

NAREE News

SPRING 2013 • www.naree.org

NAREE's 47th ANNUAL Real Estate Journalism Conference

Hilton Atlanta Downtown
June 5-8, 2013

Conference Headlines

Top 10 Commercial and
Residential Market Challenges

The Untold Story of
Single-Family Investment

The Boom in Luxe Housing

Is Multifamily Really Overbuilt?

Economic Forecasters Check
the Barometer

Walking Tall: New Urbanism
Takes Root in Mixed-Use

NAREE University

Twitter and the Fourth Estate

Voices Behind the Mic: Getting
and Staying on the Radio

Mining The Fed for News

Saturday Morning Review with
NAREE's Award-Winning
Journalists

Designs on the New Urban Grid



Register Now for Atlanta 2013 on www.naree.org

By Kris Hudson, Wall Street Journal



NAREE Members Tout 'n Tweet Annual Conference

What's in it for us?

When's the last time you heard that question, other than from your kids? I'll tell you: When you last asked your editor to approve your travel to a conference or convention.

It's a legitimate response these days, given that travel budgets for most of us are thinner than **Mary Shanklin**, avid cycling enthusiast and NAREE board member covering real estate at the Orlando Sentinel. Staffing is in short supply, too. Most editors hesitate to let you leave your newsroom for lunch, much less a three-day conference.

Never fear, chroniclers of real estate. I am here to tell you how to respond to that skinflint editor in regard to NAREE's upcoming annual conference in Atlanta June 5-8. You can't afford to miss this conference. So, you need to look that editor in the eye and respond, **"What's in it for us is a lot of stories, sourcing and training on things like Twitter, Excel and blogging.** And there's prestige. And good looks."

Ok, maybe the final two are a bit of a stretch. But, suffice to say, you won't have trouble generating copy to show your editors as proof of the worth of NAREE's annual conference. I thought I was quite productive at NAREE's conference in Denver last June for writing three blog posts and numerous tweets. That was until I heard that **Jeff Collins**, who covers real estate for the Orange County Register, authored six – six! – blog posts from the conference.

"Not only did I get a broad view about a wide range of issues in the real estate market from top national experts," Jeff told me via email, "but I was able to link up with a local source who went on to provide more stories after I got back from the conference."

Attendees at the Denver conference found so much to tweet about that **#NAREE2012** ended up trending nationally on Twitter.

After returning from Denver last summer, NAREE Vice President **Daniel Taub** told his colleagues at Bloomberg News about how a Bank of America Corp. executive proclaimed at the conference that delinquent borrowers were brushing off BofA's offers to forgive big chunks of mortgages on underwater homes. As a result, Bloomberg published a 1,500-word story titled "BofA's \$150,000 Gifts Draw Silence From Homeowners." That's a novel by Bloomberg standards. If a top-rate organization like Bloomberg considers NAREE's conference newsworthy, so should your editor.

Sometimes, you don't even have to come up with ideas on your own; NAREE members will conjure them for you. NAREE board member **Emily Spicer** of the San Antonio Express-News organized a discussion at the Denver conference during which various attendees outlined their best stories of the past year and how they conceived and reported them.

Get on with it, then. Read about plans for the Atlanta conference at **www.naree.org** and pester your editor into allowing you to go. We'll see you at the **Hilton Atlanta Downtown**. I hear there have been a few foreclosures and bank failures in the peach state. Might be worth checking out.



NAREE University Getting Prepared for Tomorrow's Newsrooms



By Ralph Bivins, RealtyNewsReport.com

Don't be tardy. Don't get left behind. And most of all, don't be unprepared when more change roils your newsroom.

What's a journalist to do? ... Attend NAREE University.

Daily NAREE University sessions in Atlanta will equip journalists to thrive in the rapidly changing news industry. Learn to be a master of social media, create instant blog posts and handle broadcast news.

That's not all. NAREE University will also generate ideas about covering the news. How did your NAREE colleague cover the housing revival story? What sources did they call? What graphics were used?

The faculty is superb. The lessons are rich. And there's no extra tuition required. NAREE University workshops are blended right into the Atlanta conference schedule.

