

HASKAYNE SCHOOL OF BUSINESS



How can we build the next generation of real estate leaders?

Westman Centre for Real Estate Studies

energize
THE CAMPAIGN FOR EYES HIGH

Energize: The Campaign for Eyes High is the University of Calgary's most ambitious fundraising campaign to date. Funds raised through the campaign will support student experiences, research outcomes and community connections. Together, we are fueling transformational change for the University of Calgary, our city and beyond — inspiring discovery, creativity and innovation for generations to come.



Together.

We will prepare tomorrow's leaders to address the challenges of an evolving real estate industry

Calgary is consistently ranked among the very best places to live. We know that real estate leaders are fiercely proud of the role they have played to position our hometown among the world's finest. The Haskayne School of Business understands this pride because we share it too. We understand the value of the real estate industry — it is the world's most significant store of wealth.

The global value of real estate rose to more than US\$280 trillion in 2017, more than 3.5 times global GDP. In Canada, 76 per cent of the country's national wealth is tied to real estate.

The industry creates communities — the essence of human well-being. It supports livelihoods and drives regional economies.

Today's real estate landscape

The real estate sector landscape is evolving. As the industry leaders who were instrumental in building our communities are retiring, a noticeable leadership gap is left to be filled. The next generation of real estate leaders face new challenges as fast-paced technological, environmental and social changes transform how people live, work and play. The industry faces rising pressure to respond with new ideas by being increasingly innovative. Disruption is coming in the form of big data and technological transformation.

Real estate leaders must build strong, collaborative relationships with all stakeholders as they strive to meet demands, produce societal and financial value, and uphold high environmental standards. Locally, Calgary is under enormous pressure to manage growth in ways that maximize quality of life, minimize environmental impact and ensure economic prosperity.

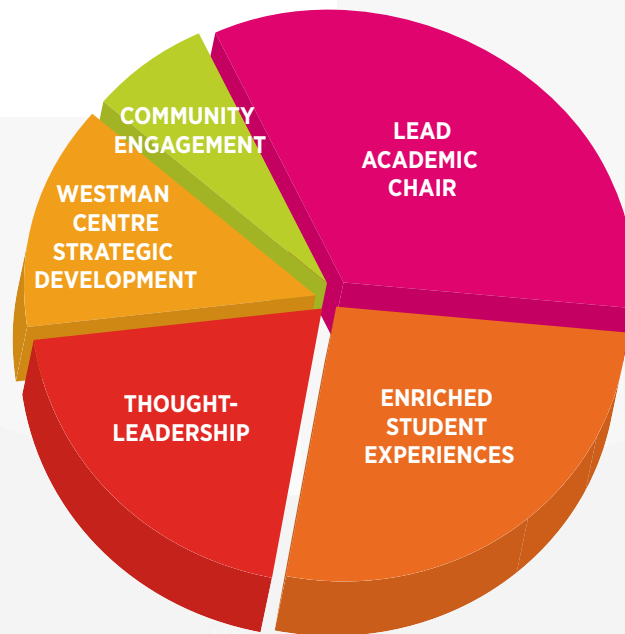
We must prepare for an evolving and uncertain future without losing our standing and the incredible progress we have already made.



Transforming real estate education

To meet evolving demands and address uncertainty, the real estate industry needs critical thinkers in leadership roles. The Westman Centre for Real Estate Studies at the Haskayne School of Business is leading the way to meet this need.

Thanks to the generosity of the community, we have laid a solid foundation for real estate studies at the University of Calgary. Now we are calling upon visionary industry leaders — like you — to join us again. Together, we will address the pending leadership gap and the disruption of industry by raising **\$15 million** to energize the next level of real estate education and thought-leadership at Haskayne.



\$5M

Lead Academic Chair

\$4M

Enriched Student Experiences

\$3M

Thought-Leadership

\$2M

Westman Centre Strategic Development

\$1M

Community Engagement

Building on our foundation and fueled by our community, the money raised will propel the Westman Centre for Real Estate Studies to be a nationally recognized centre of excellence, well-positioned to deliver on its mission: to create entrepreneurial and ethical leaders for the real estate industry.



- **Lead Academic Chair for the Real Estate Studies Program**

Every successful post-secondary real estate program is anchored with strong academic leadership. By attracting and retaining a highly regarded academic chair, our curriculum and research programs will flourish and garner the credibility they require to be regarded as best-in-class.

