CREW IN REVIEW

ATLANTA CHAPTER
CREW atl

COMMERCIAL REAL ESTATE WOMEN

2017

REACHING THE WORLD OF REAL ESTATE
Since the inception of CREW in 1989, this organization has made great strides to support and highlight the achievements of the outstanding women who are committed to making a difference in the commercial real estate industry. This year, we celebrated several exciting milestones, including our 35th anniversary, and the Atlanta chapter has now become the third largest in the country, boasting a membership of nearly 440 empowered women and men who seek to influence the success of our industry.

It has been a wonderful honor to lead this extraordinary group of women over the past year and I am truly grateful to each of you for constantly encouraging each other to exceed expectations and smash glass ceilings. The CREW Atlanta chapter has had a year full of noteworthy accomplishments that I’d like to take a moment to spotlight.

First and foremost, I want to recognize Ruth Coan, partner of The Shopping Center Group and founding member of CREW Atlanta, who passed away in October of this year. Ruth was a true pioneer for our industry and a personal mentor throughout my tenure with The Shopping Center Group. She was an inspiration for our community and profoundly impacted real estate development in Atlanta through her years of dedication to make the city a better place to live for all. Ruth represented what we should all aspire to be and will forever hold an honorable place as a member of the CREW Hall of Fame.

This year, we launched the inaugural Diane Cox Scholarship to honor the late commercial real estate innovator and iconic founding member of CREW Atlanta. The scholarship was awarded to two exceptional young women who are actively involved in our community and organization. Erica Goldman, who currently serves on the UCREW subcommittee, along with Meghan Ryan Gordon, who currently serves on the CREW planning committee, were both awarded scholarships for exemplifying CREW’s dedication to elevating women.

CREW Atlanta also hosted a once-in-a-lifetime empowerment series with Katty Kay, co-author of The Confidence Code and lead anchor of BBC World News America. Before she addressed the entire organization during a luncheon, I was given the opportunity to host an intimate Q&A segment with Katty for about 70 of our VIP sponsors – a moment I will cherish until the end of time. Immediately following our fireside chat, Katty discussed the importance of equalization amongst genders.
and self-confidence. She left our group feeling inspired, passionate and honored to have witnessed such a memorable event.

While my service as CREW president is nearing the end, I have to take a step back to recognize the brilliance of this group of fearless leaders. We have experienced times of happiness, inspiration, and everything in between together, and while I am sad to go, I am excited to see all of the amazing plans that Tina Renee McCall has for this group come to fruition. She is going to do so many great things for our organization and I am eager to explore the new direction we are heading in.

Before I officially sign out as CREW president for the 2017 Board of Directors, there are a few other member accomplishments that deserve mentioning:

- Stephanie Friese Aron of Pursley Friese Torgrimson was named to Real Estate Forum’s 2017 Women of Influence List
- Lisa Dunavin of Cushman & Wakefield was awarded NAIOP Georgia’s Million Dollar Club Award for Excellence/Lifetime Achievement Award
- Jessica Doyle with John Hancock Real Estate and Claire Ross with JLL were awarded ABC’s 2017 CREW Up and Comers Award
- Tina Renee McCall with Gemini Rosemont, and 2018 CREW Atlanta President, won the 2017 CREW Network Member-to-Member Impact Award.

As new opportunities continue to unfold for our organization, I challenge each of you to continue supporting and empowering each other because when we come together as one, nothing can stop us.

