

PROFESSIONAL QUALITY PRESENTATIONS AND MSRE ADVICE

By Dr. Norm Miller nmiller@sandiego.edu

These slides provided by Norm Miller,
PhD, University of San Diego,
nmiller@sandiego.edu

Generally you want to use the colors and logos of the audience or association that you are presenting to, at least when you start and end:



KNAUSS CENTER FOR BUSINESS EDUCATION

EXTERIOR SOUTHWEST • COMING FALL 2022

BURNHAM-MOORES
CENTER FOR REAL ESTATE
KNAUSS SCHOOL OF BUSINESS
UNIVERSITY OF SAN DIEGO



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Topic discussion plan for our time together

- ▣ Part 1 Tongue-in-cheek on CRE Careers and Required Skills
- ▣ Part 2 on Presenting and using slides or media
- ▣ Part 3 on Career and MSRE advice

PART 1

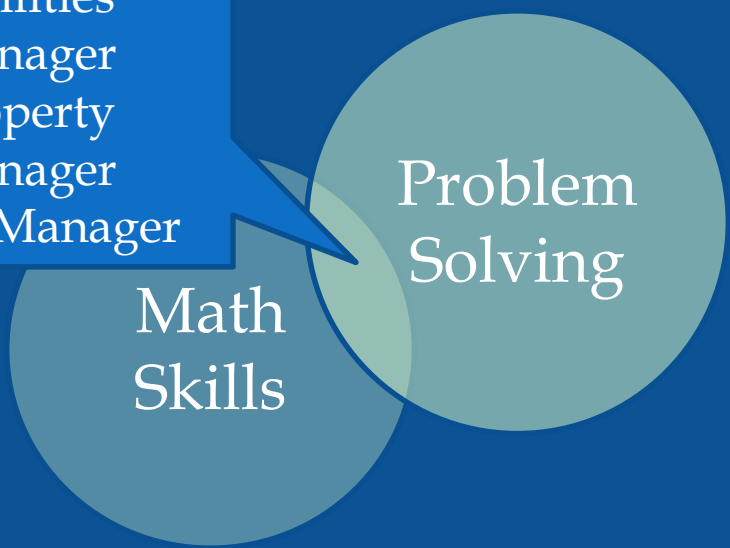
REAL ESTATE CAREER CHOICES EXPLAINED WITH VENN DIAGRAMS

This should prep you for meetings
with Jackie and Stath

Facilities
Manager
Property
Manager
Asset Manager

Math
Skills

Problem
Solving



The diagram features two overlapping light teal circles on a dark blue background. The left circle is labeled 'Math Skills' and the right circle is labeled 'Problem Solving'. A blue rectangular box on the left contains a list of job roles: 'Facilities Manager', 'Property Manager', and 'Asset Manager'. A blue arrow points from this box towards the intersection of the two circles.

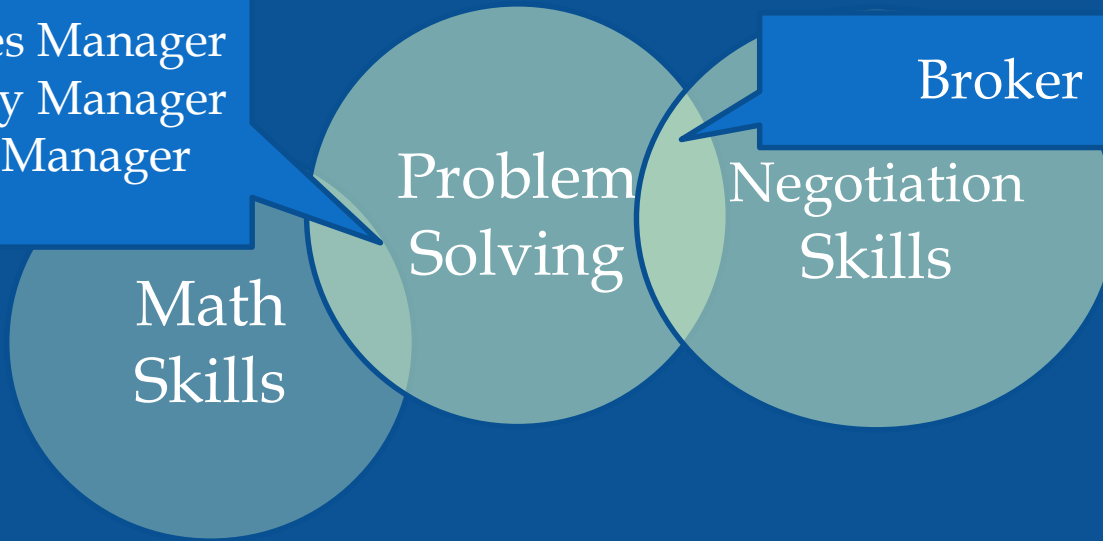
Facilities Manager
Property Manager
Asset Manager

