

## DEFINITIONS OF SPECIALTIES

<b>ACCOUNTING</b>	<p>1. the theory and system of setting up, maintaining, and auditing the books of a firm; art of analyzing the financial position and operating results of a business house from a study of its sales, purchases, overhead, etc. (distinguished from bookkeeping ).</p> <p>2. a detailed report of the financial state or transactions of a person or entity: <i>an accounting of the estate</i>.</p> <p>3. the rendering or submission of such a report.</p>
Accounting – Corporate / Finance	<p><b>Corporate accountants</b>—also called cost, managerial, industrial, or private accountants—record and analyze the financial information of the companies for which they work. Among their other responsibilities are budgeting, performance evaluation, cost management, and asset management. Usually, corporate accountants are part of executive teams involved in strategic planning or the development of new products. They analyze and interpret the financial information that corporate executives need in order to make sound business decisions. They also prepare financial reports for other groups, including stockholders, creditors, regulatory agencies, and tax authorities. Within accounting departments, corporate accountants may work in various areas, including financial analysis, planning and budgeting, and cost accounting.</p> <p><b>Financial accounting</b> is a major branch of accounting involving the collection, recording and extraction of financial information, and the summary of it in the form of a periodic profit and loss account, a balance sheet and a cash flow statement in accordance with legal, professional, and capital market requirements</p>
Accounting – Public / CPA	<p><b>Public accountants</b> perform a broad range of accounting, auditing, tax, and consulting activities for their clients, which may be corporations, governments, nonprofit organizations, or individuals. For example, some public accountants concentrate on tax matters, such as advising companies about the tax advantages and disadvantages of certain business decisions and preparing individual income tax returns. Others offer advice in areas such as compensation or employee health care benefits, the design of accounting and data-processing systems, and the selection of controls to safeguard assets. Still others audit clients’ financial statements and inform investors and authorities that the statements have been correctly prepared and reported. These accountants are also referred to as <i>external auditors</i>. Public accountants, many of whom are Certified Public Accountants (CPAs), generally have their own businesses or work for public accounting firms.</p>
<b>ACQUISITIONS / DISPOSITIONS</b>	<p><b>Acquisition</b> may refer to:</p> <ul style="list-style-type: none"> <li>• Takeover, the acquisition of a company</li> <li>• Underwriting and Due Diligence, those involved in evaluating real estate assets for purchase by an investor or fund and those who manage the sale of real estate by the owner (but who are not brokers)</li> </ul>
<b>ADMINISTRATION</b>	<p><b>Administration</b> consists of the performance or management of business operations and thus the making or implementing of major decisions. Administration can be defined as the universal process of organizing people and resources efficiently so as to direct activities toward common goals and objectives.</p>
<b>APPRAISAL</b>	<p>Real estate <b>appraisal</b>, property valuation or land valuation is the practice of developing an opinion of the value of real property, usually its Market Value. The need for appraisals arises from the heterogeneous nature of property as an investment class: no two properties are identical, and all properties differ from each other in their location - which is the most important determinant of their value. The absence of a market-based pricing mechanism determines the need for an expert appraisal/valuation of real estate/property. An appraiser is usually licensed or certified.</p>

