank; Tricia Stitzel, former CEO Tupperware Brands; and Carla Harris, Vice Chairman and Managing Director, Morgan Stanley.

8th Annual Women at the Top
“We went BIG for our 2021 guest speaker– Erin Brockovich!” Erin is a true American hero whose icon status and perseverance fuels her determination to expose injustice and lend her voice to those who do not have one.
CREW Membership

By joining CREW Orlando, you not only get the benefits of local chapter membership, you are connected globally to CREW Network. You are exponentially advancing your career and supporting the success of women in commercial real estate.

Benefits of CREW Membership include:

1. Unparalleled business networking and deal-making opportunities locally through chapter events and globally through CREW Network.

2. Exclusive access to the members-only CREWbiz Community, which includes an online member directory and mobile app to help you network and give and get business.

3. Access to the CREWbiz Open Forum where members exchange resources and ideas, refer business to one another, facilitate deals, post career opportunities and much more.

4. Professional development and leadership training targeted specifically to meet your needs through members-only programs including the CREW Network Leadership Certificate Program, webinars and events.

5. Discounted registration for the annual CREW Network Convention and Leadership Summits.
I joined CREW Orlando in 2012 as an environmental scientist with no business development training or background. Over the years, CREW provided a welcoming environment that has helped me to develop personally by building skills such as public speaking, effective networking, and leadership. I’ve found mentors in many different industries that have helped me grow through my career and I now manage the Orlando operations for my company. CREW Future Leaders has allowed me to really connect with my peers and develop relationships that will last throughout my career. My involvement with CREW has allowed me to really raise the bar on my career path as a whole.

~Sarah Riffe, Aerostar SES, LLC

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MEMBERSHIP

6 The opportunity to be listed in the CREW Network Speaker Directory and considered for speaking opportunities.

7 Global leadership opportunities through board and committee service.

8 Complimentary copies of our industry research publications, including white papers and benchmark studies.

If you are interested in Membership, please check out the qualifications and how to apply at creworlando.org/why-join.
CREW Orlando is managed by a Board of Directors who work together to set and accomplish the chapter’s strategic goals aimed at furthering our mission: to transform commercial real estate through advancing women.

CREW Orlando’s primary goal is to be the leading commercial real estate organization in Central Florida by attracting, engaging, and retaining the highest quality decision-makers in the industry. We do that through building member-to-member business, offering high-quality programming and educational events, and focusing on community involvement and inclusion.

The leadership skills I learned and relationships I made serving on the CREW Orlando Board have been invaluable personally and as a shareholder at my law firm. We all advocate for each other and have become better CRE professionals due to our memberships and service in CREW.

~ Laura M. Walda, Esq.,
Lowndes, Drosdick, Doster, Kantor & Reed, P.A.
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CREW NETWORK

CREW Network is impacting the industry through invaluable initiatives and opportunities for its members worldwide.

CREW Network Convention

The CREW Network Convention brings together more than 1,200 commercial real estate leaders annually for deal-making, business networking, industry education, and leadership development.

If you are looking to expand your business network and learn about the latest trends, technologies, and innovative projects in commercial real estate, this event is for you!

CREW Network is a resource to promote and encourage professional women in commercial real estate related industries. Being a member of CREW Network is a unique membership experience which includes:

- Genuine relationships and friendships that develop into referrals organically.
- A membership that has a mindset of “no strangers,” everyone is open to meeting others.

crewnetwork.org
Business Networking
CREW Network delivers impactful annual networking opportunities including Leadership Summits and the CREW Network Convention and Marketplace. Members have access to our CREWbiz technology, membership directory, resource and referral center, personal marketing tool and app.

Industry Research
CREW Network is the world’s leading researcher on women in CRE. Our industry research produces white papers annually and a benchmark study every five years, delivering data and action items to advance women in CRE and positively impact the industry.

Leadership Development
Building effective leaders is key to advancing the CRE industry. We dedicate significant resources to providing our members with high-level leadership development training and opportunities to serve on global boards and committees to develop these skills.

Career Outreach
CREW Network and the CREW Network Foundation create programs to support college-level commercial real estate education through scholarships and mentorships to those new to the industry.

“CREW is the best organization for me to network with other professionals in the commercial real estate industry, both locally and nationwide. The monthly programs provide a great opportunity to meet a wide variety of industry leaders in diverse roles plus I gain valuable information needed to stay current on new projects.”
~Laurie Botts
City of Orlando

“When I pick up the phone, I always call a CREW member first!”
~ Jennifer Pollock, Ameris Bank
In the past ten years, I have done business with over FIFTY CREW member companies!

~Vicki Berman, Dean Mead
The relationships built with CREW over the past five years have helped me in so many ways, from friendships to professional connections. These connections have meant the world to me as I continue to grow my career!

~ Mimoza Novaj, JLL