Math
Skills

Problem
Solving

Negotiation
Skills

Broker



Facilities
Manager
Property
Manager
Asset Manager

Math
Skills

Problem
Solving

Broker

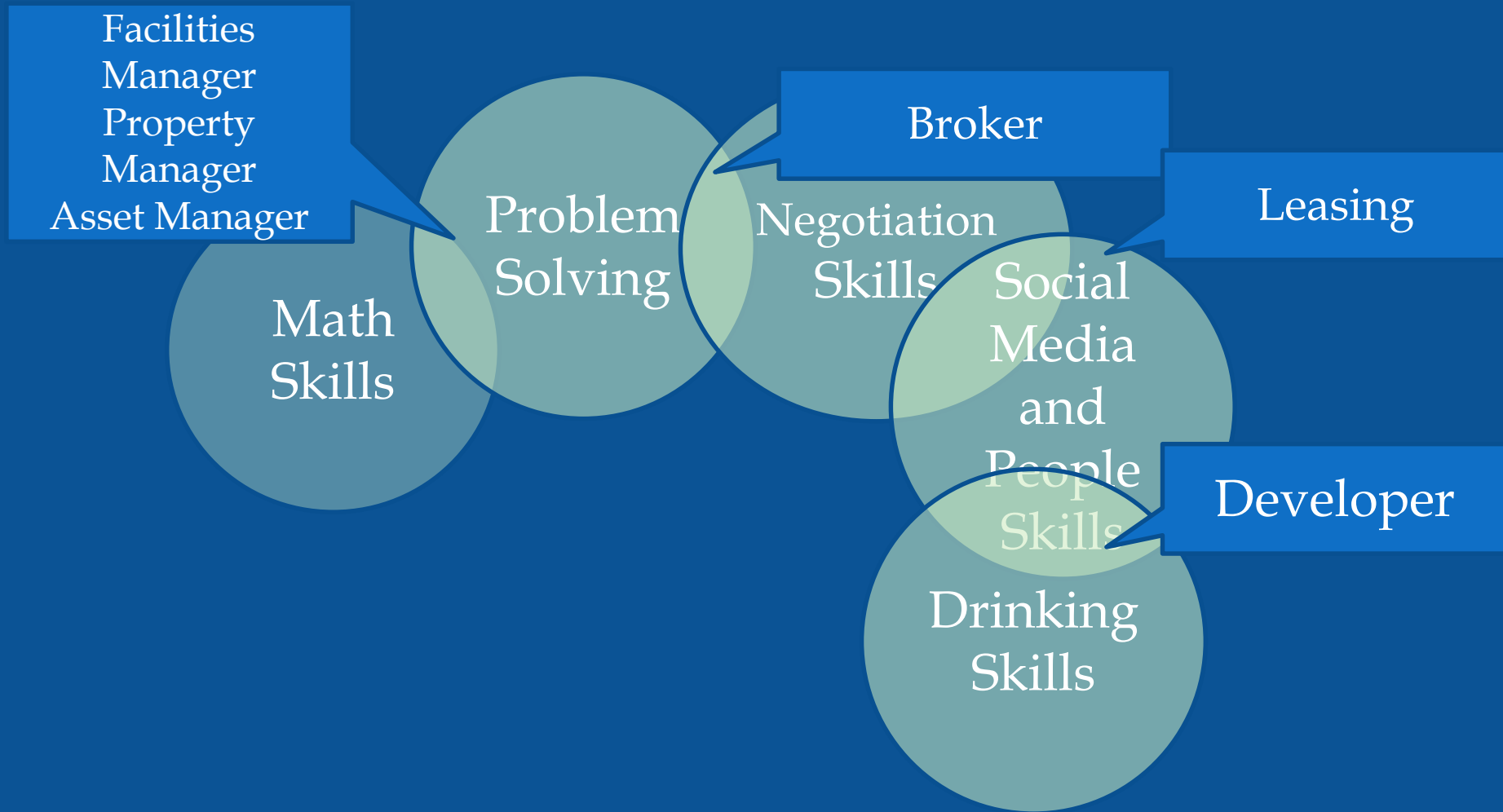
Negotiation
Skills

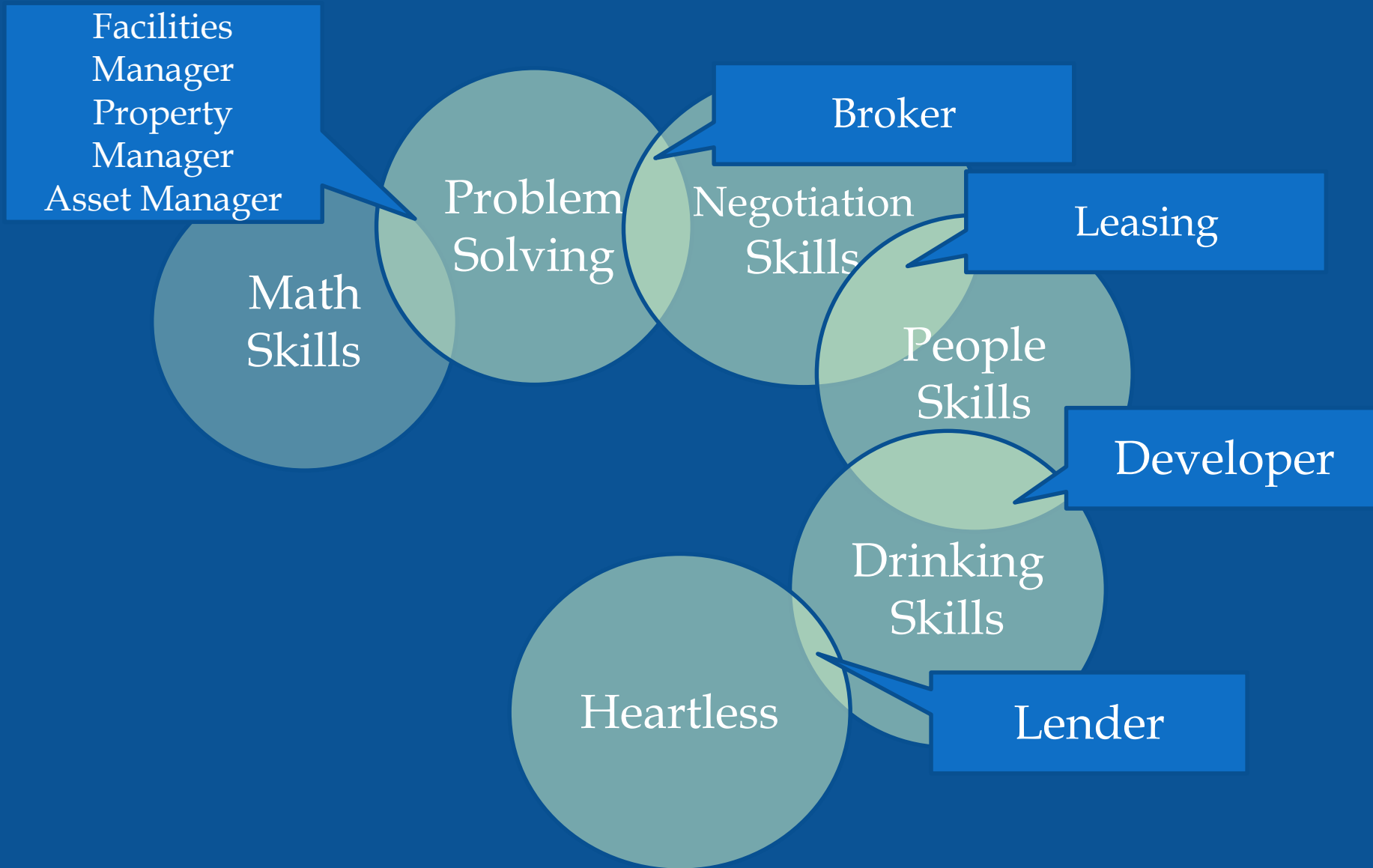
Leasing

Social
Media
and
People
Skills

Developer

Drinking
Skills





Facilities Manager
Property Manager
Asset Manager

Math
Skills

Problem
Solving

Broker

Negotiation
Skills

Leasing

People
Skills

Developer

