



# SEO Career

Real Estate Track



<https://career.seo-usa.org/>

# Team Members

SEO CAREER – REAL ESTATE TRACK



Pamela McKoin

Assistant Director



Angela Gorbold

Career Development



We help mentor and inspire college students who are currently underrepresented by corporate American to realize their career goals. We offer the top program for building a career in Commercial Real Estate with paid internships (avg. summer salary \$10K+) in Real Estate Investing and Finance for Freshman, Sophomores and Juniors.



[career.seo-usa.org/real-estate/](https://career.seo-usa.org/real-estate/)

# Agenda

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Thank you to UT Dallas Real Estate Club for hosting SEO Career.

.01

Current Real Estate Market

.02

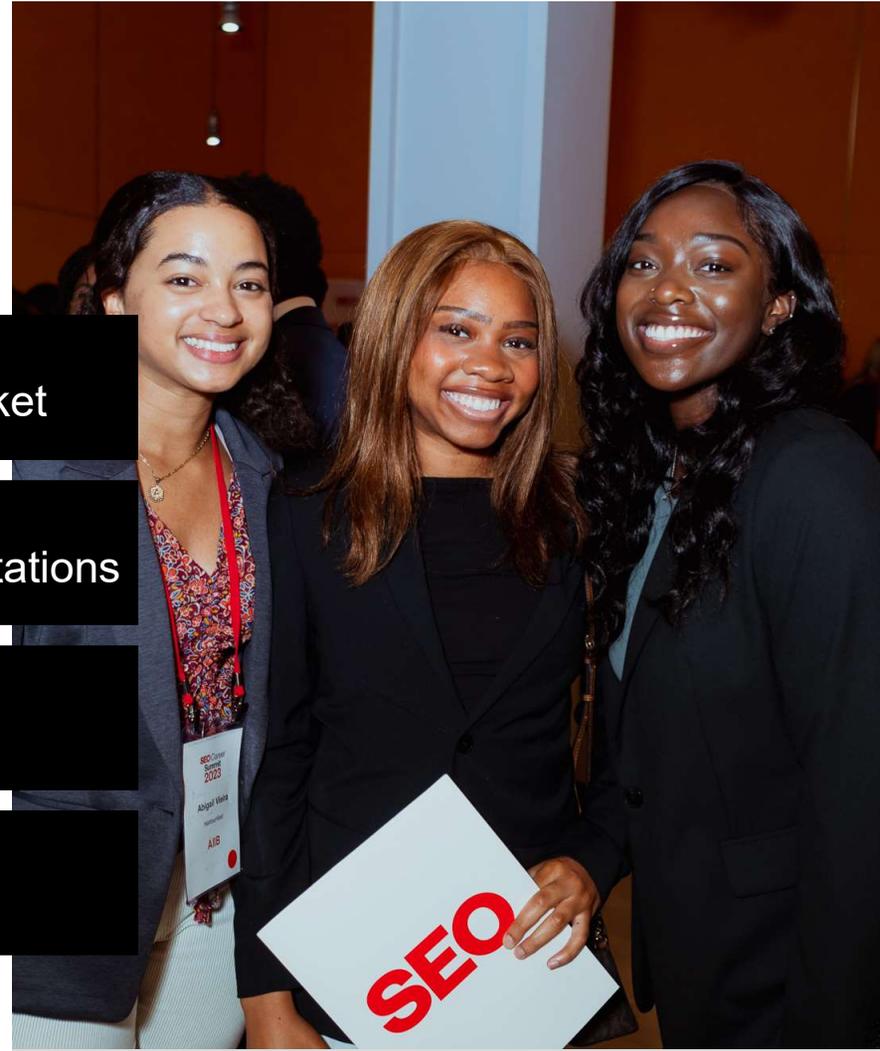
Internships/Hiring Expectations

.03

Interview Skills

.04

Applying to SEO





# CRE

THE BEST AND WORST  
OF TIMES

Why and How you  
should consider a  
career in CRE?

