

# ***The Steven L. Newman Real Estate Institute***


## ***Introduction***



**Baruch  
College**

The City University  
of New York

137 East 22nd Street  
New York, NY 10010  
212 802 5940



## The Institute Goals and Programs

---

**M**etropolitan New York's real estate assets are among its most significant: Investing in, developing, financing or managing them—your business—are key components in the economic prosperity of the City and its region. Decisions made during the normal course of your business operations have consequences not only for your company and employees, but for all who live and work in New York. These are the concerns of the Steven L. Newman Real Estate Institute.

The Institute marks a turning point in the ways in which New York's real estate businesses and regulatory agencies will be examined and influenced. The Institute's Board of Advisors and its founding Corporate Members already include some of the most important, forward-thinking real estate professionals in New York.

The Institute was established to achieve three basic goals:

To provide a training ground for the next generation of New York real estate professionals to enter industry or government with sophisticated analytical abilities, creative skills, and historical perspective; to enable the current generation of real estate executives to acquire new technical, managerial and strategic planning skills necessary to operate within a quickly changing investment, financing and development environment; and to effectively influence the quality of the built environment in New York through focused discussion of real estate concerns from both private and public sector perspectives.

The Institute will accomplish this ambitious agenda through a variety of programs in undergraduate, executive and public education; through research on key real estate concerns for both private business and city and state government—applied research leading to better informed, focused industry and government decision-making; and, through invitation-only events which increase the exchange of ideas between industry and government, and reach out to all of New York's citizens.

The Institute was founded at Baruch College, a leading senior college within the City University of New York, and home to the renowned Zicklin School of Business and a newly established School of Public Affairs. The Baruch Business School is consistently ranked among the top-twenty full and part-time business programs in the nation, and graduates of Baruch hold top business and government leadership positions in New York. The City University is the largest urban public university in the nation, and a significant force in its own right for analysis and discussion on a wide variety of New York-focused public issues.



## Four Parts

### 1. Public Education in Real Estate

**T**he Institute supports education programs for a variety of audiences, both through the Baruch College Bachelor of Science (BS) degree and the Baruch School of Continuing and Professional Studies Program. The Baruch College Bachelor of Science in Real Estate and Metropolitan Development is the only undergraduate degree program in real estate in New York. It provides students with a comprehensive and rigorous course of study covering the investment, development, and management of real estate with special reference to the New York metropolitan market. The course of study for the program has been especially developed for the unique resources of the Baruch College Schools of Public Affairs and Business.

The Institute also sponsors significant mentoring and internship activities for Baruch students pursuing the BS degree.

Executive programs for industry and professionals, as well as courses for the general public on real estate, development, and city planning and development issues, are offered through the Newman Institute/ Baruch School of Continuing and Professional Studies Program. Intensive summer courses for real estate professionals focus on skills that can be taught in a short format. Courses provide an opportunity to keep abreast of trends and a chance to meet and consult with academic, business, and government experts.

## Four Parts

### 2. Applied Public-Policy Research in Real Estate

**T**he Institute sponsors and supports non partisan research conducted by Baruch's distinguished public affairs and business faculties on critical issues in real estate. Research may stem either from current faculty interests, suggestions or commissions by major industry, government agencies, or Members. Issues range from affordability in housing to real estate performance, to financial returns to plans for improving joint public-private participation in urban redevelopment. All research must have as its focus the major current real estate concerns of the New York metropolitan region and must be applicable to "real life" public or private-sector real estate situations and prospective private transactions or public-policy initiatives. Results are published as working papers made available to Institute Members before they are finalized for professional journals. Student research under the auspices of summer thesis projects also adds a valuable component to the Institute's agenda.

These applied public-policy research programs will, in time, include lectures, conferences, research seminars, and presentations for students, for Corporate Members of the Institute and for the general public.

## Four Parts

### 3. The New York Real Estate Forum

*The New York Real Estate Forum organizes three major annual invitation-only conferences for real estate industry and government leaders.*

#### **The Finance Conference**

*Autumn*

*Each autumn, the initial conference of the New York Real Estate Forum focuses on a major real estate finance issue affecting Metropolitan New York's real estate industry and government communities.*

#### **The City Roundtable**

*Winter*

*Each winter, the second conference is the City Roundtable, organized for leaders within the general business and government communities as well as real estate professionals. Using an interactive format, the Roundtable is devoted to comprehensive consideration of the most pressing real estate issues as they currently affect public policy in metropolitan New York.*

#### **The Development Conference**

*Spring*

*Each spring, the final conference presents a day-long examination of a major development issue facing both the private and public sector leadership of Metropolitan New York's real estate community. The conference facilitates major presentations on development options and focuses on financing, business impact, and public-policy consequences of the various development options presented.*

## Four Parts

### 4. Publications/Exhibitions/Internet Resources

#### **Properties**

*Properties is a vehicle to further serious education for New York's real estate leadership. It is a forum for the identification and discussion of key real estate issues confronting New York City and its metropolitan region. And it is a meeting ground for industry and government professionals. Properties is both catalyst and recorder.*

*The distinguishing characteristic of this publication is its focus on the full range of real estate investment, finance, development, and design concerns facing both industry and government in New York.*

*Properties argues that these concerns are an inter-related system. Their consequences affect all New York's businesses and citizens: capitalists who invest, developers who build, bankers who finance, officials who legislate, planners who zone, architects who design, bureaucrats who regulate, and the individuals who use and encounter the industry's products.*

*Properties also serves as a record of each year's events at the three sessions of the Institute's New York Real Estate Forum.*

#### **Real Estate Matters**

*The Institute Newsletter, issued quarterly, summarizes ongoing work at the Institute and in the BS Program in Real Estate.*

#### **The Institute Bulletin Series**

*presents the varied annual programs of the Institute.*

#### **Newman Institute Research Papers**

*Research Papers are issued in association with the School of Public Affairs and the Zicklin School of Business at Baruch College.*



# *The Steven L. Newman Real Estate Institute*

---

*The Steven L. Newman Real Estate Institute was established in 1995 with an endowment gift from William and Anita Newman in memory of their son, who, along with his father, worked in the field of real estate.*

*The Institute provides a foundation for education, public programs and publications concerned with real estate and metropolitan development in New York. It offers opportunities for students to prepare for careers in the industry, not-for-profit organizations and government. Through its many research and information programs, the Institute serves as a resource for professionals in the field and all residents throughout metropolitan New York.*

*The Institute has an active Members program, with special categories and benefits for individual, professional, and corporate members.*

*For additional information on the Members program or other Institute activities, contact Sara Hilska at 212.802.5940.*

## **Baruch College**

*Kathleen M. Waldron*

*PRESIDENT*

*David Dannenbring*

*PROVOST & VICE PRESIDENT FOR ACADEMIC AFFAIRS*

## **The Steven L. Newman Real Estate Institute**

*William Newman*

*CHAIR, ADVISORY BOARD*