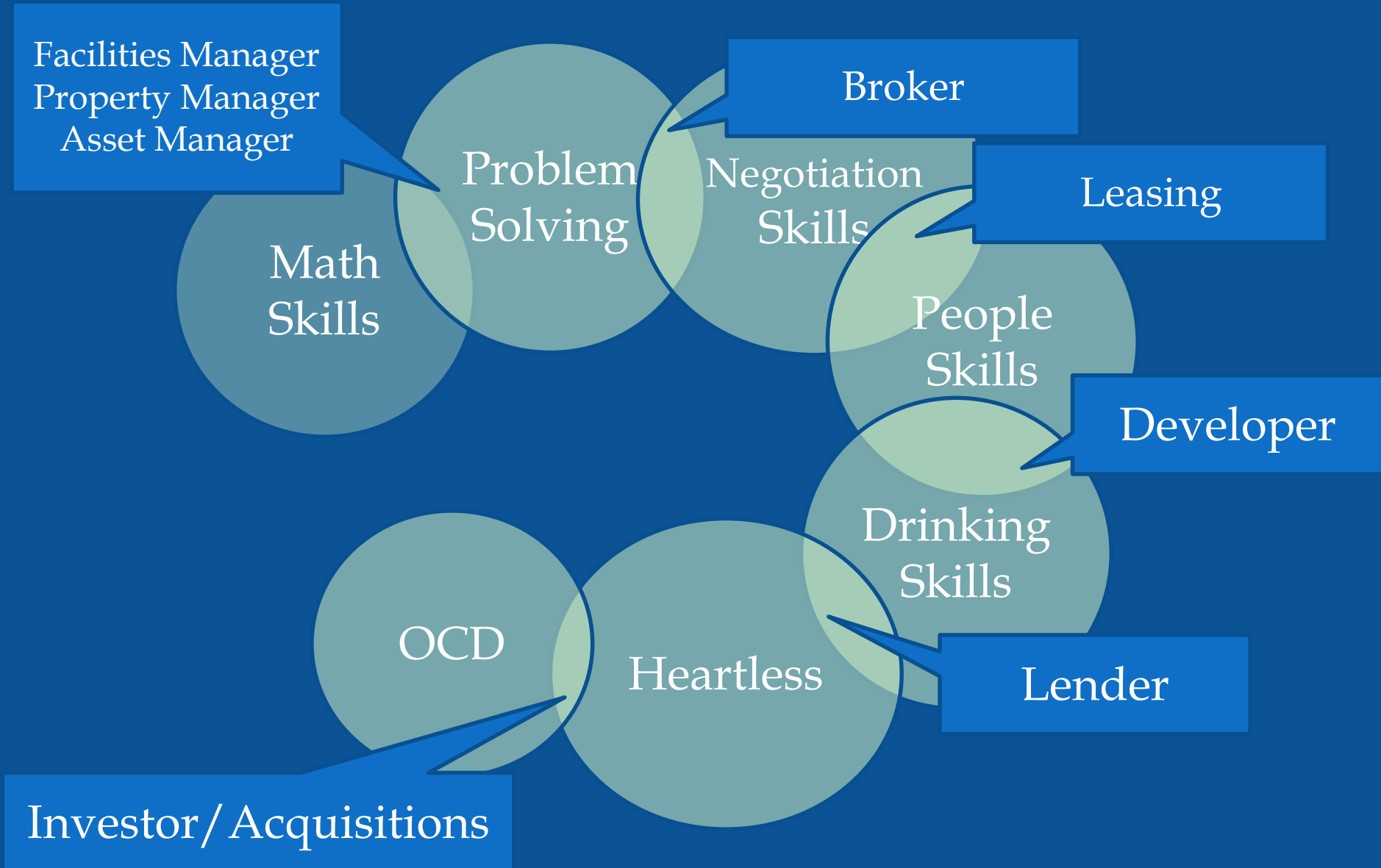
Drinking
Skills

Lender

Heartless

OCD

Investor/Acquisitions



Facilities
Manager
Property
Manager
Asset Manager

Broker

Problem
Solving

Negotiation
Skills

Leasing

Math
Skills

People
Skills

Developer

Verbosity

Drinking
Skills

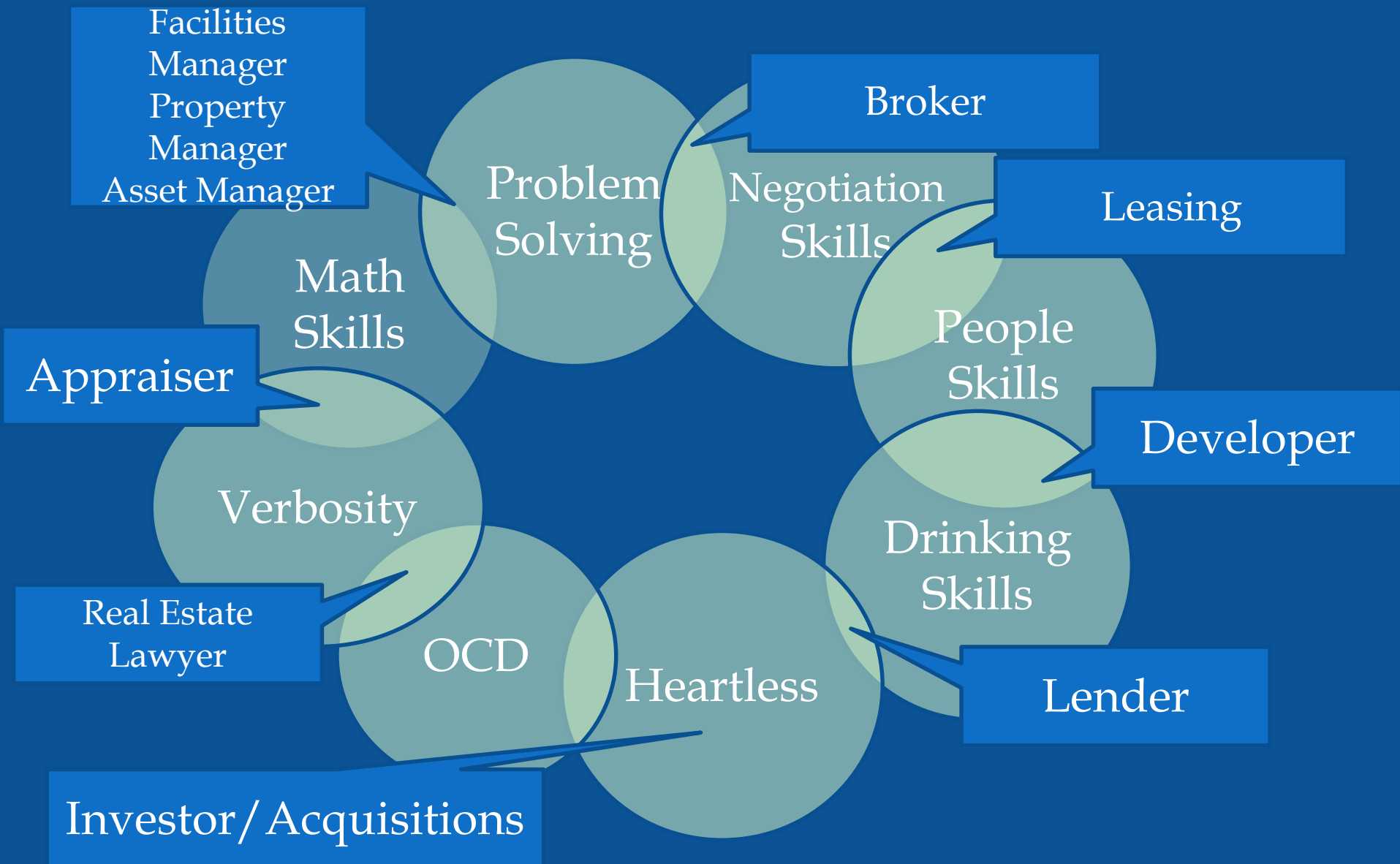
Real Estate
Lawyer

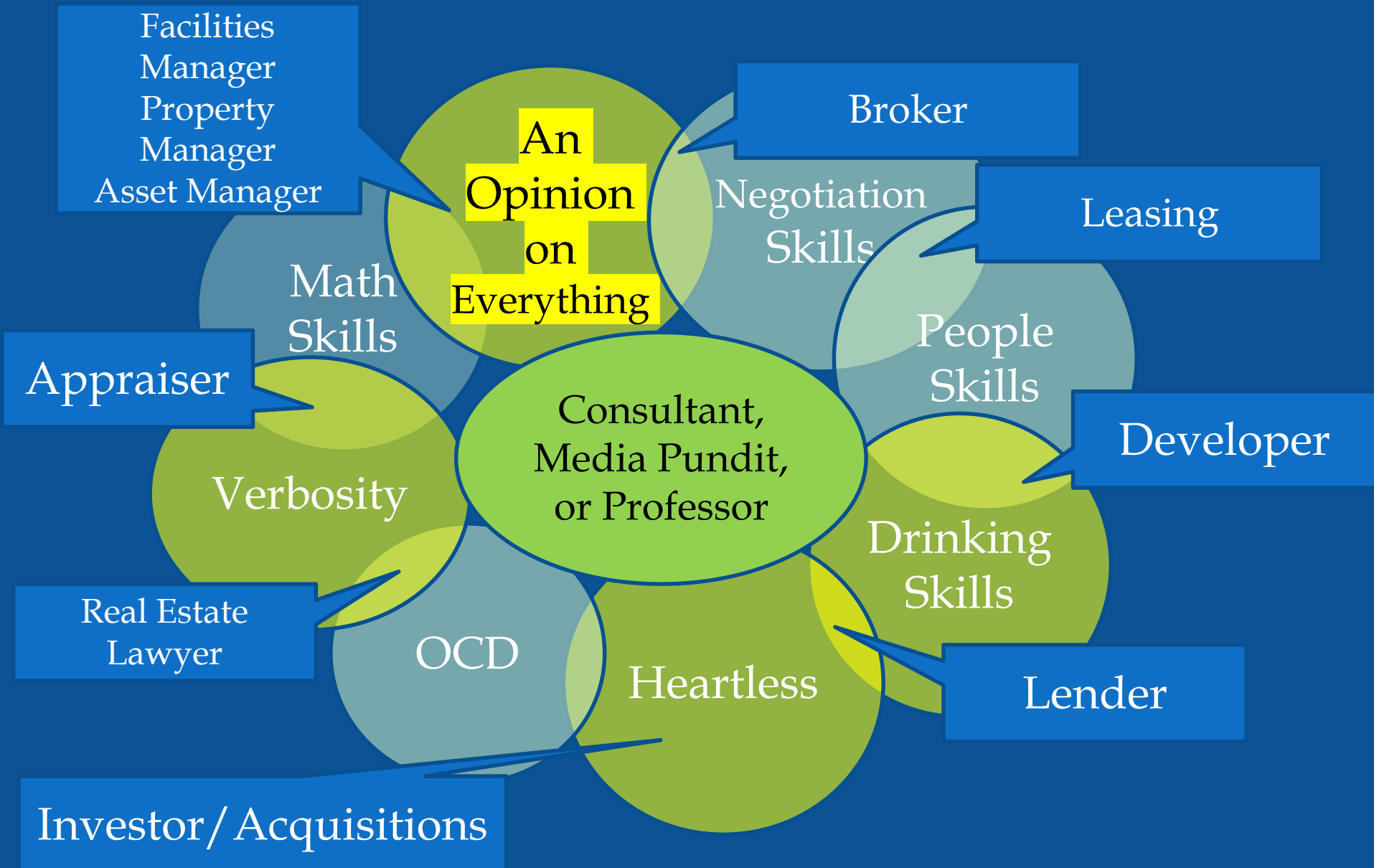
OCD

Lender

Heartless

Investor/ Acquisitions





Moving on to Presentations

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Our expectations



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Why is presenting and story telling important?

It demonstrates expertise.

It demonstrates professionalism and expertise.

It can be the key ingredient to forming trust.

Someone in the audience may be inspired!

Many more reasons.... Sales, raising capital, getting a job...

Keys to Becoming a Good Presenter

- ▣ Practice
- ▣ Practice
- ▣ Practice
- ▣ Your pre-talk check list should include:
 - Know your setting
 - Know your audience or ask and consider their priorities
 - **Time yourself** without stopping
 - If you ad lib then factor in extra time
 - Speak up, speak slowly, and look at the audience.
 - **Note that some pauses** are OKAY.

Some pre-requisites on things not to do...

- ▣ Don't put too much on the screen especially this small. (NO EYE TESTS)
- ▣ Don't show everything at once.
- ▣ This is just non-sense that most people will read.