Sincerely,

Monetha Cobb
January 9, 2017
Program - CREW/ CoreNet
Dr. Marci Rossell

January 24, 2017
Mentoring Event

January 25, 2017
Sponsor Event

February 2, 2017
Program - Google - Millennials

February 9, 2017
CN Winter Conference

February 21, 2017
REGA/CREW Mixer

February 24, 2017
UCREW

February 28, 2017
Membership Mixer

March 2, 2017
Program - Co-Working

March 16, 2017
Real Estate Prayer Breakfast

March 16, 2017
ACE/BTS Event - Entrepreneurial Women

March 21, 2017
Mentoring Event

April 13, 2017
Program - Legislative Update

April 18, 2017
Membership Mixer

April 27, 2017
Program - 35th Anniversary Gala

May 16, 2017
Membership Mixer

May 23, 2017
Alumni Event - Wine Tasting & Networking

June 8, 2017
Program - Awards

June 20, 2017
Mentoring Event

June 8, 2017
CN Spring Conference

June 29, 2017
Circle of Trust/AIA/CREW
CREWSING IN THE CITY
CREW Atlanta is honored to have such dedicated individuals at the helm of the committees, steering us to bigger and better heights every year. Generous with their time and talents, these individuals along with their committees put on spectacular programs, run our media presence, secure sponsorships, build our membership base in numbers and education, and so much more.

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Monetha Cobb
Franklin Street

PRES-ELECT/DELEGATE
Tina Renee McCall
Gemini Rosemont

PAST PRESIDENT
Lynne O’Brien
The Coca-Cola Company

TREASURER
Sara Silvio
Constructive Ingenuity, LLC

DIRECTORS
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VeenendaalCave, Inc.

Ann Cone
CBRE Capital Markets

Diana Robinson
Colliers International

Ellen Smith
Holt Ney Zatcoff & Wasserman, LLP

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Everclear Enterprises

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Greer Gallagher
Holder Construction Company

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Ashley Sanders
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CO-CHAIR LEADERSHIP
Greer Gallagher
Holder Construction Company

Denise Meng
Sign-A-Rama/Billboard Connection
Building up from last year’s success, the 2017 CREW Atlanta blog saw a huge increase in articles, commentors and contributors - both within CREW and beyond - and because of this participation, we would like to thank all our writers and editors, and highlight a few of the articles.

FROM THE BLOG

NANCY OLAH
Founding Attorney and LEED AP
Nancy Olah Law

CLAIREE ROSS
Associate Agency Leasing
JLL

BRUCE KELLOGG, MAI, FRICS
Managing Director
MG Valuation

LYNNE R. O’BRIEN
Director, Corporate Real Estate
The Coca-Cola Company

DISHONDA HUGHES
Executive Vice President of Mission
The Atlanta Women’s Foundation

VANESSA MANNERS
Private-Sector Marketing and Business Development
Kimley-Horn

DIANA ROBINSON
Associate Project Manager
Colliers International

RUSTY PAUL
Mayor
City of Sandy Springs

JILL KELLEHER, PLA, LEED AP
Associate
HGOR

MIC AE LA ROBERTS
Co-Founder and Design Principal
Urban Purpose Design

KEVIN CREEL
Managing Partner
Cresa Atlanta

ASHLEY SWILLEY
Recycling Management Resources

SARAH KIR SCH
Executive Director
ULI Atlanta

HUGH RADER
Vice President
Cresa Atlanta

DR. E LOISA KLEM EN TICH
President and CEO
Invest Atlanta

LIZ GILLESPIE
Partner and Vice President
North American Properties

STAN SONENSHINE
President
PREF LLC

JEFF POLLOCK
Owner and Managing Principal
Pollock Commercial

STEPHANIE KILPATRICK
Director of Interior Design
Niles Bolton Associates

PAULA FOWLER
Principal, Senior Vice President
Cresa Atlanta

MICHAEL BULL, CCIM
CEO
Bull Realty and host of the Commercial Real Show

LEIGH ANNE MCGARRY
Leasing Associate
Franklin Street’s Retail Landlord Leasing Team

AMANDA RHEIN
Senior Director of Transit Oriented Development
Metropolitan Atlanta Rapid Transit Authority (MARTA)

CHELSEA CANNON
Digital Brand Strategist
Infinite
As the parents of two small children, my husband and I were excited for the opportunity to have an evening out. Our story started five years ago when we met, volunteering for another gala at the Intercontinental Hotel in Buckhead. The rest is history and so, when we decided to attend the 35th anniversary CREW Atlanta Gala to benefit the Atlanta Women’s Foundation (AWF) and the new CREW Atlanta scholarship, it was a no-brainer as to where we would stay.