Freelancers, staffers, editors and all communicators will enjoy NAREE University sessions including:

- Saturday Morning Review. After the Friday night journalism awards ceremony, attendees gather to analyze and discuss the award-winning entries. Winners will tell the real back-story of what it took to put together prize-winning packages. Moderator: **Lauren Beale**, LA Times.
- Veteran real estate editor **Matt Valley** delivers "Mining the Fed." In addition to controlling the economy, the Federal Reserve has a lot of data that can frame real estate news stories.
- The "Behind the Mic" sessions on radio technique and programming will get you prepared to step into the radio booth. Faculty includes radio talk show host **Ilyce Glink** and **Michael Bull** of the Commercial Real Estate Show.

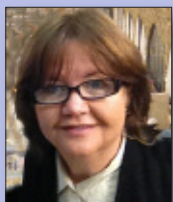
Come to Atlanta and get a professional educational boost from NAREE University. The bell rings for the first session on Wednesday morning, June 5. Don't be tardy.

Look for additions to NAREE University on **www.naree.org**



All Aboard NAREE Style: Atlantic Station: Modeling New Urban Influences within Atlanta's City Limits

By Mary Doyle-Kimball



When I think of new urbanism I usually picture some brand new suburb trying too hard to look like it's always been there. Better than the bastions of cul de sacs designed for the car, but a far cry from the best of real urban life. Not so with Atlantic Station. It's actually in Atlanta in Midtown's northwestern edge, not a harrowing commute away.

When you see it, you may agree that this multi-billion dollar, 138-acre new urban venture owned by North American Properties and CBRE Global Investors is more than a new neighborhood built on an old steel mill site in Atlanta, it's a bit like a self-contained little city within the big city, which is what reporters keep hearing everyone is clamoring for.

I hope NAREE conference goers will get a kick out of taking the ten-minute shuttle from the Hilton to Atlantic Station. It's much shorter than the lion's share of our conference learning labs. We'll get a bird's eye view of all of Atlanta from the 21st floor of the "BB&T Building" (one of three office towers) replete with a quick drink and taste of southern hospitality. Then in typical NAREE whirlwind fashion, we'll walk briskly around the neighborhood with a peek into a couple of model apartments (there are 2800 units in nine developments, including residences in a hotel) and back outside and past the retail (more than 50 shops and 19 bars and eateries) and community cinema on the lawn (you can go back when it's dark to take in the movie) and end up in a local watering hole -- par for the NAREE conference course on Thursday.

While every city has pockmarks on the inner grid and how developers, politicians and community groups resurface them is fodder for many of our stories, it's my hope that regular NAREE conference goers will collect a suitcase full of insight from touring and talking about the nation's urban icons each year together. I've heard more than once that a key component to jump starting a sage perspective on urban design is to experience it with fellow real estate reporters -- NAREE style. Here's looking forward to seeing you in Atlanta, at Atlantic Station for this and many other "NAREE moments."

NAREE Conference Highlights

Atlanta Home to Dozens of Top Realty Cos. Speakers Coming from All Over USA

By Matt Valley, France Media



For the past 15 years, Atlanta has been my adopted home. I was part of a huge wave of people who migrated to the metropolitan area between 1990 and 2000, a decade that saw the population balloon from 2.9 million to 4.1 million, the biggest gain of any large metro area in the nation.

When I left Chicago for Atlanta to accept a job promotion with a commercial real estate publication, one of my publishing colleagues asked bluntly, "What is your exit strategy? Atlanta is not a publishing town."

I had no exit strategy of course, but fortunately I never needed to devise one. Not only is Atlanta the headquarters for Coca-Cola, Delta Airlines, Home Depot and United Parcel Service, but it is also teeming with high-profile real estate firms, many of which I've covered. The list of local heavyweights includes **Beazer Homes, Carter, Cousins Properties, IDI, the Americas division of InterContinental Hotels Group, Jamestown, North American Properties, Pattillo, Post Properties, Selig Enterprises, Wells Real Estate Funds and Wood Partners.**

Through booms and busts, Atlanta's real estate market has been inextricably linked to its overall identity as the capital of the Southeast. So, it seems only fitting that NAREE's annual conference will take place in Atlanta this June. It's a privilege to be part of the program planning committee. Here are just a few of the sessions:



Howard Gelbtuch

- On opening day of the conference, June 5, Counselors of Real Estate **Chairman Howard Gelbtuch** will outline the top 10 issues facing residential and commercial real estate during the next decade.

- Mortgage availability is a hot-button issue. **Erin Lantz**, director of Zillow Mortgage Marketplace and one of HousingWire's 2012 Women of Influence, will share her observations during a Wednesday panel as will **Robert Chrane** of Down Payment Resource.



