

NAREE News

WINTER 2020 • www.naree.org



MIAMI 2020

2020 Calendar

Jan 21

Meet at the NAREE Suite during IBS in Las Vegas.

Feb 1

70th Annual Journalism Competition Online Entry Opens.

March 1

Entry Deadline for Journalism Competition.

Awards for excellence in reporting, writing & editing commercial and residential real estate.

Staff and freelance journalists can enter work in print, online and on air.

Categories for Both Residential & Commercial Real Estate Journalists:

Best Collection of Work; Best Real Estate Column; Best Economic Analysis; Best Breaking Real Estate News Story; Best Investigative Report or Investigative Series; Best International Real Estate Story.

New award to be announced soon.

Check on NAREE.org for a complete list of awards.

April 15

Bruss Book Contest Entries Due.

May 1

Bivins Fellowship Applications Due.

June 24-27

54th Annual Journalism Conference
Kimpton Epic • Miami

Forecasts and Trend Analysis from Chief Economists, Brokers, Developers, Hoteliers and more.

Professional Development Sessions Daily on Turning the New Census Data into Scoops, Investigative Reporting for Real Estate Journalists and more.

Nov 13

NAREE Installation Dinner,
New Orleans during NAR.

Go to NAREE.org for competition and meeting details

NAREE News

EDITOR-IN-CHIEF

Mary Doyle-Kimball, NAREE Executive Director

CONTRIBUTING EDITOR

Ralph Bivins, Realty News Report

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PRESIDENT'S NOTEBOOK

Our 2020 Vision

By Catie Dixon, Bisnow Media

As we look to a fresh year, you may have questions.

Will the long-predicted real estate correction finally come this year? Will the accusations of fake news get louder as the election nears? Will retail stabilize at all? How many journalists will resist the urge to write headlines with puns about 20/20 vision?

NAREE will tackle some of these questions this year as we continue our mission of supporting and recognizing excellence in real estate journalism.

We will kick off the year at the International Builders' Show in Las Vegas — after a long day of conference coverage, join us Jan. 21 at the NAREE hospitality suite at the Cosmopolitan Hotel on the Strip for some relaxed networking.

Then get your best articles ready, because the NAREE Journalism Contest will open for entries Feb. 1. The awards program, judged by faculty at the Medill School of Journalism at Northwestern University, highlights the important work reporters are doing to expose corruption, advocate for consumers and provide unbiased market intelligence.

I encourage everyone to attend our annual spring conference in Miami from June 24-27. It can be difficult these days to convince readers and ownership groups about the value of the news, and the conference will provide tools to make us all better journalists. It is a triple threat of real estate content (yes, you should get a few articles out of it!), professional development sessions for reporters and networking with other journalists, PR professionals and real estate executives. It will culminate in the presentation of the NAREE Journalism Awards.

NAREE is ready to help you tackle 2020. Will you take advantage?

NAREE Meets in Las Vegas



Come to the Cosmo Suite Tuesday, Jan 21 with Special Guest Architect Jeffrey DeMure

The NAREE President's Hospitality Suite is a long-held tradition where members and their friends can enjoy dinner by the bite and libations in a comfortable setting after a busy day at the International Builders Show. Conversations will run the gamut from what's the latest newsroom buzz and what people think of the show homes and new products they've seen to what's actually being built in the markets they cover.

This year's suite at the Cosmopolitan Hotel on the Las Vegas Strip promises a room with a view and lots of places to go afterwards.

The suite will open at 5:30. You can check NAREE.org under the Winter Meeting or Calendar tabs; or stop by NAREE's Information Table in the NAHB Press Complex at the Las Vegas Convention Center to find out the suite number and expected closing time.

Architect **Jeffrey DeMure** will be signing copies of his new book (available at the NAREE suite at no charge, by special arrangement.) The book is entitled "Livable Design: From Commodity to Community with Affordable, Adaptable, Beautiful Home Design."

The NAREE Suite at the Cosmo is conveniently located on the grounds of a top destination in the heart of the Las Vegas Strip. After the suite, you can go downstairs and visit Momofuku, Milk Bar, the casinos and shops.

Address: 3708 S Las Vegas Blvd, Las Vegas, NV 89109 It's 2.5 miles from the Convention Center between Bellagio and City Center. Get off the Monorail at the Bally's & Paris Hotels station.

RSVP Email nareeprograms@gmail.com or stop by the NAREE desk in the IBS Press Complex to let us know you're coming. Text 561-391-1983.