Our evening started at the beautiful Intercontinental Hotel in Buckhead, where we were able to take our time primping for the evening ahead that was complete with a cup of coffee, soaking in the Japanese-style tub in our room, and a quick nap (you sleep whenever you can in this season of life). We enjoyed a short Uber ride to Flourish and were greeted by two stunning ladies in flapper dresses. Once we posed for a quick picture, we were off to find my other CREW leadership sisters for some drinks and laughs.

During the pre-dinner reception, we enjoyed butler-passed hors d’oeuvres and an open bar with just about anything your heart could desire. We were surrounded by beautiful décor and rows of generous donations to the silent auction, which made CREW history with its $36,009 raised! And we gave 75% to the AWF, with the balance going toward the CREW Atlanta/Diane Cox Scholarship Fund.

Then came the grand reveal to the dining room for the program and dinner. Each table had been decorated with huge centerpieces. We loved hearing the stories about all the women who had been lifted up and supported by CREW and the AWF. Dinner was delicious, with a delicate salad & chicken entrée. But the real showstopper was the dessert! It was divine, and they were so kind to bring another serving to anyone who asked for it.

The band that played music after dinner was really great and everyone seemed to be having as wonderful a time as we were. When the night was over, we fell into bed with smiles on our faces from a wonderful evening spent with people we both love and respect.

One request for the future is that more of our friends and CREW Members join us next year, so you can enjoy the Gala yourselves as we were so fortunate to do.
At some point during your pregnancy, once the initial excitement subsides, you realize you’ll have to find adequate childcare for your burgeoning bundle. No big deal, right? Absolutely wrong. This dreaded decision was one of the most stressful that I have faced thus far in my mommyhood journey. Do we go the nanny route or opt for daycare? How do we choose the Best.Facility.Ever for our most precious gift? Wait...it costs how much?!

There tends to be a deep divide in the world of working moms, splitting us into two groups – those who choose nannies and those who choose daycare. No matter which way you go, you will certainly wince when that money disappears from your bank account each month.

While I can’t speak from experience about the nanny route, I’ve found there are many benefits to group daycare:

» Typically costs less than a nanny
» Those initial frequent illnesses will eventually taper off, and immunity is stronger by elementary school age
» Socialization occurs on a daily basis
» Facilitation and assistance with growth benchmarks (e.g., potty training, learning the alphabet, basic math skills), as well as preparation for kindergarten
» Facilities are highly regulated by the state and, therefore, are frequently inspected and have rigorous standards to maintain
» Reliability – there are always backup staff at daycare facilities if a teacher is sick or can’t come to work

So how do you decide which center is best for you and your family?

• Crunch the numbers. What can your family afford? What are you willing to spend? If your company offers an FSA, the childcare flex account option allows you to put aside up to $5,000 ($2,500 for married individuals filing separate returns) before taxes to pay for dependent care expenses.
• Choose your location. Would you rather have your child closer to home, closer to the office or somewhere in between? Centers closer to the city are often more expensive than those in more suburban areas.
• Do your research. Start your search as soon as possible (and most definitely before the baby is born). Seek out recommendations from friends, coworkers, your pediatrician and/or neighbors.
• Tour and interview in-person. Nothing will give you a better idea of what the center is like than to see it in person. Ask plenty of questions and pay close attention. What is their teaching philosophy? What is their holiday schedule? What is their vaccination policy? What’s the child-to-teacher ratio? Do the kids look happy and is the facility generally clean?
• Get on a waitlist (or two). Keep a copy of your application, pay any necessary fees, and call on a monthly basis to inquire about your status. Once baby is born, consider stopping by to introduce them to the center’s director.
Once you’re financially (and emotionally) tied to your decision, there are a few things to keep in mind:

**Stay healthy.** Sick kids aren’t exactly welcome at daycare. And several days at home with a sick kid will inevitably lead to sick parents. Despite many claims that children don’t need baths daily, it certainly won’t hurt your little petri dish. We also have our boys on a daily probiotic, multi-vitamin, and immunity supplement.

**Be kind.** These people work for you, but they also work with and for your child daily. Ask questions, express your concerns as well as your appreciation, and always be kind. The individuals who work with kids all day every day are doing yeoman’s work and could be considered angels on earth as far as I’m concerned.

