



# REAL ESTATE

## INDUSTRY ONE-PAGER

### INDUSTRY OVERVIEW

---

There are two broad paths within real estate: **residential** (single-family homes) and **commercial** (multifamily, office, industrial, retail, hotel) real estate. The main difference between the two is that commercial real estate is intended to generate profit. Within each of these broader categories, you can engage in the development, buying, selling and management of properties.

### RELEVANT COURSES

---

- **BUSI 585:** Intro to RE
- **BUSI 601:** RE Finance
- **BUSI 603:** RE Development
- **BUSI 604:** RE & Capital Mkts

### CONTACTS

---

Georgia Burkard (student contact)  
Courtney Porter  
*Associate Director @ Wood Center*  
Courtney\_Porter@kenan-flagler.unc.edu

### RELEVANT SKILL

---

- Exceptional communication and networking skills—the industry is all about making and maintaining connections
- Research skills (properties, clients, market demographics, and market conditions)
- Financial analysis – EXCEL!
- Competitiveness – work-hard, play-hard personality
- Adaptability – every day is different

### RESOURCES

---

- Wood Center for Real Estate Studies at UNC
- Adventures in CRE ([website](#))
- Break Into CRE ([youtube channel](#))
- [CREW](#) Network (Women in CRE Network)
- [ULI](#) (network and events)
- Investopedia Real Estate Investing [guide](#)

### CAREER PATHWAYS

---

- Real estate investor
- Real estate agent (residential or commercial)
- Real estate broker
- Real estate developer
- Property manager
- Real estate attorney
- Home inspector
- Real estate appraiser
- Leasing agent

(\*no set recruiting timeline—varies by company/ sub-industry to occur throughout the year)