David Adelman

- **David Adelman**, president of Campus Apartments, one of the largest developers of student housing will be on a panel on Thursday focusing on the issues that led universities to turn to private developers for help.

- Investors have been bullish on the apartment sector in recent years. How much longer will apartment properties remain the darling of the investment community? **Robert Hart**, president of Beverly Hills, Calif.-based Kennedy Wilson Multifamily Management Group, will lead an all-star multifamily panel on Thursday.



Brendan Barr

- If demographics are destiny, then seniors housing is poised for a great run as the graying of America accelerates. What most Americans don't realize is the industry offers a menu of housing options. **Brendan Barr**, vice president of development for NorSouth, a developer of independent living communities in Atlanta, will be a panelist for Friday's, "The Myths and Misperceptions About Seniors Housing."

- Also on Friday, **Lawrence Yun**, chief economist for the National Association of Realtors, will provide his midyear forecast.

That's just a sample of what we've lined up for you. We look forward to seeing you this June in Braves Country, maybe even for a game on Tuesday night if you come early.



Centennial Park

MEMBERS ON THE MOVE



Jean Dimeo

Hanley Wood Hires Jean Dimeo as Builder Editor in Chief

Jean Dimeo is now at the helm of Builder magazine. After a brief hiatus from journalism last year working at Griffin & Co. in Washington, Jean began working as Builder's Editor in Chief in January. She served on NAREE's Board of Directors for several years as Treasurer, and has spoken about trade journalism and going from print to multi-media at several NAREE conference. She was editorial director of Building Products magazine and chief editor for EcoHome where she won several NAREE awards. Earlier Jean reported on business for the Dallas Times Herald.

Kirstin Downey is ME for Washington Watch

Long-time NAREE member, **Kirstin Downey**, has rejoined NAREE, now working as the managing editor for Washington Watch, publishers of FTC:WATCH and CFPB:Watch. Kirstin left the Washington Post in 2008 during a buyout and wrote a book about Frances Perkins. She also worked on the staff of the Financial Crisis Inquiry Commission. She says: "How fun it is to be renewing my membership in NAREE. I could really benefit from the tips, help, insider commentary and wonderful access to newsmakers that I have gotten over the years from NAREE. Plus it has just been so much fun being part of the group." FTC:Watch has been around for 35 years. The subscriber newsletter is published twice a month in print and online.

Board Honors Lew Sichelman



Lew Sichelman

Kudos to award-winning syndicated housing and real estate columnist **Lew Sichelman** who is now a NAREE Honorary Life Member. Lew has been a member of NAREE since the 1970s and served as president in 1981. The board voted to make Lew an Honorary Life Member in February. Lew also chaired NAREE Park City Utah conference and was a co-chair of NAREE DC conference in 2005, and has brought many, many new members to NAREE's ranks. He has covered real estate for more than 40 years.

NAREE University: Blurring the Lines

Lauren Beale, LA Times; Cati O'Keefe, Green Builder; and NAREE Chairman Harold Bubil, Sarasota Herald-Tribune served on a NAREE panel discussion at the IBS convention in Las Vegas in January.



NEW Members

ACTIVE

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11th Annual

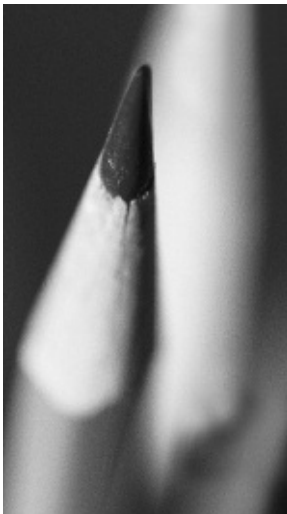


**Bivins Fellowship
Application Deadline:
May 1, 2013**

Journalists can apply for
Atlanta Conference Travel Stipends

Click the "Fellowship Tab" on
www.naree.org

Fax in your application to
561-391-0099



World Property Channel Taps Kevin Brass as Global Editor; Expands News Operations

World Property Channel has hired veteran property reporter **Kevin Brass** as global editor. Kevin has covered international markets for the International Herald Tribune, New York Times and The National, based in the United Arab Emirates. His columns, features and analysis have also appeared in the Los Angeles Times, People, TravelAge and Hispanic Business. Most recently he served as public affairs manager for the Council on Tall Buildings and Urban Habitat, the Chicago-based not-for-profit association for designers and builders of skyscrapers around the world.



