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PRESS RELEASE

CREW-Miami Unveils “*Make the Ask*” Business Campaign, Swears In New 2008 Leadership

*Initiative seeks to inspire assertiveness among women
In growing commercial real estate industry.*

MIAMI – (January 3, 2008) – Commercial Real Estate Women (CREW-Miami) announced today that it is launching *Make the Ask*, a regional awareness and education campaign designed to inspire assertiveness among women throughout the industry and generate deal flow among members.

A first comprehensive look at women in the industry published in 2006 by CREW-Network found that the percentage of female professionals in commercial real estate has grown to 36 percent from 32 percent in the past five years. Though more women are entering commercial real estate, men earn more than women across the board at comparable levels of age and experience, as well as across specializations.

According to newly-elected CREW-Miami President Gayle Bainbridge, *Make the Ask* was created to help commercial real estate professionals take advantage of this high-growth field in which women’s numbers are rising annually. As of 2006, the total commercial real estate market in the United States was estimated to be \$3.5 trillion, according to the New York research firm Real Capital Analytics. However, the CREW-Network survey found that nearly 6 in 10 (58 percent) of the men reported yearly incomes of \$150,000 or higher, but only 24 percent of women achieved those revenues.

“CREW-Miami’s *Make the Ask* initiative seeks to attract and keep more women in the industry by helping generate business opportunities for male and female members alike,” said Bainbridge, a vice president with Elliott, McKiever and Stowe, Inc., one of the largest independent insurance agencies in South Florida. “We’re making it clear to our membership that business networking is not just about showing up. CREW-Miami is providing members with the networking opportunity to meet heavy hitters throughout the industry, be it real estate brokerage, accounting, legal services, lending, construction, development, and so on. However, it’s up to members to be assertive and *Make the Ask* for the business. Men have no problem doing this, and quite frankly, women shouldn’t either.”

For the 2008 fiscal year, Bainbridge and CREW-Miami’s leadership will focus on strengthening the organization’s strategic plan, with the goal of ensuring that members understand the nature of doing business with one another. Select initiatives include the creation of more business-oriented events and programs, new member receptions, and business-to-business events. According to Bainbridge, members will also be encouraged to seek out new entrepreneurial and commission-based opportunities, two areas that typically offer greater financial reward to the most successful, yet are more likely to be rejected by women due to the risk involved.

“Attracting women to the male-dominated commercial real estate industry is getting easier with time. But, once we recruit women, the real challenge is keeping them,” said Bainbridge. “With 61 chapters nationwide and more than 7,000 members, CREW-Network has proven instrumental in providing advancement and mentoring opportunities for women in the industry. That said, there is clearly more work to do to achieve parity between men and women in terms of compensation and career advancement and to increase the number of women in certain segments of the industry.”

The new initiative was announced in conjunction with the election of CREW-Miami’s new 2008 Board of Directors. The new leadership is comprised of some of the commercial real estate industry’s leading women executives:

- President: Gayle Bainbridge, Elliott, McKiever and Stowe, Inc.
- President-elect: Danet Linares, Wealth Capital Management, Inc.
- Past President: Dean Newberry, Spillis Candela, DMJM
- Treasurer: Dawn Elkins, Research Management Corporation.
- Secretary: Emily Usow, Adorno & Yoss.
- Member Services: Dorothy Davis, Kimball Office.
- Communications: Ellen Blasi, The Green Companies.
- Membership: Lyan Fernandez, Total Bank
- Programs: Lisa Silvers, CBRE
- Community Affairs: Barbara Tria, Kerdyk Real Estate.
- Sponsorships: Janie Coffey, Papillon Construction & Redevelopment.

About CREW-Miami

The mission of CREW (Commercial Real Estate Women) is to advance the success of women in commercial real estate by achieving parity in opportunity, influence and power. CREW members represent all disciplines of commercial real estate – every type of expert required to “do the deal.” Members comprise more than 7,000 female and male commercial real estate professionals in more than 60 markets across North America. CREW-Miami, which recently celebrated its 20th anniversary, consists of more than 150 members. For further information, visit www.crewmiami.org or call (305) 938-0775.

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