



# SEO Career

Together, we win.

Commercial Real Estate Track

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# Our Story

For more than 60 years, SEO has created a more equitable society by closing the educational and career opportunity gap for ambitious Black, Hispanic/Latinx, and Native American young people.

## SEO Career: Turning Untapped Potential into Future Leaders



Since 1980, we've been the nation's premier professional development program, preparing high-achieving Black, Latinx, and Native American college students for challenging summer internships and coveted full-time jobs.

### What sets us apart:

- Intensive coaching and training to help students succeed
- Unrivaled metrics and track record as a pipeline for underrepresented, entry-level talent in Corporate America
- A nationwide talent pool of talented candidates



# By the Numbers

**200+**

Partners



**940+**

Interns



**83%**

Receive Full-time  
Offers



**11,000+**

Program  
Alumni

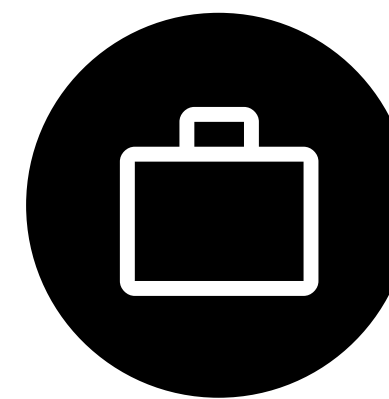




# Diversifying The Industry

2023 class included **165** interns at **87** partner firms across **35** locations in the US

- Premiere partnership with the Pension Real Estate Association (PREA) Foundation
- First-of-its-kind real estate training program
- Aims to increase diverse employment in the commercial real estate industry
- Robust pipeline of high-achieving undergraduate students of color
- Trains and places interns and entry-level candidates at top real estate firms



## Internship Roles

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

# Why SEO

Building on a 40-year history, SEO Career partners with the PREA (Pension Real Estate Association) Foundation to deliver a dynamic, multi-layered, and engaging training program to help historically excluded students land a Commercial Real Estate internship and secure a full-time offer.

Together we want to change the industry and create the next generation of leaders to build a path forward and increase exposure for all who want to work in Commercial Real Estate.

## How We Help

- Access to high performing undergraduates across the US
- Opportunities to promote your brand to students through Career Fairs, Showcases, and in-person events
- Dedicated Client Services representative as a resource throughout the recruitment process
- Technical & Human Skills training for students before the interview & internship
- Exposure to the industry through webinars, bootcamps, and in-person events
- 1:1 coaching and mentoring
- Furthering the mission to diversify the Real Estate industry and bridge the gap



# Partnership Benefits



## Diversify Your Early Career Talent Pipeline

Access to a diverse candidate pool from 200+ colleges and universities across the country.



## Hire Highly-Qualified Interns

100+ hours of technical and soft skills training equip SEO Career interns with the tools to create positive business outcomes from day one.



## Save Valuable Time & Resources

SEO Career's staff operates as an extension of your recruiting team to find the best candidates for your roles. We support you from sourcing through offer acceptance and everything in between.



## Promote Your Brand & Company Culture

Targeted student engagement events like Partner Showcases and Career Fairs provide the opportunity to highlight your company culture and career opportunities to a highly engaged audience.



# Our Partners

The Top Global Corporations and Boutique Firms





# National Recruitment Strategy



- Full-time campus recruiting team
- Alumni referrals and campus ambassadors
- Multi-city in person real estate focused campus and firm hosted events

- Applicants from 600+ campuses nationwide
- Interns represent 200+ universities

- Diverse range of schools including public, private, Ivy League, HBCUs, and HSIs
- Garner 11K+ applications annually



# Premier Training Program

## Phase 1: EDGE

**4-16 Weeks** of high-touch interview preparation with a Career Development Advisor

Access to dozens of **internship opportunities** at SEO Career partner companies

**Personalized feedback** on resumes and practice interviews

## Phase 2: SUCCESS

**100+ hours** of industry-specific technical and soft skills training

- 100's of courses and webinars
- Industry-recognized resources
- SEO Career Summit

Ongoing 1:1 **coaching and mentorship**



# Technical Training

SEO has identified the ‘RIGHT’ technical skills that students need to be competitive in commercial real estate. SEO student/interns are encouraged to complete the following:



## Real Estate Investing 101

- Overview of real estate concepts & vocabulary
- Evaluation of commercial real estate property investments including analyzing risks and returns, loan options, cash flows, and property valuations.
- Includes 3 part course & Certification



- **Free** access for all SEO Students
- Excel Crash Course & Certification
- Real Estate Modeling for EDGE & Success students



REAL ESTATE  
FINANCE AND  
INVESTMENTS  
CERTIFICATION

- Premiere real estate investment certification for real estate professionals
- SUCCESS interns get lifetime access and the Textbook



- Free access for all SUCCESS interns
- Argus Enterprise Prep Course
- Argus Enterprise training manual
- Access to Argus Certification

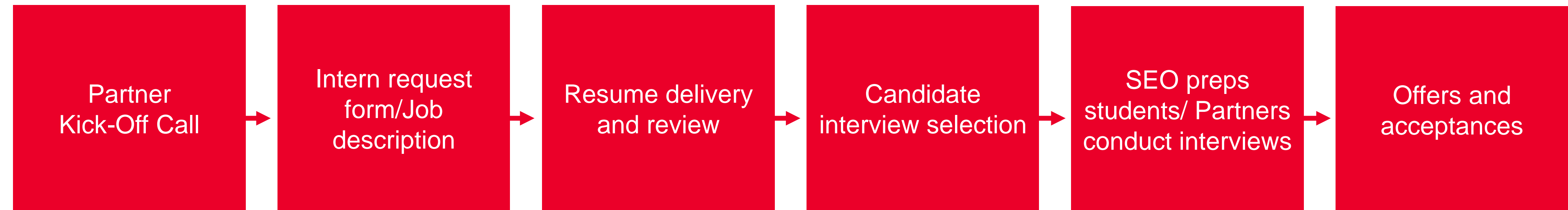
## Success Case Study Competition

- Taught by an adjunct MIT Professor
- 3 Case Study courses covering 3 cases covering multiple property types
- Prepares students to present to Investment Committees/ Senior Leadership
- Culminates with a Case Competition judged by Real Estate professionals



# Become A Partner

## How It Works



## Timeline

### **Phase 1 February- June**

- Firm recruiting and internship placement
- On-campus recruiting

### **Phase 2 July – December**

- Firm recruiting and internship placement
- On-campus recruiting
- Midsummer review
- Evaluations and Offers

### **Phase 3 January – March**

- Firm recruiting and internship placement
- SEO Pre-Internship training for applicable students
- Internship placement completed by mid March



# SEO Career Summit

90+

Guest  
Speakers

12+

Partner  
Events

32

Training  
Classes

3

Immersive  
Days



**Alvin T.**

SEO Career Intern 2022, Wealth Management  
Summer Analyst Bank of America, Penn State

*The Summit was life changing! The speakers were so inspirational and most importantly relatable.*

*Seeing that they were in our shoes and were “us” has given me so much comfort and confidence to know that we can someday be in their positions...or better!*

Transformational Trip to NYC for Connections and Growth

- Hear from industry leaders (and shake their hands)
- In-person networking opportunities with peers and influential figures
- Track and role-specific training
- Hybrid format: 300+ in-person, 600+ virtual attendees over 3 days



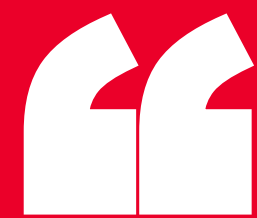


# Student Impact



*“I grew up believing I wouldn’t own any real estate outside of Monopoly. Once I joined SEO, I took advantage of every resource offered, working with my coach who listened and provided constructive feedback. SEO turned my childhood board game into a reality.”*

**Brydell W.**, Florida State University Class of ‘22, Acquisitions Summer Analyst at The Davis Companies



*“Joining SEO Career provided the critical support and resources I needed to develop as a leader. The investment of time and effort that our coaches, professionals, and instructors devote to us is priceless. As a result, I have access to opportunities that I never imagined.”*

**Azucena O.**, St. Mary’s University Class of ‘21, Summer Analyst at BentallGreenOak



# Ready To Become A Partner?

Contact Jazmyne Archer: Associate Director, Partner Relations, SEO Career



Jazmyne.Archer@seo-usa.org



## William Goodloe

President & CEO, SEO

*“More diverse teams produce better results.  
The SEO program provides a **unique and proven approach** for firms seeking to increase diversity, equity, and inclusion within their companies.”*