**Trust your instincts.** If things are going great and you and your child are both happy…AWESOME! But if you ever question your child’s safety or feel uncomfortable, look for a better option.

Vanessa Manners is a senior marketing coordinator with Kimley-Horn. With 10+ years of experience in the A/E/C industry, she supports the firm’s land development practice in the Southeast. Vanessa is currently co-chairing the CREW Network Wine Tasting Event for 2017, serving as a committee member for Atlanta CREW’s Leadership program for 2018, and sits on the CREW Network Communications and Editorial Committee. She is a graduate of Atlanta CREW’s Leadership Class of 2016.

Vanessa and her husband, Jason, have two little boys.
Ding! Another notification on your phone? No, the ding was the elevator doors opening to the eighth floor to start the day. The first question is how excited are your employees to step off the elevator? The second question is where are they going to begin their day? Do they have choices for focused, shared or team-oriented work? Do your spaces enhance or detract from the culture you’re striving to achieve in your organization?

There has never been more information available about how we should work than now. Who’s right, who’s wrong and how do we distill the information to glean core data and practices that can influence our next space? Put on the human-centered lens when digesting the content; then, at minimum, you are putting people first to see if the theory holds true when immersing yourself in someone else’s shoes. You have to observe activity and behaviors because more often than not, people unintentionally say that they work one way when they actually work another.

So, with the human-centered approach as the foundation, layering these additional elements outlined below will assist in future-proofing spaces.

**Individuals Need Choices**
People, organizations and countries all work differently. The most common styles of work can be simplified to include: focus, learning, interaction and social. Depending on the roles and responsibilities, as well as one’s introvert and extrovert personality, choices come into play. Does my organization have the spaces and technology available to support me in what I need to get done today? Across all the generations, you’re seeing employees gravitate to more unassigned, communal spaces to get work done.

Don’t be fooled by their casual appearance, as noted by Pam Light, SVP, HOK in L.A., “Clients ask me, ‘what’s this space over here you planned with nobody’s name on it?’ I respond with ‘that is where the most work will get done.’ We purposely plan in 30% to 40% of communal space, because the research and our experience shows how important it is to productivity and overall culture.”

Take a close look at your organization’s daily occupancy and figure that people will generally bounce between their primary space and then to various ancillary spaces.

**Homefulness and Well-being**
At the core, everyone wants to feel secure, comfortable and valued. The feeling of arriving home after a long trip is what we should strive to create at the office. This is homefulness. Once the morning responsibilities have been taken care of, whether that’s kids, tracking down that needed cup of coffee, exercising, centering yourself for the start of the day or all the above, you want employees to feel exceptionally well about where they are. What’s more, the rigorous effort to develop the most sustainable structures has paved the way to focus on the overall well-being of people occupying those buildings. There are logical choices that organizations can do to improve the well-being of its employees. One of the biggest components to a healthier day is movement.
Eliminating extended periods of sedentary positions, whether standing or sitting, should be the goal of every space and, therefore, the importance of ergonomic solutions. The creation of destinations, so that employees will get out of their seats to seek them out, gives people choices and empowers them and their space to relocate to get work done.

**Adaptive Reuse**

There are nearly 10,000 shared workspaces today. The co-working, co-living lifestyles are informing spaces and how we go about our day. Near-future lease laws will change how leases are carried on the books and impact the permanence of leased space. Books, such as *Team of Teams: New Rules of Engagement for a Complex World*, by General Stanley McChrystal, further denounce the current organizational hierarchies to a more team-aligned way of solving problems, failing faster, rapid prototyping and extreme agility on the battlefield and on main street.

What does this translate into? Organizations will need to closely evaluate the balance of dedicated personal and shared space. We are seeing customers finish 80% of their space and leaving the other 20% as the “what’s next”, so they have some flexibility in the next 2-3 years of occupancy. This allows for a company to always have what seems to be a fresh, new space within their floorplan. Look for “rooms within a room” where furniture plays the roles of walls. With potentially shorter leases, open floor plates may remain just that and millwork, well-executed furniture collections, and mobility will be at the core of outfitting a space.

