

30 YEARS, 1 LEADER, LASTING IMPACT: A TRIBUTE TO GAIL HAYNES

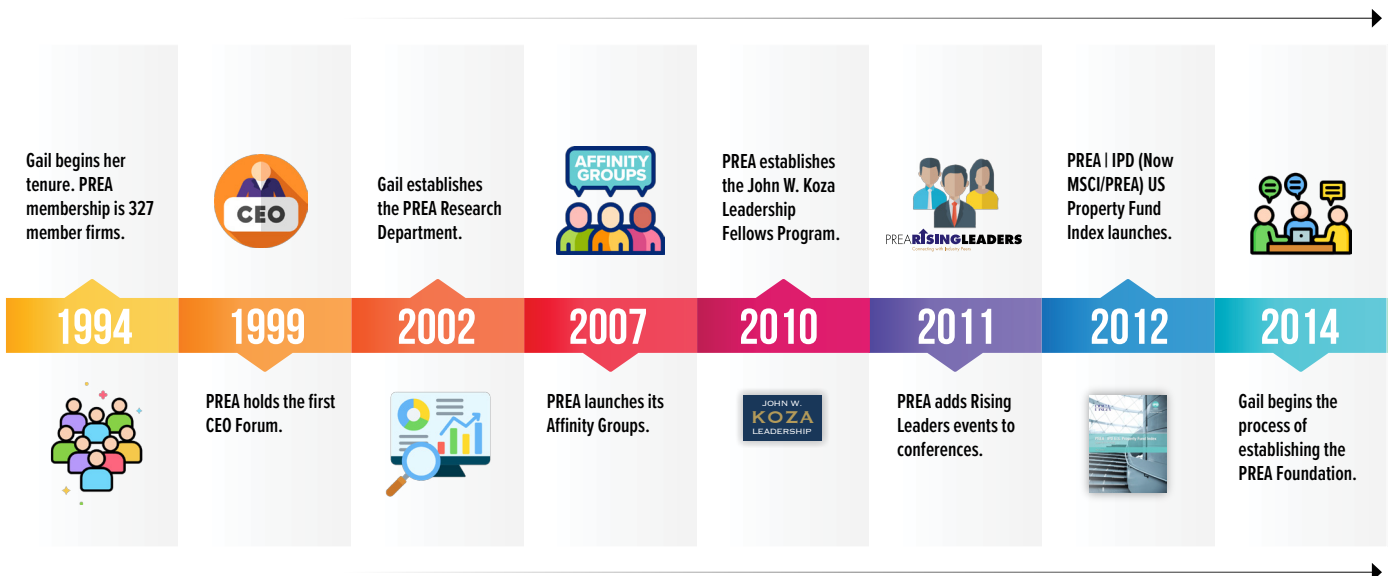
Marking three decades of extraordinary leadership that built PREA into one of the most influential associations in institutional real estate



Thirty years ago, PREA was a modest association of just 327 member firms. That small but ambitious community has grown into one of the most powerful convening forces in the institutional real estate investment industry. At the center of this extraordinary transformation has been one constant: the leadership of Gail Haynes.

From her first days as President, Gail brought vision and drive that shaped the association. In 1999, she created the CEO Forum, giving senior leaders a dedicated space to exchange perspectives. Soon after, she established the PREA Research Department, ensuring the Association was not only a convener but also a trusted source of industry insight.

As membership expanded, Gail understood that growth required intentional connection. The launch of PREA's Affinity Groups in 2007 helped members remain engaged and connected across a larger community. She also recognized the importance of investing in the industry's future. The John Koza Leadership Fellows Program in 2010 and the Rising Leaders program in 2011 opened doors for the next generation of talent, and the inaugural class of PREA Foundation interns in 2018 provided meaningful career pathways for emerging professionals.



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Perhaps one of Gail’s most enduring legacies though is the PREA Foundation, officially launched in 2017. What began as an idea to harness the industry’s collective strength has become a force for opportunity and change, creating opportunities for people from all backgrounds to access and excel in the industry.

Her leadership was equally evident during times of disruption. In 2020, PREA successfully pivoted to its first-ever virtual conference, maintaining the quality of member experience even during a global pandemic. By 2021, PREA’s in-person events returned stronger than ever, with record levels of attendance.

The results speak volumes. Under Gail’s stewardship, PREA has grown to represent more than 760 firms and tens of thousands of individuals. Its conferences and research are industry benchmarks, its programs shape the next generation, and the PREA Foundation is a model of collective action.

As one industry leader said to the PREA team recently: “Gail’s legacy is being hands down one of our industry’s most important leaders. Through a period that saw real estate evolve into a mature, institutional asset class, the industry wouldn’t be where it is today without her.”

Another leader perfectly captured the broader impact of Gail’s work: “[Gail] brought plan sponsors, managers, consultants, and service providers together in a way that built trust and created enormous value for the entire real estate industry. That impact reaches far beyond PREA—it shaped the very development of our markets.”

For 30 years, Gail Haynes has been the guiding force behind PREA’s evolution. She built a community defined not just by size but by the strength of its relationships, the quality of its insights, and the reach of its impact.

Please celebrate Gail’s extraordinary legacy and the indelible mark she leaves on PREA and the industry it serves. And in true Gail fashion, it’s only fitting to close with her own words: “Bless your heart.”

