



# Become a Foundation Partner



## ENTRY LEVEL WORKFORCE DEVELOPMENT PROGRAM

The CORE program will empower over 100,000 members from underrepresented groups to explore careers within real estate. Foundation Partners will deliver credential-based workforce development solutions that enable diverse populations to transition into a life and career they love. Your support provides student scholarships and the administration of the program.

Transformational Shift: Real Estate Becomes A Career of Choice, Not Chance.

## 10 REASONS TO INVEST IN CORE

- 1 Reach more than 100 Historically Black Colleges & Universities and Hispanic Serving Institutions
- 2 Connect with emerging talent that is seeking careers in real estate
- 3 Make a social impact by enriching lives and creating a pathway to economic equality
- 4 Create awareness of entry level careers within your organization
- 5 Be recognized as a change agent within the real estate industry that is improving diversity, equity and inclusion
- 6 Access a diverse pipeline of ready talent
- 7 Offer content that is rigorous and relevant to upskill today's learner
- 8 Enrich lives through coaching and mentoring
- 9 Support Environmental, Social and Governance investment through human capital
- 10 Make meaningful connections and impact someone's life.



*"We're proud to support CORE's goal of introducing underrepresented students to careers in real estate."*

*Representation in the industry makes a difference to those who live, shop, work or play in commercially managed space."*



*"As the leader in creating a more diverse talent pipeline into commercial real estate, we know that supporting women and people from diverse backgrounds in pursuing CRE careers is a business imperative. Join us in transforming the industry."*



*"CORE is an outstanding program because it makes opportunities in real estate available to people of all backgrounds. Marcus & Millichap is proud to be a founding partner and contribute to CORE as it perfectly aligns with our company values as well."*

## MAKE A DIFFERENCE:



For more information, contact:  
**GRAYSON GLAZE, CORE DIRECTOR**  
gglaze@culverhouse.ua.edu  
205-394-7718

[www.corearc.org](http://www.corearc.org)

A non-profit 501(c)(3) organization.





# Career Opportunities in Real Estate

Workforce Development Certificate Program

Empowering 100K members from underrepresented groups to consider a career in real estate by 2032

## IMPACT REPORT

STUDENT REACH  
THUS FAR

**39 States**  
**262 Schools**

CREDENTIALS  
EARNED

**223**

COMPLETION  
RATE

**82%**

SATISFACTION  
RATE

**92%**

Learners rated the course  
VERY GOOD or EXCELLENT

**92%**

ARE MORE INTERESTED  
IN THE REAL ESTATE  
INDUSTRY AS A  
RESULT OF CORE!

## Cohort Report Cumulative Results to Date



Student  
Profile

FEMALE 170 (78%)

MALE 49 (22%)



RACE:

205	African American	94%
6	Black	3%
4	White	2%
2	Asian	1%



Learning Profile

Number of hours of  
learning to date

**7,665**

(25 per student)

**RESULTS**

Learning  
Profile



**17,400**

Lessons completed by  
participants  
(76 per student)

**RESULTS**

Coaching Profile



**672**

Number of  
coaching  
sessions...  
(3 per student)

“ I am grateful to finally receive my certificate of completion for my CORE credential. I am CORE Ready in the real estate workforce and am so proud of myself for completing this program and being selected for this cohort and scholarship. I have worked to further my education in the real estate industry while being provided job-ready skills to propel my career. Thank You Debbie Phillips and Helena Johnson for guiding me through this program. Excited for the opportunities that await. ”



Esante-Joy McIntyre  
North Carolina A&T University



Jessica Williams  
Alabama A&M University  
(HBCU)



Kaiya Sykes  
Wallace Community College  
Selma

“ My goal for 2022 was to “network more regularly.” CORE program has done this for me. Learning about the careers in real estate and creating countless networking opportunities have made a huge impact in my professional development. Working with mentors and meeting new professionals in real estate has developed my courage to step out of my comfort zone. I LOVE the CORE PROGRAM! ”

“ I enjoyed the entire program. I learned so much and the information that was provided is truly invaluable. I just want to thank everyone that made this experience possible. ”

## CORE FOUNDATION PARTNERS



ADMINISTERED BY



Culverhouse  
College of Business  
Alabama Center for Real Estate

PART OF THE University of Alabama System



More Partners Coming!

Text for More Info: 205-394-7718