- **Enriched Student Experiences**

We believe in experiential learning. We know its impact on students and industry cannot be overstated. To take the student experience for real estate studies to the next level, we will expand and further enrich the types of activities students can engage in.

- **Thought-Leadership**

With an academic chair, we will selectively build our faculty and produce rigorous and relevant research around economic, environmental and social sustainability that can be applied to directly benefit industry, locally and beyond.

- **Westman Centre Strategic Development**

The Westman Centre's dedicated team will continue to shape the future of the real estate industry by delivering rich educational opportunities built on a solid platform. Sustainable funding will enable us to attract and retain the talent needed to scale programming and achieve our vision.

- **Meaningful Community Engagement**

The Westman Centre will be well-positioned to engage thought leaders in their respective fields and deliver community-outreach initiatives that increase the dialogue across all industry stakeholder groups.



▲ The Westman Centre for Real Estate Studies was launched in 2013, thanks to Jay Westman's \$5 million gift.

“ The real estate industry has had a strong hand in shaping this community and in building Calgary’s reputation as one of Canada’s most entrepreneurial and livable cities. I am committed to its ongoing strength through the development of responsible business leaders, and I believe the Haskayne School of Business is the place to make that happen.”

Jay Westman, Chairman and CEO, Jayman BUILT



▲ Students and industry professionals connect at the 2018 Real Estate Industry Career Symposium and Networking Reception.

Building on success

Our spark was lit in 2011 when leaders from the Calgary real estate community stepped forward with seed funding to launch the real estate studies initiative at the Haskayne School of Business. They were motivated by a shared desire to address a shortage of potential employees with relevant real estate knowledge and skills, and to find solutions to big challenges facing the industry. Two years later, the Westman Centre for Real Estate Studies was born when Calgary builder and developer Jay Westman ignited a new phase of real estate studies. The Westman Centre is proof of a well-known fact: in Calgary, a plan moves forward when the community gets behind it. We know our success is Calgary-bred. We set out to break new ground and, with our community's support, that's what we did.

In 2017, the Haskayne School of Business launched Alberta's first accredited post-secondary real estate studies program. BComm and MBA students can now choose real estate studies as their degree specialization and enrol in six real estate studies courses covering industry fundamentals, planning and development, investment and analysis, legal, and marketing content. Through a unique blend of experiential learning in and out of the classroom, students actively engage with industry to apply their learnings through initiatives such as case competitions, internships and work co-ops. Community engagement is a core component of everything we do including career symposiums, student volunteers at industry events, guest lecturers, industry led tours of developments, student mentorship and helping graduates find jobs within the industry.

Based on our assessment of the leading and accredited real estate programs in North American universities, we are confident in our plan to become a formidable real estate program.

Business school real estate program comparison

Real Estate Centre and Program Key Attributes

	Accredited Real Estate Program	Real Estate Centre	Sustainable Centre Funding	Academic Leadership/ Faculty	Industry Partners	Scope of Curriculum	Student Experience	Thought Leadership
Leading accredited real estate programs at business schools in the United States								
Columbia University	Graduate	●	●	●	●	***	***	***
New York University	Both	●	●	●	●	***	***	***
University of California - Berkeley	Both	●	●	●	●	***	***	***
University of North Carolina - Chapel Hill	Both	●	●	●	●	**	***	***
University of Pennsylvania	Both	●	●	●	●	***	***	***
University of San Diego	Both	●	●	●	●	**	***	**
Leading accredited real estate programs at business schools in Canada								
Ryerson University	Undergrad			●	●	**	*	*
University of British Columbia	Undergrad	●	-	●	●	*	**	**
University of Calgary	Both	●			●	*	*	
University of Guelph	Undergrad			●	●	*	*	
York University	Graduate	●	-	●	●	**	***	*

- Present
- * Basic, may be small, or recently started, opportunity for growth
- ** Good, the basics are solid, and there are extra unique qualities
- *** Exceptional, higher end offering, tried and tested
- Data not available

Disclaimer: This benchmark for comparison is based on our meetings with real estate program academic and centre directors, together with a review of their respective websites. This assessment does not claim to be exhaustive.

Join us in accelerating the Westman Centre's reputation for excellence.

This is an opportunity to be a part of meaningful change. In order to maintain momentum and ensure continued growth and sustainability of the program, we need your support. When you invest in the Westman Centre for Real Estate Studies, you are building a future for the next generation of real estate leaders.

“

Now is the right time. Calgary is the right place. Join us and make transforming real estate education a reality.”

Jim Dewald, Dean Haskayne School of Business

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