Expert Sources for Journalists

We can help you find the expert you need for perspective and objective analysis on real estate. Members awarded the CRE credential represent more than 100 property specialties worldwide.



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For interviews, contact NAREE member R.J. Sirois:
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NAREE Miami 2020 Conference Preview



June 24-27 Kimpton Epic Hotel Downtown

NAREE's 2020 Conference June 24 to 27 in Miami promises to showcase the next chapter in Miami's answers to rising sea levels and redevelopment while bringing a world of headliners to speak on national topics of interest to commercial and residential real estate reporters including updates on the economy, trends in hospitality and multifamily and mortgages as well as the latest on the transaction side of buying and selling. This conference is your chance to hear about everything from design to using the latest tools to mine the new census data all in one beautiful spot. It bears repeating, nowhere else but NAREE can you get it all at once — stories to tweet and take home to finish; professional development to up your game; real estate trend tours; lots of networking and the unveiling of NAREE's 70th annual journalism awards.

If you're coming to the whole conference, try to arrive Tuesday night so you can hit the ground running Wednesday morning. Plan to stay this year until later in the day Saturday. We've arranged a special tour of Espanola Way scheduled right now for Saturday morning at 10 AM. Plans call for a peek at the Wynwood Art District too during the week. Look for hotel details on page 6 of this newsletter.



Office Hours Are Back In Session At NAREE 2020

By Cameron Sperance, Bisnow



After a year of chasing down fact-checking scoops and chasing down sources, why not take time for yourself?

At its 2019 conference in Austin, the National Association of Real Estate Editors launched Office Hours, a program for journalists at the conference to grab coffee with a NAREE board member and get further guidance in being a reporter in real estate. Given the widespread interest from conference attendees, Office Hours is back for a second round and heading to

South Florida for NAREE's 2020 conference!

These 20-minute sessions will focus on each board member's area of expertise and offer tips to get ahead in your beat, manage the demands of a career in journalism and even how to achieve that ever-elusive work-life balance. Yes, it is possible to achieve that last one despite what you may tell yourself.

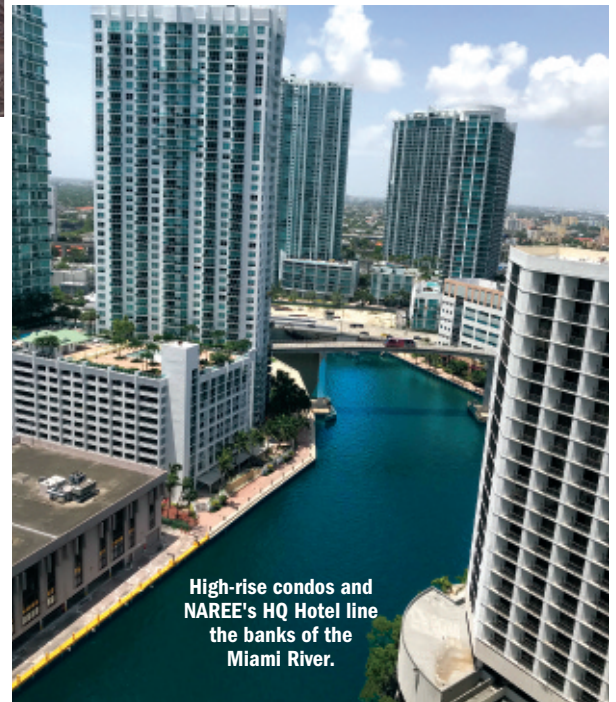
Mentees at last year's conference raved to NAREE about how rewarding it was to share coffee with a journalist they admire, tackle headwinds they face in the newsroom and strategize on what career advancement looks like in an era of newsroom cuts.

Mentors said it was a great opportunity to connect with fellow journalists, reflect on careers and walk away with more insight into the next generation of newsroom leadership.

Office hours sessions aren't limited to topics posed by each mentor. Instead, they are just an introduction to a program NAREE intends to be a check-up on your path in journalism. Remember to design your mentorship time to best suit you!

NAREE will email all Miami conference registrants a link to sign up with a mentor beginning in the first quarter of 2020.

If you are looking for the next steps and strategy to make a leap forward in your career, be on the lookout for further updates as we get closer to conference time.



High-rise condos and NAREE's HQ Hotel line the banks of the Miami River.

Cameron Sperance will once again spearhead Office Hours and Jeff Collins will head up NAREE University. Look for more details in the NAREE Directory, next NAREE News and on www.naree.org under the "Spring Conference" tab.