- ▣ NOTE THAT PEOPLE WILL TEND TO READ EVERYTHING YOU PUT UP ON A SLIDE BEFORE Re-ENGAGING WITH LISTENING TO YOU!

Some more things not to do...

- ▣ Don't over say “like”, “like”, “like”,
- ▣ Limited use of Uh's are OKAY.
- ▣ Pausing is OKAY. Practice key pauses.

Some more things not to do...

- ▣ Don't use too many acronyms without definitions such as REO, FDIC, BLS, HUD, FHA, MAI, LEED, unless you know your audience well
- ▣ Don't try and explain **everything** you know. Presentations are often teasers to generate interest.
- ▣ Don't read your text with your back to the audience. Use your PC Screen

If you are uncomfortable, the audience is uncomfortable.

- ▣ Example: At the N. County Chamber of Commerce my nose itched during a talk.



Do come dressed appropriately when you present.

- ▣ Dress – fully.



- ▣ Nothing that would distract.



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Keys to Becoming a Good Presenter

- 1. Traditional approach: Tell them **what** you plan to tell them, **why it matters** and then **what** you told them.
- 2. TED Talk approach: Ask a leading question and then tell a story to provide context and personalize it. End with a question that challenges the viewers.

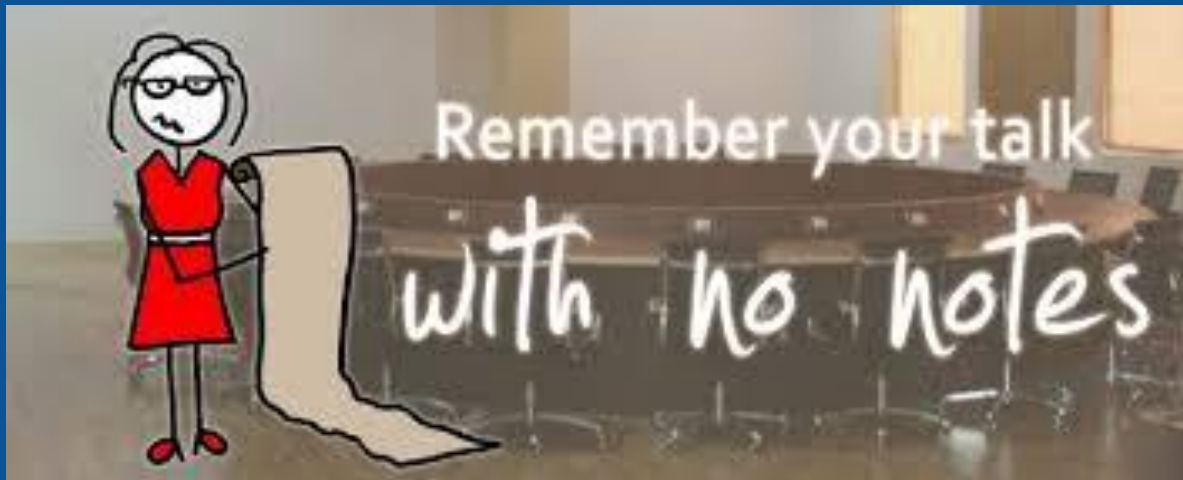
Both approaches and others can work, but always focus on a flow with continuity

- Think of it as a **story** that must *flow*. You are trying to persuade them of something, but you must first captivate them by getting them to *think about something you said*.
- Story telling might be one of the most important things you practice this year.

Presentation Detail

- ▣ How much detail?
- ▣ You might consider two presentations, one with more detail (PDF) as a handout and one with less that you use while speaking.
- ▣ You can also add a lot of support material and references in an appendix. (This works well for class presentations)

The best presenters will go without notes





Good speakers prepare



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**It takes me six
weeks to prepare
a good impromptu
speech.**

— Mark Twain

Finish this sentence...

- ▣ The reason I wrote you a long letter is because I did not have time to

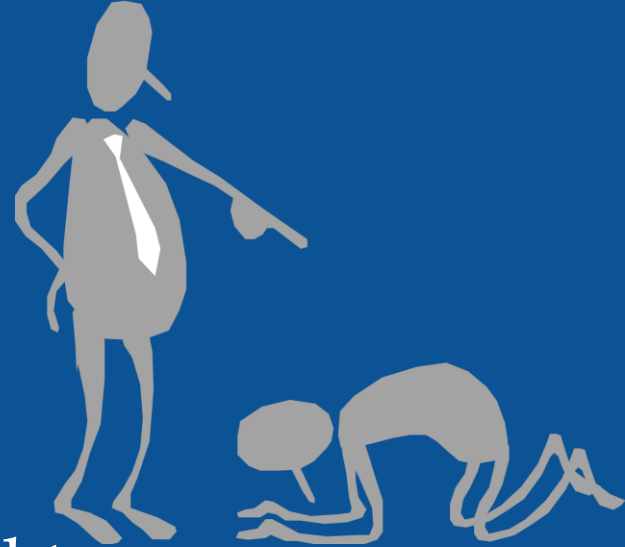
Group Work & Presentations



- ▣ Practice the timing and be sure that early presenters **do not run over**.
 - This takes critical time away from later team members.
- ▣ **Adjust on the fly**, if need be, but **stay on time**. Watch your colleagues for signals to speed up or slow down.
- ▣ Some group interaction is a good idea.
- ▣ Tip: Try and be the first presenter when you must be part of a panel or even a two speaker program.