# CAREERS IN CRE

## REAL ESTATE

- Capital Markets
- Acquisitions
- Asset Management
- Corporate & Business Services
- Property Management
- Investor Relations
- Brokerage
- Development
- Portfolio Management

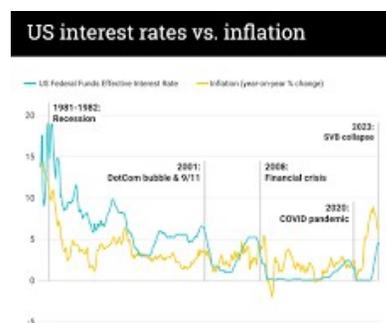
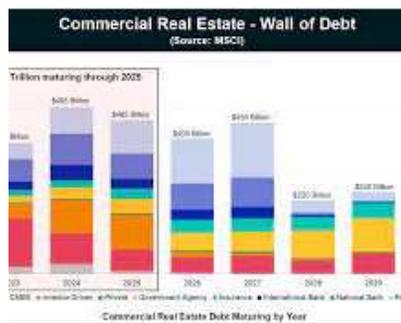
## What is Commercial Real Estate?

- Opportunity to create thriving communities where people live, work and play
- Build and invest in various locations and property types

## Key Skillsets

- Understanding of financial and real estate metrics
- Relationship builder and negotiator
- Strong communicator, problem-solver, and multi-tasker
- Analytical mindset

# Current Real Estate Market



## What is a Cap Rate?

A cap rate is the cost of a dollar of Net Operating Income (NOI).

$$fx \frac{NOI \$}{Investment \$}$$

\$25 to buy \$1 NOI  $\frac{\$1}{\$25} = 4\%$  Cap rate

\$20 to buy \$1 NOI  $\frac{\$1}{\$20} = 5\%$  Cap rate

## CREDIT CRUNCH

10-year Treasury rates 4.32 the highest since 2007 (during the GFC)

## WALL OF DEBT REFINANCING

**23-28**

2.5 Trillion refinancing.

## DEFAULTS OCCURRING MOSTLY IN OFFICE SECTOR

## I-RATES STIFLING DEVELOPMENT AND ACQUISITIONS

## CAP RATES INCREASING

Uncertainty in i-rates and valuations. Valuations are down due to the expense of borrowing and other pressures on expenses. Incomes declining in Office, stable most other property types

# BRIGHT SPOTS



**01** Despite Predictions of recession the economy has been resilient  
Employment strong at 4.3 +%



**02** I-rates are believed to be at or around peak  
Q1/Q2 interest rates may recede to high 3% reducing financing pressures

- 03** Multi-family and Industrial demand
- 04** Office is struggling however employers are pushing for 'Return to Office'  
(some buildings being converted to reduce supply)
- 05** Retail in some markets with desired tenants has some bright spots
- 06** Demand for resort hospitality is strong and some. Business hotel needs stabilizing
- 07** Banks & Insurance lenders are constrained Debt Funds are attempting to fill the financing gap

# OPPORTUNITIES

- Jobs are available
- Cyclical eternal industry that houses the economy and where we live and play
- Best time to learn the business in a challenging market
- Investors are allocating investments to CRE = more jobs to come for the prepared



01

ASSET  
MANAGEMENT

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04

Fewer Development,  
Acquisition and Capital  
Markets roles now

(if rates come down this will improve)

02

REAL ESTATE DEBT  
& CREDIT ROLES

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Underwriting loans, monitoring loans,  
working out loans

05

Banks and Asset  
Management firms  
are still hiring

03

MULTI-FAMILY &  
INDUSTRIAL DEMAND  
REMAINS HIGH

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# INTERVIEW SKILLS

Become a 'Knowledge Expert', demonstrate your PASSION for commercial real estate.



## TECHNICAL SKILLS

Advanced Excel Skills

Financial Modeling

Adventures in CRE

Wall Street Prep

REFM

Argus Certification

## CURRENT MARKET KNOWLEDGE

Podcasts

Subscribe to FREE reports

Follow **Brokers** – CBRE, JLL, Walker & Dunlop, Cushman & Wakefield, Marcus & Millichap, Colliers, Newmark and **Insurance Firms** – PGIM

## NETWORKING

Join Trade Association

Case Competition

Leadership roles in College

# ELEVATOR PITCH

My name is (First Name, Last Name), I am currently a (freshman/sophomore/junior) studying (insert Major/Minor) at (insert College/University). I grew up in (insert personal details be honest and memorable).