NAREE President's Awards 2019

Outgoing President **Beth DeCarbo** announced the honored recipients of the President's Awards for Outstanding Service at NAREE dinner in San Francisco.

Austin American-Statesman real estate reporter **Shonda Novak**, who provided valuable assistance with the highly successful NAREE conference in Austin in June, received a Service award. **Cameron Sperance** of Bisnow also received an award.

Austin-based **Jay McKenzie** of New Home Source and the Builders Digital Experience and longtime member

Stacey Corso of Mynd Property Management both received the Associate Member Awards for Outstanding Service.

Congratulations and thank you.



Cameron Sperance, Bisnow with 2019 president Beth DeCarbo at NAREE's dinner in San Francisco.



MEMBERS ON THE MOVE

NAREE Leaders Installed for the New Year

By **Ralph Bivins**, Realty News Report
NAREE Past President

Catie Dixon, managing editor of the Bisnow Media international real estate publication, was elected and installed as NAREE president at the NAREE Officer Installation and Awards Dinner in San Francisco on Nov. 8, 2019. Previously serving as VP, Dixon has moderated a number of NAREE conference panels and has served as dean of the conference's NAREE University.

Jeff Collins, a journalist with the Orange County Register and the Southern California News Group newspapers, was elected NAREE vice president. **Jason Hidalgo** of the Reno Gazette-Journal was elected treasurer and London-based **Jack Sidders** of Bloomberg was elected secretary. **Katherine Clarke** of the Wall Street Journal and **Eileen McElaney Woods** were elected as active directors on the NAREE Board of Directors. A NAREE past president, **Kris Hudson** of CBRE, was elected second vice president. **Jim Lapides** of National Multifamily Housing Council (NMHC) was elected associate director.



Blanca Torres with Lotus Lou of CAR.
(l to r): Blanca Torres, Kathleen Howley, Jeff Collins, Beth DeCarbo, Dan Rohn, Candace Jackson and Catie Dixon.



NAREE Roundtable Recap Real Estate Journalism 2020 – Where the Jobs Are

By **Jeff Collins**, Orange County Register
and NAREE Vice President

A chance re-assignment to “the housing beat” saved my career.

I had been transferred to the workplace beat at the Orange County Register's business section, starting right after I got back from vacation. But when I returned, my new boss told me I would spend six months helping the real estate reporter cover the exploding real estate market first.

It was November 2004. The median price of an Orange County home had just crossed the half-million-dollar mark. Never before had prices been so high or mortgages so easy to get. After two months, I asked my boss to make my temporary assignment permanent. About a year after that, the new workplace reporter -- the woman who took the assignment I had abandoned -- got a pink slip.

In the 12 years that followed, more than 33,000 newspaper journalists lost their jobs amid cutbacks and closures.

But I'm still here and still on the housing beat.

Successive editors found that real estate is a major driver of “subscriber conversions” and ad revenue. After all, who doesn't need a roof over their heads?

My survival is rare, but not unique.

Across the country, real estate journalists are finding a berth in niche publications, online real estate news sites and other publications that provide stability. Traditional newsrooms are changing as well, making it possible for journalists keep their jobs, even when moving out of state.

A NAREE round table of journalists explored the topic "Real Estate Journalism 2020 – Where the Jobs Are" at the National Association of

Realtors conference in San Francisco on Nov. 8. Like me, there are lots of survivors.

Vanishing jobs

Numbers tell part of the story, **Dan Rohn**, founder of the JournalismJobs.com website, told the NAREE gathering.

Since 2004, about 1,800 newspapers shut down. In the past decade, newspaper job postings followed suit, dropping about 60%, from about 650 posts a month to around 300. Ads for digital news fell as well, declining from 150 a month in 2015 to 75 a month.

While JournalismJobs.com still gets posts from top newspapers like the New York Times, Los Angeles Times and the Washington Post, postings from small to midsized papers that used to be the site's staple dropped dramatically.

“For most companies, experiencing a drop that high might put you out of business,” Rohn said. “But we've filled that void with a lot of other journalism-related jobs.”

For example, JournalismJobs.com now gets postings from places like the Center for Public Integrity, the Open Society Foundations and the Voice of San Diego, Rohn said. Every week, the site gets jobs from “some really interesting news sites” that continue sprouting up. “That gives me great optimism for the future of journalism.”

Evolving newsrooms

Others are finding their footing in a variety of ways following a layoff, the birth of a child or a dramatic change of scenery.