## DEFINITIONS OF SPECIALTIES

<b>ARCHITECTURE</b>	An <b>architect</b> is a licensed individual who leads a design team in the planning and design of buildings and participates in oversight of building construction. Architects may specialize in space planning and interior improvements, building design or the broader design of communities and land use planning.
Architecture – Space Planning / Tenant Improvement	
Architecture – Land Use Design & Planning	<i>Self-explanatory subcategories</i>
<b>ASSET MANAGEMENT</b>	Real estate <b>asset management</b> offers a structured approach in handling real estate assets considering all the factors that accompanies investing in real estate. It may be described as the systematic process of maintaining and upgrading real estate assets in a cost-effective manner that would work well for the property owners.
<b>BROKERAGE</b>	A real estate <b>broker</b> is a term in the United States and Canada which describes a party who acts as an intermediary between sellers and buyers of real estate or “real property” and attempts to find sellers who wish to sell and buyers who wish to buy.
Brokerage – Corporate Services	<b>Corporate Services</b> is the service offered by registered broker-dealers that assists companies with the management of their real estate portfolio; it may encompass facilities management, new site selection, building/campus development, asset disposition, and relocation
Brokerage – Industrial	<b>Industrial</b> brokers specialize in the sale, the leasing, and the development of land and facilities that are used for industrial purposes like manufacturing, distribution, or logistics.
Brokerage – Investment	<b>Investment</b> brokers specialize is working with buyers and sellers of income producing property or land
Brokerage – Leasing	<b>Leasing</b> brokers specializes in representing either landlords or tenants in a transaction involving the rental of office, industrial or retail space.
Brokerage – Multi-Family	A broker that specializes in the sale of <b>multi-family</b> residential (also known as multi-dwelling unit or MDU). MDU is a classification of housing where multiple separate housing units for residential (i.e. non-commercial) inhabitants are contained within one building. The most common form is an apartment building.
Brokerage – Office	A broker that specialized in the lease, sublease or sale of <b>office</b> space/buildings
Brokerage – Retail	A broker that specializes in the lease, sublease or sale of <b>retail</b> spaces/buildings
Brokerage – Tenant Representation	<b>Tenant Representatives</b> are real estate brokers engaged by prospective tenant as his/her exclusive agent in negotiating a lease for commercial space. Also know as a "buyer's broker."
<b>BUSINESS DEVELOPMENT</b>	<b>Business development</b> includes those within a company who are charged with marketing the company and its services to gaining new customers or assignments in existing or new markets.
<b>COMMERCIAL INSURANCE</b>	<b>Commercial insurance</b> includes property & casualty, employee benefits, environmental insurance, etc.
<b>COMMERCIAL LENDING</b>	<b>Commercial real estate lending</b> include those companies or individuals who provide loans, most often secured by liens, on any kind of commercial property or asset related to real estate. Lenders in this category include banks, life companies, investment companies, etc. In addition to direct lenders, this category also includes mortgage bankers and others who facilitate those loans or represent the lenders.
Commercial Lending – Mortgage	A <b>mortgage broker</b> acts as an intermediary who sells mortgage loans on behalf of individuals or businesses.

## DEFINITIONS OF SPECIALTIES

Brokerage	
Commercial Lending – Insurance / Institutional	<p><b>Institutional Lenders</b> are financial intermediaries who invest in loans and other securities on behalf of their depositors or customers; lending and investment activities are regulated by laws to limit risk.</p> <p>Financial institution or institutional investor that invests its own funds, or funds under management, in corporate equities and debt securities, government securities, residential mortgages, commercial real estate, or mortgage backed securities. Frequently, these investors buy mortgage loans, either whole loans or pools of loans packaged as securities, and also new securities offerings sold through private placement. In the secondary mortgage market, savings and loan associations, savings banks, life insurance companies, commercial banks, and pension funds act as institutional lenders.</p>
<b>CONSTRUCTION</b>	<p><b>Construction</b> includes those individuals involved in building or renovating buildings, including interior improvements, and in assembling infrastructure (such as roads or public improvements).</p>
<b>CONSULTING</b>	<p><b>Consulting</b> is providing advice in a particular area of expertise.</p>
Consulting-Management	<p><b>Management consulting</b> refers to both the industry of, and the practice of, helping organizations improve their performance, primarily through the analysis of existing business problems and development of plans for improvement.</p>
Consulting-Sustainability	<p><b>Sustainability Consulting</b> provides clients with counsel and practical support on all aspects of corporate sustainability strategy and implementation, including: risk management, innovation, reporting, accountability and engagement. Many involved in this specialty will hold LEED certification.</p> <p>Sustainable management is the ability to direct the course of a company, community, organization, or country in ways that restore and enhance all forms of capital (human, natural, manufactured, and financial) to generate stakeholder value and contribute to the well-being of current and future generations.</p> <p><b>Sustainable</b> developments are those which fulfill present and future needs while [only] using and not harming renewable resources and unique human-environmental systems of a site: air, water, land, energy, and human ecology and/or those of other off-site sustainable systems.</p>
Consulting-Technology Services	<p><b>Technology service consulting</b> principally concerns the intellectual services: information generation, information sharing, consultation, education and research and development. It also refers to providing information services, such as computing and ICT (information and communication technologies), consultancy (offering advice to businesses) and R&amp;D (research, particular in scientific fields).</p>
<b>CORPORATE REAL ESTATE</b>	<p><b>Corporate Real Estate</b> deals with all facets of real estate for corporations to support its core business—unlike managing the real estate held by an investor to generate income, including planning for growth and corporate relocations, development of new facilities, leasing, purchasing or selling facilities. Those in this category are may be employed by the corporation or the corporation may outsource this function to consultants.</p>
<b>ECONOMIC DEVELOPMENT</b>	<p><b>Economic development</b> refers to the field that studies sustained increases in the standard of living of a nation's population associated with growth from a simple, low-</p>