Kevin Brass

"I am looking forward to developing World Property Channel as an essential resource for the global property community," he said. "There is a real opportunity to create a worldwide platform for real estate news and information."

World Property Channel is rapidly expanding and is actively seeking experienced real estate reporters to report on markets around the world. Contact Kevin Brass at editor@wpcnews.com.



As NAREE gears up for Atlanta 2013, Associate member Tony Wilbert held a preview breakfast last month to raise the NAREE flag in Atlanta. At right is Wilbert associate MC Rhodes.



Also attending the Preview Breakfast: Elizabeth Hagin, The Wilbert Group; Tracy Heath, Jones Lang LaSalle; Marisa Winsky, Carter USA and Savannah Duncan, The Wilbert Group.

Gearing up for Atlanta



Terri Thornton, owner, Thornton Communications; Jennifer Grigas Richman, senior manager, Corporate Communications, Hubzu; Rachel Tobin, Jackson Spalding; and Julie Hairston, senior account executive, ABOA also came out to hear NAREE plans for Atlanta 2013.

NAREE News

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DESIGNS ON THE NEW URBAN GRID

ATLANTA Conference AT A GLANCE

Tentative - subject to change - Check www.naree.org for weekly updates

Tuesday, June 4

7:10 PM Atlanta Braves vs Pittsburgh Pirates (Group "on your own" option)

Wednesday, June 5

- 8:30 AM Registration and Cyber Café Open. NAREE's Meet the Press Sign-up
- 8:45 AM NAREE University Continental Breakfast
- 9:15 AM Lights, Camera Action: Real Estate Show Taping
- 9:45 AM NAREE University: Mining the Fed
- 10:30 AM Opening Speaker: Top 10 Challenges for Residential and Commercial Real Estate
- 11:05 PM Home Price Progression: What's Next?
- 12:00 PM NAREE: University: Twitter & The Fourth Estate
- 1:00 PM Mortgage Lending, QRM & Hard-to-Get Loans
- 1:55 PM Net Zero: Latest Trends in Green Building
- 2:50 PM Workplace Debate: Downtown vs Suburbs
- 3:45 PM New Players in Single-Family Investing
- 5:00 PM Opening Reception
- 6:30 PM Atlanta Skyline Reception
- 9:00-10:00 PM NAREE President's Suite

Thursday, June 6

- 8:00 AM NAREE University Breakfast
- 8:45 AM Multifamily Midyear Forecast
- 9:40 AM The Boom in Luxe Housing?
- 10:35 AM Hotel Market Outlook 2013
- 11:10 AM NAREE University: Newspapering & Multi Media
- 1:15 PM Forum: The Future of Online Real Estate Selling
- 2:20 PM Studying a Niche: The Student Housing Industry
- 3:15 PM NAREE University: Behind the Mic: Getting & Staying on the Radio
- 4:00 PM Atlantic Station: Mixed-use: Conversation, Walking Tour & Reception
- 9:00-10:00 PM NAREE President's Suite

Friday, June 7 - AWARDS DAY

- 8:00 AM Breakfast Session
- 9:15 AM Mid Year Economic Forecast
- 10:10 AM The Next Evolution of New Urbanism
- 11:05 AM Mortgage Trends 2013
- Noon Bruss Book Awards Luncheon
- 1:40 PM Agriculture Blossoms in Master-Planned Communities
- 2:35 PM Senior Housing: The New Wrinkle in Aging In Place
- 3:45 PM NAREE's Meet the Press
- 5:00 PM TGIF Reception
- 6:15 PM NAREE's 63rd Annual Journalism Awards Presentation and Reception
- 9:00-10:00 PM NAREE President's Suite

Saturday, June 8

- 8:30 AM NAREE University Breakfast: Saturday Morning Review: Journalism Award Winners
- 9:45 AM General Membership Meeting. Main conference ends.
- 10:00 AM Optional tour - TBA



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June 5-8, 2013



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NAREE's Twitter Hashtag in Atlanta is #NAREE13

Last year, the NAREE Conference was trending internationally as one of the biggest hit gatherers on Twitter.

If you are tweeting news before, during or after NAREE's conference in Atlanta, please use:
#NAREE13