

Claire Nackoney, from Florida, April 25, 2006, ★★★★★

A Gem of a Book- Review on Barnes and Noble

"Commercial Real Estate Career Education and Resource Guide" is a gem of a book for anyone seriously considering a commercial real estate career. I learned about this book last February while I was attending an academic conference in Columbus, OH, and spoke with Dr. Margot Weinstein at her book signing at the Ohio State University bookstore. Dr. Weinstein, who co-authored the book with Dr. Norm Miller, provides the reader with tips on how to break into the commercial real estate field along with comprehensive information on US-based colleges and universities with real estate degree and certificate programs as well and real estate trade associations that a person can join. The book is divided into four parts. Part 1 contains information on education and skills needed to succeed in the field along with practical advice for students on finding employment in the real estate industry. Part 2 contains an A to Z listing of university real estate programs. This section includes information such as the URL addresses for the schools, contact information, types of degrees and certificates offered, length of study, number of students enrolled, number of graduates per year, and number of full and part-time faculty in the real estate program. Part 3 provides yet another A to Z listing of real estate trade associations and professional organizations a person can join to pursue continuing education and to network with others in the field. The information in this section is formatted similarly to Part 2. What I enjoyed the most, however, was Part 4. This section contains professional and career advice profiles of successful realtors like Arthur Adler, Marshall Bennett, Steven Good, Peter Linneman, and Nancy Suvarnamani, to name a few. These successful individuals share personal and professional insights on what it takes to be successful in this field. Part 5 of the book provides a general glossary of key real estate terms. For anyone seriously considering a career in commercial real estate, this book is well worth the \$20.00 investment"

Realty career resource book just what doctors ordered

The Wall Street Journal's attitude is that every news story is a business story. My attitude is that just about every business story — and many a non-business story — is a real estate story.

Plane crashes. What does it hit? The ground. Land. A building burns. What was it that went up in flames? A *building*. Retail sales are up? Where? In the stores, which are in buildings. Manufacturing is up? In what? In factories — buildings again! (They're everywhere.)

Man bites dog — that's pushing it, but not much if it happened at the man's ... HOUSE or in his YARD, which are real estate. And if the *dog* had a house? Well. Let's run it in the real estate section.

That's the attraction of the real estate field: Real estate involves almost every field of business and many fields outside of business. And that's the hook that gets you right off the bat in a new reference book by Norm Miller and Margot Weinstein. Readers see that whatever caused them to pick up the book, real estate is a big tent, with practitioners



RICHARD MIZE
REAL ESTATE

from all walks of business — and life.

The book's title is "Commercial Real Estate Career Education and Resource Guide" — not very sexy if you don't care a whit about the subject, but just what the doctors ordered if you do.

Dr. Miller (Ph.D.) is director of the Real Estate Center at the University of Cincinnati. He has written many scholarly articles, books and stories in trade publications. The textbook he published in 2001, "Commercial Real Estate Analysis and Investment," with David Geltner, is used in graduate-level real estate courses.

Dr. Weinstein's name — she, too, has a Ph.D. — is familiar to Realtors and others who have attended the annual International Business Conference of the Oklahoma City Metro Association of Realtors. She is an educator and commercial property specialist. Her 2005 book, "7 Steps to Find Your Perfect Career," billed as "a practical career guidebook with interviews from very successful people," included a vignette on Sharon Young, chief executive of the Realtors group.

The new book starts with a chapter on commercial real estate careers and "paths to success." It's followed by an alphabetical listing of university real estate programs, a chapter on trade associations that provide professional education, then vignettes of a baker's dozen real estate pros with career advice from each. And a glossary.

"Commercial Real Estate Career Education and Resource Guide," published by the Hoyt Institute of Real Estate in North Pam Beach, Fla., was sponsored by the Appraisal Institute, the CCIM Institute (grants Certified Commercial Investment Member designation), CoStar Group, the National Association of Industrial and Office Properties and Pension Real Estate Association.

It's available for \$19.95 at the Realtor Store at the Metro Association of Realtors, 3131 Northwest Expressway.

A copy now rests on my desk next to a 22-year-old "Webster's New World Dictionary," "The Associated Press Stylebook" and a few other real estate reference books I rely on.

Real Estate Editor Richard Mize can be reached by e-mail at richardmize@oklahoman.com or by phone at 475-3518.