## DEFINITIONS OF SPECIALTIES

Economic Development – Federal /Government	income economy to a modern, high-income economy. Its scope includes the process and policies by which a nation improves the economic, political, and social well-being of its people. Economic development may also refer to the field comprising policies and efforts that seek to improve the economic well-being and quality of life for a community or region by creating and/or retaining jobs and supporting or growing incomes and the tax base.
Economic Development – Local or State /Government	In its broadest sense, policies of <b>economic development</b> encompass three major areas:
Economic Development – Consulting	<ul style="list-style-type: none"> <li>• Governments undertaking to meet broad economic objectives such as price stability, high employment, and sustainable growth. Such efforts include monetary and fiscal policies, regulation of financial institutions, trade, and tax policies.</li> <li>• Programs that provide infrastructure and services such as highways, parks, affordable housing, crime prevention, and K-12 education.</li> <li>• Job creation and retention through specific efforts in business finance, marketing, neighborhood development, small business development, business retention and expansion, technology transfer, and real estate development.</li> </ul>
<b>EDUCATION</b>	<b>Education</b> includes those who are employed by an educational institution in either an administrative or teaching capacity or may provide educational services to their company.
<b>ENGINEERING</b>	<b>Engineering</b> is the creative application of, or works utilizing, scientific principles to design or develop structures or infrastructure
Engineering - Civil	<b>Civil engineering</b> is a professional engineering discipline that deals with the design, construction and maintenance of the physical and naturally built environment, including reconfiguration of land areas to provide for roads and buildings, and designing works such as bridges, roads, canals, and dams. Civil engineering takes place on all levels: in the public sector from municipal through to federal levels, and in the private sector from individual homeowners through to international companies.
Engineering - Construction	<b>Construction engineering</b> concerns the planning and management of the construction of structures. Construction of such projects requires knowledge of engineering and management principles and business procedures, economics, and human behavior. Construction engineers engage in the design of temporary structures, quality assurance and quality control, building and site layout surveys, on site material testing, concrete mix design, cost estimating, planning and scheduling, safety engineering, materials procurement, and cost engineering and budgeting.
Engineering - Environmental	<b>Environmental engineering</b> works to solve environmental problems such as water and air pollution, waste disposal, and public health issues.
Engineering - Structural	<b>Structural engineering</b> is a field of engineering dealing with the analysis and design of structures that support or resist loads economically. Structural engineering is usually considered a specialty within civil engineering, but it can also be studied in its own right.
Engineering - Tax Solutions	Engineer/firm that marries the science of engineering with the principles of <b>tax</b> and accounting to arrive at financial solutions that result in increased cash flow, minimized tax payments and increased ROI for commercial and investment property owners. These IRS sanctioned services include Cost Segregation Studies, Energy Tax Credits & Deductions, Energy Audit, Energy Solutions, Construction Audit, Insurance Appraisal, Reserve Studies, Property Tax Appeal and R&D Tax Credits.
Engineering – Transportation	<b>Transportation engineering</b> is the science of safe and efficient movement of people and goods (transport). Traditionally a sub-discipline of civil engineering, this subcategory also includes transportation consultants who do traffic studies.
<b>ENVIRONMENTAL</b>	<b>Environmental planning</b> is a field of study that since the 1970s has been concerned