Control the Room

or watch the audience



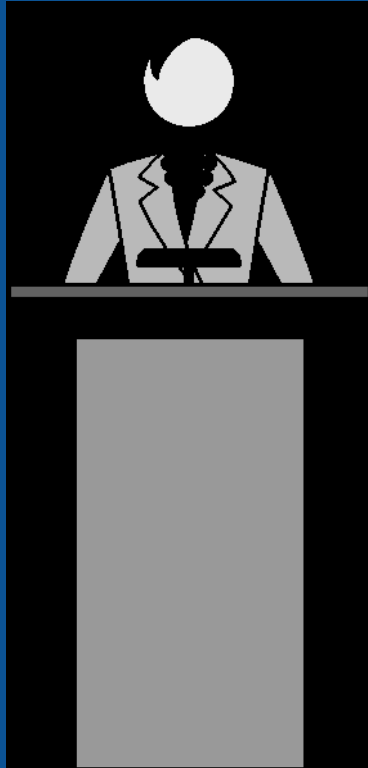
- ▣ Stand behind the laptop if you need to see your slides or notes.
- ▣ Practice with a remote mouse.
- ▣ Be sure the front of the room is dark enough. Adjust window shades if possible.
- ▣ Look at the audience before you start. So they know you are ready.

Transitions in presenting

- ▣ We read English, German and most languages from left to right. (Hebrew is from right to left)
- ▣ So have all your bullets come in from the left or from the bottom.
- ▣ Use start on click for most transitions.
- ▣ Don't get too fancy.

Stand on the left of the screen if possible from the audience point of view

- ▣ Again people read left to right so they will look at you first and then the text.



If you are nervous...



- ▣ Check out the room in advance and try out the vantage point you will be speaking from.
- ▣ Be sure to have water nearby.
- ▣ Check out the AV and check your sound.
 - You must be sure to be close enough to the microphone to be heard, especially in a large room.
 - If using Zoom or similar, get a mic and camera.
 - **Set the camera up high. No up nose shots!**
 - **If in person, listen** to the sound in the room.
- ▣ The more nervous you are, the **more you must memorize key sections of your talk.**

Audience Size and Participation

- ▣ Unless you engage your audience, you will lose them.
- ▣ More than 30 participants means less interaction.
- ▣ Above 100 participants, especially in a dark room, means almost no questions, so be prepared to ask your own questions or take quick large surveys by a show of hands.
- ▣ A good rule of thumb is to go 3 to 5 minutes and then ask a question. **Re-engage your audience** or ask for questions.
- ▣ Who was the author who said it takes six weeks to write a good impromptu speech?

Should you use *Microsoft PowerPoint* or *Prezi* or other apps?

- ▣ Not always! Test your story without it!
- ▣ Sometimes the room does not lend itself to slides or you need to change your presentation on the fly to adapt to other speakers.
- ▣ Ideally you can present your story even if the slide deck does not work! And skipping slides is OKAY!
- ▣ Generally, at luncheons or dinners slides don't work well.

If the room is bright, **light** on dark shows up better than...

- **Dark on light
(default in ppt)**
- **(this works fine in dark rooms)**

Keep fonts BIG, BIG, BIG!

Walk to the back of the room and Check the reading level. Pick good contrast colors.

- Use cute art work or dynamics carefully. Some use is acceptable and can be helpful, but it may distract.



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Everyone focuses on deaths, sometimes on hospitalizations. COVID-19 has many other effects. For example:

- ▣ Increased morbidity, both from the coronavirus and from related conditions (e.g. increased cardiovascular disease and other side effects of therapeutics). Some effects are long-lasting.
- ▣ Increased stress, mental illness, “deaths of despair” (drug and alcohol abuse, suicides). Including health workers and other first responders).
- ▣ Increased spouse and child abuse.
- ▣ Deaths and morbidity due to foregone medical treatment for non-COVID conditions; lower levels of prenatal care; fewer childhood vaccinations and other preventive measures. Dental care also suffers.
- ▣ Schools close and/or teach less effectively; numerous other channels of human capital formation are disrupted.
- ▣ Employment, incomes, wealth fall for many; lower income and less-educated are hit the most.
- ▣ Negative shocks to R&D, innovation processes lower growth potential.
- ▣ Uncertainty reduces investment and biases investment decisions by sector, risk profile.
- ▣ Increased cost of food and other basic needs; food insecurity and malnutrition increase.
- ▣ Reductions in trade, disrupted supply chains, lowered productivity.
- ▣ Reduced mobility: across countries, between cities, within cities.
- ▣ Higher debt levels, public and private, increases economic fragility, and claims on future case flows. Increased rates of bankruptcy and entrepreneurial failures.
- ▣ Difficulty in responding to other emergencies, e.g. floods, wildfires, hurricanes.
- ▣ Damage family and social ties; increased isolation.
- ▣ Diminished social trust; scapegoating “the other;” catalyze moves towards authoritarianism.
- ▣ Numerous adverse distributional consequences

Dynamic elements take time.

- ▣ Some dynamics are Okay, but remember that they do not help learning or retention or sell the deal or raise money.