In a recent interview with Brian Graham, interior and industrial designer, he sums it up best in how to take all these trends and layers, collate them and provide the optimal outcome to organizations and their employees. Graham stated, “I think the key is that you still need a designer who synthesizes everything together. It’s not unlike an orchestra...you have all these musicians with these disparate instruments, and at some point somebody has to grab the baton and wield it into a symphony and make the music. Designers are more challenged today than ever before, and they’ve never been more essential to every aspect of a business.”

Create destinations for people to work, learn, interact and be social! They will be sought out, so make sure their favorite ones are in your building!

Wesley Edmonds serves as an OFS Brands District Sales Manager in Georgia. She earned her degree in Interior Design at the University of Georgia and began her career as a commercial interior designer for a local Atlanta design firm. Her interest in the sales portion of each project and love of building relationships eventually led her into the sales side of the industry with a passion for the contract furniture world. Wesley is able to use her understanding of the design process, in addition to her NCIDQ certification, to assist the community’s architects and designers on a daily basis. Wesley is an active member of ASID and currently serves on the ASID Board.
Ok, February’s blog theme is “women and work”, write about anything you want, 500 – 600 words! That would seem like trying to build the Great Wall of China with 500-600 bricks. However, as I reflect upon my now almost 40-years of work experience, I believe you can condense that big wall into a couple of solid bricks...

Brick One – Besides babysitting, my first real job was working for the local dentist in the small southern town where I grew up. Every Saturday morning, I worked from 8-12, helping him do “extractions”, sweeping out the back of his pick-up (much to the amusement of Judge Martin who worked next door) and running up to the florist to order a dozen yellow roses for his wife – I always knew when he was in trouble!

All that to say, for those of you starting out in the work world, your first job isn’t going to be your last, so if you don’t like it, don’t worry!

Brick Two – There will always be bad bosses. They come in all shapes and sizes. Embrace them. I’ve learned quite a bit from the ones I’ve had over the years. Mostly what you learn is what not to do. In the end I feel sorry for most of them. I think they suffer from a lack of self-confidence and they hide it by being bullies. It helps me put them in perspective. Stand up for yourself – in a respectful way. Once you do, they won’t bother you anymore because they know you aren’t afraid of them.

Brick Three – Women tend to have a higher EQ than men, use it to your advantage. Take time to get to know the people you work with, and seek out people in your workplace who you admire. Find a mentor or sponsor to help you develop your career. You never know where it might lead!

Brick Four – Work-life balance, work-life integration...whatever you want to call it. I think this area presents one of the biggest challenges for women. Trying to find a way to make it all work. There isn’t a one-size-fits-all solution. I have worked full-time my entire career. I have three kids, two of whom are now in college. (PS – I think they turned out just fine – working mom guilt be gone!) I sit back now and think “Wow, how I did I do that! While it might not help you if you are in the middle of it, in the end, you will find a way to make it work for you. That’s the amazing thing about women – we always find a path through! Do what works for you. Don’t compare yourself to others who seem to have it all together – most likely they don’t. One of the things that helps me the most is trying to remember that it doesn’t have to be perfect, it just has to be good enough. Put those store-bought cookies in a baggie for the school bake sale, no one but you will ever know!

Brick Five – When you walk out the door of your office for the last time, it’s not the projects that you worked on that people will remember, it is you. What’s your legacy? Build your life the way you want, not the way you think you “should” and what you create will not be “work”, but rather a labor of love.

Lynne R. O’Brien is the Director of Corporate Real Estate for The Coca-Cola Company, where she oversees the Company’s global real estate portfolio.
CUMBERLAND MARKET HITS IT OUT OF THE PARK

By Paula Fowler, Principal, Cresa Atlanta

On August 10, Bisnow held a panel discussion about the state of the Cumberland market now that the Braves’ SunTrust stadium is open for business. The panelists spoke about some of Cumberland’s largest projects, the impact of the Braves’ move there, and the influx of Millennials into the area.

Thanks in part to the Braves’ new stadium, SunTrust Park, and the surrounding development, the Cumberland market has seen the construction of the most new commercial buildings in metro Atlanta over the past year. Among the more prominent of these new developments is the Riverwood 200 office park, which delivered 261,000 square feet of Class A space. Four other new Class A buildings are also under construction. Some $2 billion in private investment has flowed into the area around SunTrust Park, and the numbers keep growing.