After 12 years the Wall Street Journal, editor and columnist **Beth DeCarbo** found her killer commute was “was sucking my soul away.” It came down to her job or her sanity.

Surprisingly, she found she could keep both.

“I tried to make a big change and move to South Carolina and knew that I could perhaps lose my job,” DeCarbo said. “Instead, the Journal said, no, you can work remotely, and we're going to help make this happen.”

continued on page 5

Past president **Beth DeCarbo** of the WSJ will serve as NAREE Chair in 2020. Thanks, Beth, for all of your hard work and many hours of volunteer service.

After 10 years covering real estate at the Wall Street Journal, **Laura Kusisto** has moved to the WSJ legal beat. **Will Parker** is now on housing at WSJ.

Congrats to NAREE member **Laura Kinsler**, editor of the Orlando-based GrowthSpotter, which won an EPPY award for Best Business/Finance web site. GrowthSpotter focuses on new development.

Josh Salman, who has won several NAREE awards, was named regional investigative reporter with USA Today Network in Florida.

Deborah Kearns has left Bankrate. She is now managing editor, mortgages at Lending Tree.

Blanca Montes was hired by D CEO magazine as senior editor, overseeing commercial real estate news in Dallas-Fort Worth.

A speaker at the NAREE Austin conference, **Ralph McLaughlin**, has joined Haus as chief economist. McLaughlin had been deputy chief economist at CoreLogic.

Welcome to new associate members **Mike Gray** and **Andrew Ryan** of Gray Ryan Communications. Based in Richmond, Va., the public relations firm works with clients across the Mid-Atlantic representing over \$50 billion in commercial, industrial, and residential assets.



Candace Jackson with Catie Dixon



At NAREE's dinner: Jeff Collins, Stacey Corso, Blanca Torres and Dan Rohn

NAREE Book Corner

NAREE member **Sheri Koones**, author of multiple books on home construction, has a new book, *Downsize: Living Large In A Small House*. (Taunton Press). The book presents 25 small houses owned by people who decided to participate in the downsizing trend.

Ralph Bivins' book, *Houston 2020: America's Boom Town – An Extreme Close Up* (Fifth Estate Media) has been ranked Number 1 in Amazon's Construction Industry category. It has also ranked highly in the bookseller's City Planning and Regional Economics categories.



Jamie Gold, a San Diego-based wellness designer and writer, looks forward to the publication of her third book, *Wellness by Design: A Room-by-Room Guide for Optimizing Your Home for Health, Fitness and Happiness*. It will be published by Simon & Schuster's new wellness imprint in May 2020.

Roundtable Recap continued from page 4

Because of advances in technology and changes in senior management, people have more flexibility and can create the lives and jobs that make them happier and better workers, she said.

As the first residential real estate reporter for Bloomberg News in the early 2000's, **Kathleen Howley** got used to the perks.

"I'd fly to New York and a black car picks me up and takes me to Park Avenue. I had Cadillac benefits. It was a lot of fun," Howley said.

Then came "the slash of 2015" that left her and many colleagues on the street. It was, she said, the best thing that ever happened because it gave her the time to be with her infant daughter.

Now Howley works from home as real estate editor with Housing-Wire.com.

"With technology, what is the need to be there?" Howley asked. "I really believe in enjoying what you do for a living. ... I think that's one of the reasons I can thrive at it, because I'm doing what I love."

After two years at the Seattle Times, **Blanca Torres** decided to move back to the San Francisco Bay Area for personal reasons. As it turned out, her old job as real estate writer for the San Francisco Business Times was open. She's now been at the business weekly for more than eight years.

"There is some stability there," Torres said. "We're part of a national chain, the American City Business Journals, 40-something papers throughout the country, and we're a niche publication, so we are seeing some growth of online subscriptions."

Torres discovered journalism as a high school intern in the late 1990s. "This is a job where you can write and you talk to people and they give you health insurance," she said. "I always wanted to be a writer and I didn't know what kind of a job you get as a writer. So I fell in love with it like a lot of people."

Unfilled positions

The flip side of the jobs picture is many editors struggle to fill writing positions.

Catie Dixon, managing editor for the online commercial real estate publication Bisnow, said her site recently got only about 25 applications for one position after posting it for about 45 days.

The vast majority didn't make sense for her company.

"It's been surprisingly difficult," said Dixon, who is involved in all of Bisnow's news hires in the United States and the United Kingdom. "You think, in some of these big towns where everyone's getting laid off and looking for work, why do we have so much difficulty hiring?" Dixon's experience isn't unique.