## DEFINITIONS OF SPECIALTIES

<b>PLANNING</b>	with a given society's collective stewardship over its resources that ultimately includes those of the entire planet. The aims of environmental planning are to integrate the public sector urban planning with the concerns of environmentalism to ensure sustainable development, notably of air, water, soil and rock resources. Planning seeks to include into consideration for future growth of society factors other than those urban planners have traditionally factored in economic development, such as transportation, sanitation, and other services in legislator decisions, by working with environmental planners to add sustainable (social, ecological & equity) outcomes as important factors in the decision-making process.
<b>FACILITY MANAGEMENT</b>	<b>Facility Management</b> is the practice of coordinating the physical workplace with the people and work of the organization; integrates the principles of business administration, architecture and the behavioral and engineering sciences.
<b>FINANCE</b>	<ol style="list-style-type: none"> <li>1. The science of the management of money and other assets.</li> <li>2. The management of money, banking, investments, and credit.</li> <li>3. Finances = monetary resources; funds, especially those of a government or corporate body.</li> <li>4. The supplying of funds or capital.</li> </ol>
Finance – Fund Development	<b>Fund development</b> is acquiring financial resources at an organizational level (as opposed to obtaining funding for a specific real estate project) to achieve a specific aspiration of an individual and/or organization. (Fund Development as used in the non-profit world would not be classified here.)
Finance – Global Investments	<b>Global investment</b> banking is a part of the function of investment banks which helps customers acquire funds through the capital markets and in giving out advice in mergers and acquisitions.
Finance – Portfolio Management	<b>Portfolio Management</b> is the art and science of making decisions about investment mix and policy, matching investments to objectives, asset allocation for institutions and balancing risk against performance.
Finance – Private Investments	<b>Private Investments</b> involve an injection of capital into a business from a private investor versus accessing public capital markets for funding.
Finance – Syndication of Debt / Equity	A <b>syndicated loan</b> is a large loan in which a group of banks work together to provide funds for a borrower. There is usually one lead bank (the "Arranger" or "Agent") that takes a percentage of the loan and syndicates the rest to other banks. A syndicated loan is the opposite of a bilateral loan, which only involves one borrower and one lender (often a bank or financial institution.) A syndicated loan is a much larger and more complicated version of a participation loan; there are typically more than two banks involved in a syndication loan.
<b>INTERIOR DESIGN / SPACE PLANNING</b>	<b>Interior design</b> is a practice concerned with anything that is found inside a space - walls, windows, doors, finishes, textures, light, furnishings/furniture. All of these elements are used by interior designers to develop the most functional space for a building's users.
<b>INVESTMENT MANAGEMENT</b>	<b>Investment</b> management generally refers to the buying and holding of commercial property in anticipation of earning returns from income and gains as the value of the asset increases and is eventually sold. Individuals in this category may work for Private Owners, Investment Funds, Insurance Companies and other Institutional owners who have equity stakes in commercial real estate or may themselves be the equity investor.
<b>INVESTOR RELATIONS</b>	<b>Investor Relations</b> is a strategic management responsibility that integrates finance, communication, marketing and securities law compliance to enable the most effective two-way communication between a company, the financial community, and other constituencies, which ultimately contributes to a company's securities achieving fair

