



THE UNIVERSITY OF  
**ALABAMA**<sup>®</sup>

Culverhouse  
College of Business  
Alabama Center for Real Estate

ACRE believes successful real estate centers must foster an environment that reward creativity, collaboration and innovation while remaining flexible, diverse and responsive. Future Center success requires transformational leadership which is the key to its sustainability, productivity, and growth. It sets the tone, provides the vision and brings to the surface the key resources our statewide real estate community and consumers can anticipate from ACRE in the future.

*The ACRE Alabama Cabinet provides the thought leadership and core funding that allows ACRE to maintain and enhance its multimedia platform and state-of-the-art digital network, designed to effectively disseminate our real estate resources into the marketplace.*

## TRANSFORMATIONAL LEADERSHIP



Each Cabinet member will be continually recognized across Alabama's real estate industry and consumers as follows:

- Week in Real Estate (WiRE) Publication
- ACRE's Multimedia Real Estate Platform (exploRE)
- ACRE's Real Estate Matters Podcast
- ACRE Real Estate Trends

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# ACRE Alabama Cabinet Member Benefits

## Business Development

Membership of the Cabinet represents the highest level of support of ACRE's vision. Each member will be continually recognized across Alabama's real estate industry and consumers as follows:

### Marketing: Week in Real Estate (WiRE) Publication

(Special Cabinet news section.) WiRE read by 4,000 real estate professionals/affiliates every Saturday, excluding Christmas and spring break weeks.

### Expertise: ACRE's Multimedia Real Estate Platform (exploRE)

Cabinet members can also provide content in the form of articles, podcasts and videos. Cabinet member logos are rotated on the exploRE website.

### Events: Education & Networking Events

Cabinet members are top level sponsors of ACRE's annual commercial and/or residential statewide conferences ACREcom & ALAres each February.



## Professional Development



- Cabinet members receive a total of 8 tickets (\$1000 value) and reserved area seating up front at ACREcom and invited to the pre-conference reception the night before. Residential-focused cabinet members can opt for a reserved table at ALAres instead or request a combination of tickets split between the two events.
- Educational benefits. ACRE will secure and administrate Alabama Real Estate Commission continuing education credits for events coordinated by Alabama Cabinet members. Cherie Moman, ACRE director of education, marketing & communications, is also

available for in-house technology and social media training for Cabinet members.

- Research expertise. KC Conway, ACRE director of research & corporate engagement or Stuart Norton, ACRE residential expert, would be available to Cabinet members at a mutually agreed to corporate meeting or conference call (exclusive of any travel related expenses).
- Alabama Cabinet membership also includes Leadership Council membership (1 executive per area) at no additional cost in the local markets where you conduct business. (\$5,000 value)
- Each year in late summer/early fall, ACRE hosts a relaxed annual cabinet retreat with golf, executive education and relationship building. The event begins with Thursday afternoon golf (optional) followed by Steak Dinner Fellowship. We provide executive education/training Friday morning, concluding at noon. This event is hosted annually at Willow Point Golf & Country Club located on Lake Martin and all accommodations are complimentary.

## Talent Development

ACRE's Collegiate Career Assistance Program (CCAP) represents the Center's platform for serving the next generation of real estate talent and the firms that provide experience and employment opportunities while benefiting in the process. Alabama Cabinet members are invited to partner with ACRE by working directly with students across the state in the form of speaking engagements, mentorship, summer internships or permanent job opportunities. Learn more at [acreccap.com](http://acreccap.com)



## Annual Commitment

Alabama Cabinet members agree to support the mission of ACRE each quarter in the amount of \$2,000. A 10% discount is allotted to Cabinet members who elect to pay in one lump sum (\$7,200) each January.