Cumberland used to be an office market but is rapidly transforming into a live-work-play market, largely due to the many mixed-use, multifamily, and retail developments that have emerged around the stadium. The Battery — the sprawling, mixed-use development surrounding SunTrust Park — has attracted a multitude of restaurants and retail stores. Sports equipment maker Mizuno, for example, is making its first foray into retail by opening a store there. All of this activity is luring in the coveted Millennial demographic. Almost a third of Millennials moving into the metro area now move to Cumberland, the speakers said. The area offers not only a plethora of amenities but also access, as the stadium sits at the nexus of I-75 and I-285. That access is set to improve, as Georgia will invest $15 billion in the next 10 years into highways, and much of that money will go to the Northwest corridor. Managed toll lanes will be created to alleviate traffic, and interchanges will be improved, for example.

Many of the Millennials flocking to Cumberland seem to be moving into The Battery. According to Braves’ parent company Liberty Media Corp., 80 percent of the residential units at the development are leased, with 60 percent of them already occupied, the Atlanta Business Chronicle reports. The Battery Atlanta has 600 multifamily units.

All of this activity is happening despite the fact that only 30 percent of The Battery’s retail tenants have moved in. Not to worry, though: the development is 75 percent leased, and retail and restaurant establishments keep steadily opening. Some top names in the dining business are locating or have located there; for example, famed Atlanta chef Ford Fry is opening another of his concept restaurants at The Battery in October, and celebrity chef Hugh Acheson will open his third restaurant there in early 2018.

When complete — and so far The Battery is on time and in budget — the development will encompass 1.5 million square feet of mixed-use space, including about 400,000 square feet of office and retail space.

As for the Braves themselves, business could hardly be better. According to the Chronicle, Liberty CEO Greg Maffei says that “attendance at the 41,000-seat SunTrust Park increased 36 percent year-over-year as of August 7.” The Chronicle has reported in the past that the team has 122 corporate partners, the highest corporate revenue in Braves history, and TV ratings that have jumped by 50 percent this season.

Clearly the Braves have served as a powerful catalyst for the growth of the Cumberland market. So far, performance for both the team and the market is exceeding expectations. In this case, that old quote from baseball movie Field of Dreams has proven true: “If you build it, they will come.”

Blog contributed by Paula Fowler, Principal of Cresa Atlanta. She is an active member CREW Atlanta and currently serves on the Membership and Networking Committees and is Co-Chair of the Mentoring Program.
OK millennials, your fifteen minutes is over!

During our collective frenzy to cater to Millennials, there’s been a new generation growing and gaining more experience, and what they have to say just may surprise everyone. Generation Z, born between 1999 and 2015, is an age-group who have always been connected. Born totally inside the rise of public use of the Internet, this group has different needs, desires and traits. These are NOT Millennials, and they take offense at being bundled together with a group of people that still remember answering machines, beepers and pay phones. This is Gen X’s kids we’re talking about—and their independence and self-reliance mirrors their latch-key-kid parents.

Retail markets have already documented differences between the Gen Z and Millennials, and a dive into this data can bring to light information important to those in the real estate and design industry.

A force of 73.6 million, Generation Z is on track to be the largest population group outside of the Baby Boomers. The biggest misconception that exists right now is that Generation Z will simply be an amplification of Millennial preferences and values. Current research points that this is not the case; they are more self-aware, self-reliant, innovative and pragmatic.

[1] Some research points to the preference for “safety zones” which could mean more offices, private or quiet zones, or preparing for groups that want to hotel for longer than their Millennial colleagues. [2]

Virtual Is Real

The most striking difference between Generation Z and the other generations in the workforce is their native fluency in technology. 66% of respondents in the “Uniquely Gen Z” research study performed by IBM and the National Retail Federation say that they frequently use more than one device at a time. 87% say that they have high-speed internet at home and 25% of respondents said they spend more than five hours on their mobile phones every day [3]. A story that demonstrates the “Virtual is Real” mentality is related below:

“I told you to be there,” generational expert David Stillman recalls harping at his seventeen-year-old son Jonah, who opted to Skype rather than drive downtown to meet with a prospective client. “I WAS there,” Jonah replied. [4]

In our practice, we have see this slide towards real-time customer service video conferencing popping up in retail banks and credit unions. Financial retail is one sector which has had to keep up with technology to stay relevant. After all, Generation Z is being consulted by older members of their families on purchases, especially “big ticket” items or items regarding
technology. Ninety-three percent say their children have influence over the family’s spending [5], and it’s natural that the financial industry has already taken notice of this tech-savvy generation.