Rohn said his job posting website gets similar complaints from editors across the country.

"I'm hearing from some editors that the quality and quantity of applicants hasn't been great," Rohn said. "Editors at these publications sometimes need to renew their job ads on our site because they don't get somebody on the first run."

About 10 years ago, a posting for a reporting job paying around \$25,000 a year at a small paper in the Midwest generated about 100 responses. Now, similar postings generate only about 25 applicants.

Why would applications be dropping when so many newspapers are closing?

There are two main reasons, he said.

Some journalism grads just don't want to work for a daily newspaper. There's no real connection to newspapers because they've grown up in the age of social media, Rohn said.

Meanwhile, some veteran journalists are leaving the industry altogether, tired of the layoffs and the uncertainty. More troubling is many young applicants aren't interested in the hard work of news reporting, Rohn said.

An editor for a small Alaska newspaper told him a lot of journalism grads aren't avid readers, other than reading their Instagram accounts. "A good number of young journalists don't want to take the time to learn the craft," the editor complained. "They're more interested in writing fluff pieces than in covering a city council."



NAREE's Miami HQ Hotel Is the Best Ever

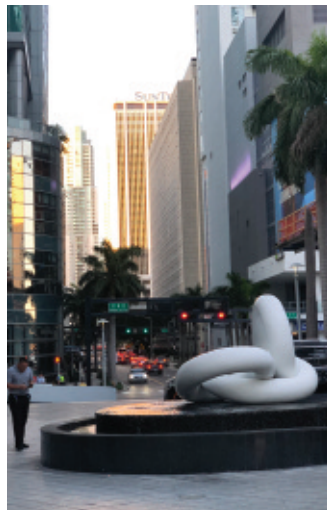
While the photos speak for themselves, suffice to say NAREE members who book at the Epic Kimpton will likely say these are the

best hotel rooms the conference has ever reserved. Each room has balcony and a view of either the ever changing Miami cityscape or the water — the Miami River leading to Biscayne Bay. Just renovated, the hotel room interiors are the definition of luxe — clean modern with just what you need to relax or do a little work when you're not at a session or in NAREE's press rooms — the bustling Java Cafe and the quiet Zen Tea Room. The hotel's 411 guest rooms are located on floors 18-30 so every room has a view.

The pool deck is on the 16th floor so you'll also get sweeping views of some of Miami's iconic buildings and the cranes building more in the sky while you get some fresh air. The Kimpton Epic is a pet friendly hotel, so if ever you were thinking of bringing the whole family, this is it.

Getting around Miami from the Epic is easy. Just over the bridge from Brickell Avenue, you can walk or take the nearby, free Metromover. Whole Foods is just down the block and a stunning plaza just a stones throw has little spots to grab a beer and pizza, while several fancier restaurants are also a short walk including Wolfgang Puck's. Brickell City Centre with Sugar's rooftop bar is worth a gander. A free shuttle bus also runs up and down, if you want to walk a bit and then head to PAMM — Perez Art Museum Miami or the Frost Science Aquarium. And since the hotel is on the river, taxis and boat rentals are in the mix as well. Plus NAREE has a few real estate tours in mind that are not far away.

Pull down the "Spring Conference" tab on naree.org to register for NAREE's conference and to reserve at the Kimpton Epic today. Rooms go fast at the NAREE Conference so book now. The media rate is \$149 and the Industry Associate and Speaker rate is \$169. Email nareeprograms@gmail.com if you hit a snag. We're here to help.



NAREE Journalism Awards Invite Commercial and Residential Real Estate Reporters and Editors to Enter Starting Feb 1.



Now is the time to gather your work for NAREE's Real Estate Journalism Competition. The entry module on www.naree.org opens Feb. 1 and that's the perfect time to enter. Entering early give you enough time to check your links, gather up user names and passwords for work that's behind a paywall, and ask questions. Don't wait until the March 1 entry deadline!

Pull down the "Journalism Competition" tab on naree.org and you'll see this module also offers perfect way to pay your 2020 dues. You do not need to pay separately.

NAREE's journalism competition categories were chosen so bonafide journalists with stories covering the gamut from architecture and new home design to affordable housing challenges and sea level rise will have a spot to compete. A full list of categories will be posted on NAREE.org by January 15.

Categories will include best collection — commercial and residential; best column; best investigative story or series; best economic analysis, best freelance collection, best young journalist and best mortgage story, among many, many others.