At college I (insert details about what class you enjoy, groups you are involved in etc). Outside of college I (insert details about sports/hobbies/volunteering/learning/job – you can add humor!).

This past summer I (insert details about work/internships/travel). I am passionate about a career in real estate .....

(2-3 mins, learned by heart cannot be scripted)

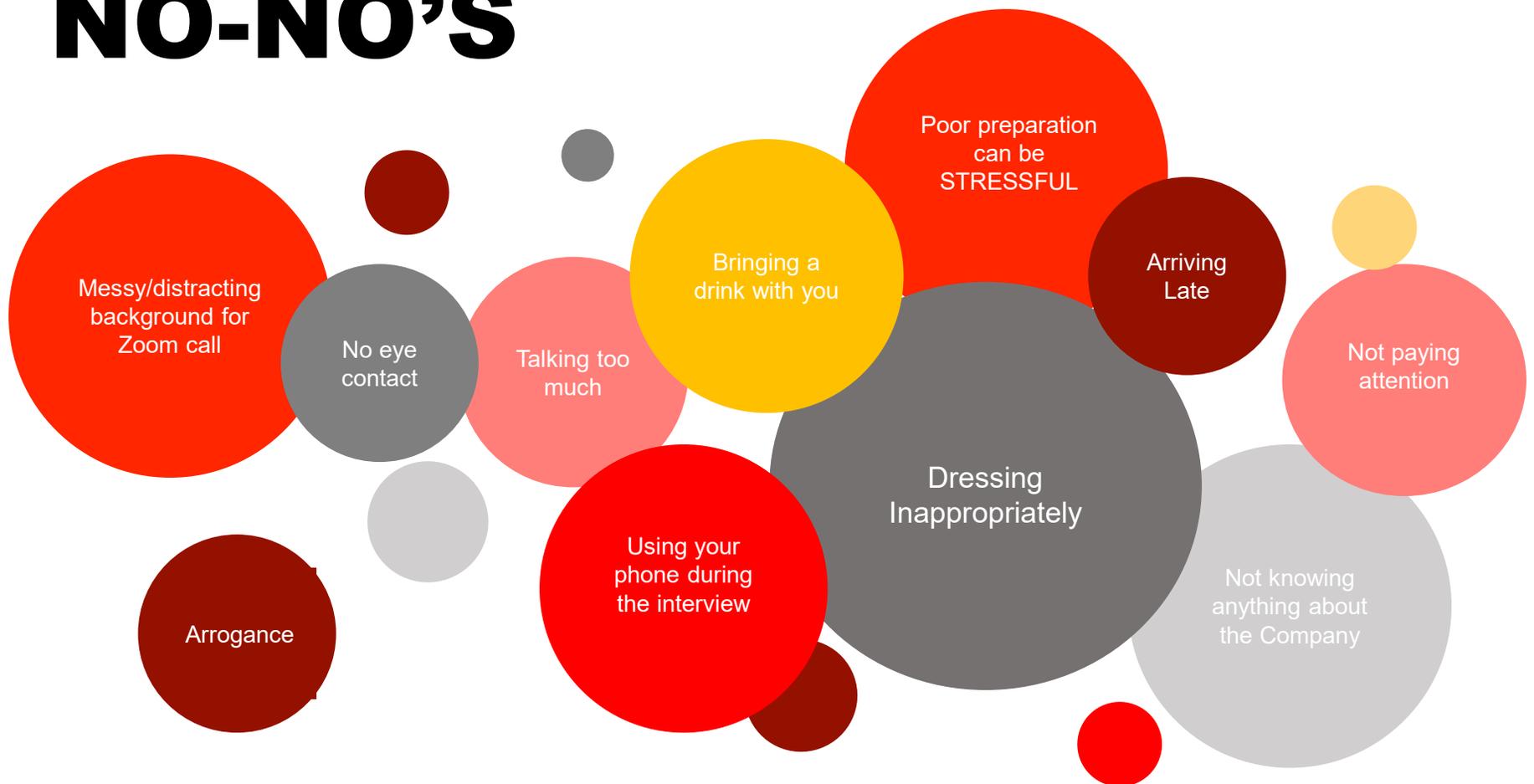
## **PREPARE & PRACTISE BEHAVIORAL ANSWERS**

USE S.T.A.R METHOD

SITUATION, TASK, ACTION, RESULTS



# INTERVIEW NO-NO'S



# DEMONSTRATE PASSION

IT DOESN'T NEED TO COST YOU \$\$\$



## RULE 1

### DRESS FOR THE PART

Dress conservative, look 'polished'.  
Minimum jewelry. Hair clean &  
simple. Facial hair shaved or  
trimmed. Makeup limited.