At Georgia’s Own Credit Union, members can quickly video chat in real-time with an account manager who can pull all of their information up at once. If they need a more in-depth conversation, the customer service representatives are available to discuss wealth management or other needs in a private office. At Synovus bank branches, there is a self-service counter of iPads, a concierge desk should one need to check in for an appointment, and multiple customer service points for longer in-depth meetings.

A Pragmatic View-Point: DIY Culture

Generation Z grew up in the middle of the Great Recession, which means that for most of their life they have learned to “do without”. This explains a good deal of their relative pragmatism compared to Millennials [6]. They have relatively little brand loyalty compared to Millennials at the same age, instead preferring unbranded stores or highly customizable brands such as Vans, Converse, Instagram, Snapchat and Pinterest. Surprisingly, they prefer to shop in brick-and-mortar stores and shopping is a group activity [7]. Warner Summers Principal Dana McClure recalls a question posed by Lynne O’Brien at a CREW Atlanta lunch, “Who has teenagers at home that shop at Goodwill?” A group of about 20 hands went up in a room full of 200.

Like a “throw-back” to the “Silent Generation” which grew up in the Great Depression, Gen Z avoids risky behaviors and prefers safety and sensibility. Lower underage drinking and high seatbelt use are just a couple of statistics that back this up. Predictions are that they will choose sensible college majors and careers to avoid debt [8]. Another job sector which could continue to grow are incubators for entrepreneurial companies. Children as young as 8 years-old (!) have found ways to monetize their online presence. A startling 22% of those surveyed make money online. Another interesting indicator that they are more sensible is that Gen Z-ers are less inclined to share private information on the internet, preferring ephemeral social media such as Secret and Snapchat over Facebook which leaves more permanent traces of activity.

Summary

Although Generation Z is still young and their tastes will surely develop, the habits that they develop now will impact their future tendencies. Retail trends such as “Virtual is Real”, preference for unbranded or heavily customized brands, a resounding pragmatic view towards money, privacy and social media, and an affinity for visiting brick and mortar stores versus online can give us some insight on predicting what the future will hold when Generation Z enters the Workforce.

CREW Atlanta celebrated its thirty-five-year anniversary with a night of glamour, charity, and distinctions. In honor of this historic milestone, we hosted a fabulous gala where a momentous $36,009 was raised in a silent auction in support of the Atlanta Women’s Foundation and The Diane Cox Scholarship. Two extraordinary students, Meghan Ryan Gordon and Erica Goldman, were the inaugural scholarship winners.
UCREW is a unique program for undergraduate and graduate students pursuing careers in Commercial Real Estate. Sponsored by CREW Atlanta, UCREW seeks to connect college students with industry professionals to create mentorship, job training, and relationship building opportunities. This year, 31 incredible students received internships and will begin their path to CRE success!
Crew Atlanta Dine Arounds raised $10,185 in 2017 for the Atlanta Women’s Foundation.
AND THE AWARD GOES TO...

CREW IMPACT AWARDS

CAREER ADVANCEMENT
Lynne O’Brien
The Coca-Cola Company

COMMUNITY/ECONOMIC IMPROVEMENT
Mark Toro
North American Properties

Mindy Planer
Sandra Zayac
Shelby Uribe
Aramall Golden Gregory

Amanda Calloway
Calloway Title & Escrow

Marva Bryan
Fulton County

Vanessa Manners
Cooper Carry

Andrea Smith
Kimley-Horn

ENTREPRENEURIAL SPIRIT
Meredith Leapley
Leapley Construction Group

MEMBER TO MEMBER
Tina Renee McCall
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Baker Hostetler

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