## DEFINITIONS OF SPECIALTIES

	<p>valuation. The term describes the department of a company devoted to handling inquiries from shareholders and investors, as well as others who might be interested in a company's stock or financial stability.</p>
<b>LAND USE PLANNING AND ZONING</b>	<p>The primary purpose of <b>land use planning/zoning</b> (in theory) is to segregate uses that are thought to be incompatible. In practice, it is used to prevent new developments from interfering with existing residents or businesses and to preserve the "character" of a community. Zoning is commonly controlled by local governments such as counties or municipalities, though the nature of the zoning regime may be determined or limited by state or national planning authorities or through enabling legislation. Zoning may include regulation of the kinds of activities which will be acceptable on particular lots (such as open space, residential, agricultural, commercial or industrial), the densities at which those activities can be performed (from low-density housing such as single family homes to high-density such as high-rise apartment buildings), the height of buildings, the amount of space structures may occupy, the location of a building on the lot (setbacks), the proportions of the types of space on a lot, such as how much landscaped space, impervious surface, traffic lanes, and parking must be provided. See notes as to where this should go</p>
<b>LAW</b>	<p>Real estate transactions are governed by federal statutes, as well as state statutory and common law. <b>Real Estate Law</b> encompasses these state statutes and laws, as well as property law matters. Real estate law includes a wide variety of legal issues relating to acquiring, financing, developing, managing, constructing, leasing and selling commercial and residential real property of all kinds.</p>
Law – Bankruptcy	<p>The area of federal law dealing with the handling of <b>bankrupt</b> persons or businesses.</p>
Law – Environmental	<p><b>Environmental law</b> operates to regulate the interaction of humanity and the rest of the biophysical or natural environment, toward the purpose of reducing or minimizing the impacts of human activity, both on the natural environment for its own sake, and on humanity itself.</p> <p>Areas of concern in environmental law include air quality, water quality, global climate change, agriculture, biodiversity, species protection, pesticides and hazardous chemicals, waste management, remediation of contaminated land and brown fields, smart growth, sustainable development, impact review, and conservation, stewardship and management of public lands and natural resources.</p>
Law – Investments	<p><b>Investments Law</b> uses legal principles in relation to various investments including equities, derivatives, shares and property. Explains the relevant taxation laws attracted by various investments and analyses the application of taxation law to participants in the investment industry, corporate governance and directors' duties, corporate insolvency, insider trading, company takeovers, superannuation and personal bankruptcy.</p>
Law – Litigation	<p>A controversy before a court or a "lawsuit" is commonly referred to as <b>litigation</b>. If said controversy is not settled by agreement between the parties it will eventually be heard and decided by a judge or jury in a court. Litigation is one way that people and companies resolve disputes arising out of an infinite variety of factual circumstances.</p> <p>The term "litigation" is sometimes to distinguish lawsuits from "alternate dispute resolution" methods such as "arbitration" in which a private arbitrator would make the decision, or "mediation" which is a type of structured meeting with the parties and an independent third party who works to help them fashion an agreement among themselves.</p>

## DEFINITIONS OF SPECIALTIES

Law – Land Use, Permitting and Development	The legal method to secure <b>permits</b> and approvals in a timely manner for complex and challenging projects, including upholding permits on appeal or challenging denials of permits.
Law – Real Estate Fund Formation and Investments	<b>Real estate fund formation</b> involves structuring and forming real estate equity funds for clients  <b>Real estate investing</b> involves the purchase, ownership, management, rental and/or sale of real estate for profit.
Law – Transaction	<b>Transactional law</b> refers to the various substantive legal rules that influence or constrain planning, negotiating, and document drafting in connection with business transactions, as well as the “law of the deal” (i.e. the negotiated contracts) produced by the parties to those transactions.
<b>MARKET RESEARCH</b>	<b>Market Research</b> is the systematic collection and evaluation of data regarding customer's preferences for actual and potential products and services
<b>MARKETING</b>	<b>Marketing</b> is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.
<b>NEWS/JOURNALISM – COMMERCIAL REAL ESTATE</b>	<b>Commercial Real Estate Journalists</b> highlight the events, stories, awards, projects, etc. in the commercial real estate industry. Journalists—be they writers, editors, photographers, broadcast presenters or producers—serve as the main purveyors of information and opinion in contemporary society, producing news reports and editorials that are pushed through media such as newspapers, magazines, radio, television and the Internet.
<b>PERSONNEL/HR</b>	<b>Human resource</b> management is the strategic and coherent approach to the management of an organization's most valued assets - the people working there who individually and collectively contribute to the achievement of the objectives of the business. Individuals working in Human Resources typically are involved in employing people, developing their resources, utilizing, maintaining and compensating their services in tune with the job and organizational requirement.
Personnel/HR – Corporate	An individual employed by a <b>corporation</b> full time serving the personnel needs of the corporation.
Personnel/HR – Recruiting and Consulting	An independent <b>consultant</b> engaged in personnel related services to recruit, advise or assist individual or corporate clients
<b>PROPERTY MANAGEMENT</b>	<b>Property managers</b> manage construction, development, repair and maintenance on a property. Property manager may also handle relations with tenants, giving a face to the landlord and provides a buffer for those landlords desiring to distance themselves from their tenant constituency.
<b>PUBLIC RELATIONS</b>	<b>Public relations</b> (PR) is the practice of managing the flow of information between an organization and its publics. Public relations gains an organization or individual exposure to their audiences using topics of public interest and news items that do not require direct payment. Because public relations places exposure in credible third-party outlets, it offers a third-party legitimacy that advertising does not have. Common activities include speaking at conferences, working with the press, and employee communication. Almost any organization that has a stake in how it is portrayed in the public arena employs some level of public relations.
Public Relations – Consultation	<b>PR Consultants</b> provide communication services, which may involve communication techniques such as getting publicity in the media (television, radio, newspapers,