## RULE 2

### ASK QUESTIONS

How does this internship differ in  
the day to day compared to full  
time analyst position?

What are the metrics of success  
as intern in this firm?

## RULE 3

### FOLLOW UP & THANK YOU'S

Send thank you within 24hrs.  
Follow up 3x time, 1 week apart.

# SEO CAREER

Our program offers months of industry-specific virtual training, valued at over \$5,000 and 100's of courses/webinars for advanced learning to set you up for internship success including: Real estate fundamentals, understanding the real estate landscape, technical tools, professional development and more.



**01** One-on-one coaching with industry professionals

▪

**02** Direct access to senior management

▪

**03** Access to externships for freshman/sophomores

▪

**04** Partner-hosted training and trends seminars

▪

**05** Alumni sessions, events, panels, resources, networking, site visits

▪

**06** Office hours with advisors

▪



# Our Numbers

## Edge

Over 370 students are currently enrolled in our real estate track.

## Success

Students who land a summer internship with our partners are invited to join Success and attend Summit in NYC.



161

Success students for Class of 2023  
In the Real Estate Track



145

Colleges & Universities  
represented in real estate



100+

Partner Firms within  
Commercial Real Estate



90%

Landed a Return Offer for Real  
Estate Class of 2022

# RE 101

FREE VIRTUAL CERTIFICATION CLASS FOR  
ALL SEO STUDENTS - NEXT CLASS STARTS  
OCT 25TH

**01.**

Evaluating the purchase of an income-producing apartment building and a commercial real estate property

**02.**

Analyzing risks and returns

**03.**

Understanding loan options

**04.**

Producing a cash flow, and importance of property valuations.



## Certificate Of Completion July 2023

SEO acknowledges and congratulates you, for having completed the Real Estate Investing 101 course. This training equips students with valuable real estate skills including evaluating the purchase of an income-producing apartment building and a commercial real estate property and analyzing risks and returns, loan options, cash flows, and property valuations.

A handwritten signature in cursive script that reads "Pamela Mckoin".

**Pamela Mckoin**  
Assistant Director, Real Estate

# Q&A

ASK US ANYTHING!

[career.seo-usa.org/real-estate/](https://career.seo-usa.org/real-estate/)



# Angela Gorbold

370

Edge  
Students

161

Success  
Students

Career Development Advisor, Real Estate Track



With over 15 years of experience as an Asset Manager managing a portfolio of commercial and residential assets, Angela brings a wealth of knowledge to the table.

As the former Real Estate Programs Manager at Leeds School of Business, Colorado University, Angela served as the primary resource for over 570 undergraduate real estate students, handling academic, experiential learning, and career guidance.

She also conceptualized, branded, marketed, and built a furniture and lifestyle business from the ground up, growing the company to a £1M+

business, operating in three retail locations, and employing over 20 staff members.

Angela's international experience includes six years of living in Africa, Romania, and the UK.

She started her career working as a financial analyst for Accenture, working in the market data infrastructure team for JPMorgan Chase on the London Stock Exchange and BP PLC. Angela holds a business degree from The Robert Gordon University – Aberdeen Business School.

# Pamela McKoin

30

Years of  
Experience

370

Edge  
Students

161

Success  
Students

Assistant Director, Real Estate Track



With over thirty years of investment management experience and previously was a Managing Director at Barings, a \$335 billion global financial services firm. She was a Senior Vice President at Clarion Partners working in both Asset Management and Business Development. She also worked for the New York City Economic Development

Corporation and with Spaulding and Sly, an office and industrial developer in Boston. She interned with AETNA Real Estate (now UBS real estate). Ms. McKoin received a BA from the University of Cincinnati and an MS from the Massachusetts Institute of Technology's Center for Real Estate.