## DEFINITIONS OF SPECIALTIES

	Internet, etc.) and organizing public events. Consultants can work for an individual or an organization.
Public Relations – Corporate	<b>Corporate PR</b> stresses activities focused on enhancing or protecting the overall corporate image of an organization.
<b>PUBLIC SECTOR</b>	<b>Public Sector</b> includes public agencies/corporations chartered by a state designated to perform some public service. Ex: the public authority, which is a public corporation that takes on a more bureaucratic role, like the maintenance of public infrastructure, that often has broad powers to regulate or maintain public property.
Public Sector – Development	<p>Work in <b>public sector development</b> aims to help governments improve their ability to run public services and work with public institutions to strengthen their delivery of key responsibilities.</p> <p>Public sector development is about building up a government’s ability to govern and deliver public services more effectively. It involves developing a government’s present and long-term capability in public policy, management and administration, as well as their relationship with civil society and private sector institutions that have public responsibilities.</p>
Public Sector – Leasing / Dispositions	<i>Self-explanatory subcategory</i>
Public Sector – Urban Planning	<b>Urban, city, and town planning</b> is the integration of the disciplines of land use planning and transport planning, to explore a very wide range of aspects of the built and social environments of urbanized municipalities and communities. Regional planning deals with a still larger environment, at a less detailed level.
<b>QUASI-GOVERNMENTAL TRANSPORTATION AND PORT AUTHORITIES</b>	<p>A <b>port authority</b> is a governmental or quasi-governmental public authority for a special-purpose district usually formed by a legislative body(s) to create and support economic development within that area.</p> <p><b>Transportation authorities</b> finance and operate transportation systems, develop and oversee transportation plans, policies, funding programs, and both short-term and long-range solutions that address increasing mobility, accessibility and environmental needs.</p>
<b>REAL ESTATE DEVELOPMENT</b>	<b>Real estate development</b> is the process by which an entity makes improvements to real property, thereby increasing its value. This category has several product types.
Real Estate Development – Industrial	<i>Areas may include</i>
Real Estate Development – Land	
Real Estate Development – Multi-Family	
Real Estate Development – Office	
Real Estate Development – Retail	

## DEFINITIONS OF SPECIALTIES

<b>RELOCATION SERVICES</b>	<b>Relocation services</b> include a range of internal business processes that are engaged to transfer employees, their families, and/or entire departments of a business to a new work location. Like other types of employee benefits, these processes are usually administered by human resources specialists within a corporation and outsourced to different types of service providers. Relocation services are not synonymous with moving/relocation companies as not all of these companies offer "relocation services."
<b>TITLE / ESCROW</b>	<b>Escrow</b> is the holding of funds for proper disbursement.
Title / Escrow – 1031 Exchange Services	<b>Title</b> is a legal term for a bundle of rights in a piece of property in which a party may own either a legal interest or an equitable interest. The rights in the bundle may be separated and held by different parties.
Title / Escrow – Underwriting	
Title / Escrow – Closing	

*Self-explanatory sub-categories*