Humor is okay, but tread carefully!



- ▣ Nothing discriminatory.
- ▣ Nothing sexist.
- ▣ Do not belittle a person in jest other than yourself/your team.
 - (Some teasing may be OK if you know the person well)
- ▣ Try not to curse while at USD, even if other speakers do.
- ▣ SOME humor in images may be okay...

Timing of Slides

- ▣ Images take 2-10 seconds to grasp.
- ▣ Graphs can take 30 seconds to a minute.
- ▣ Text takes up to 2 minutes if the slide is filled.

Timing per slide...demonstrated

- ▣ Images take about 2 to 10 seconds to grasp, for example...

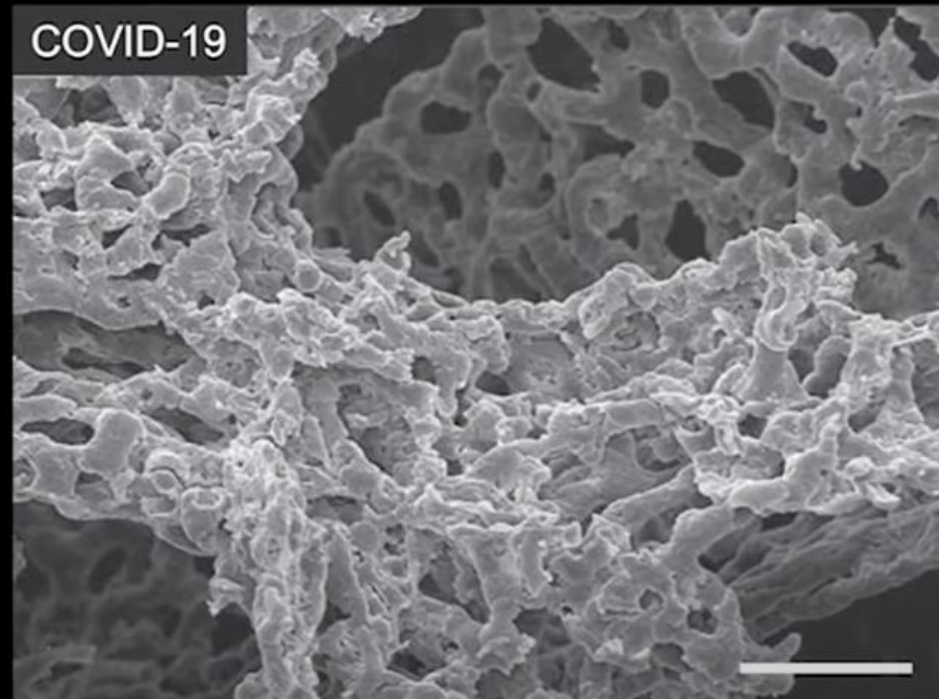
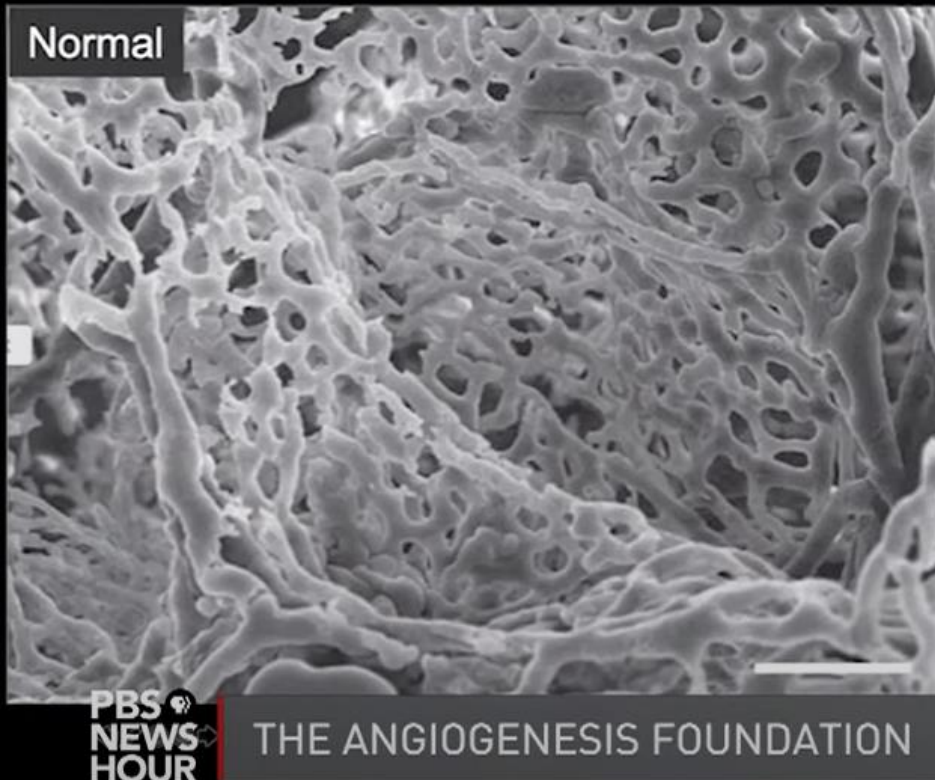
These new solar cells can absorb sunlight at any angle!

- ▣ About 1 cm across

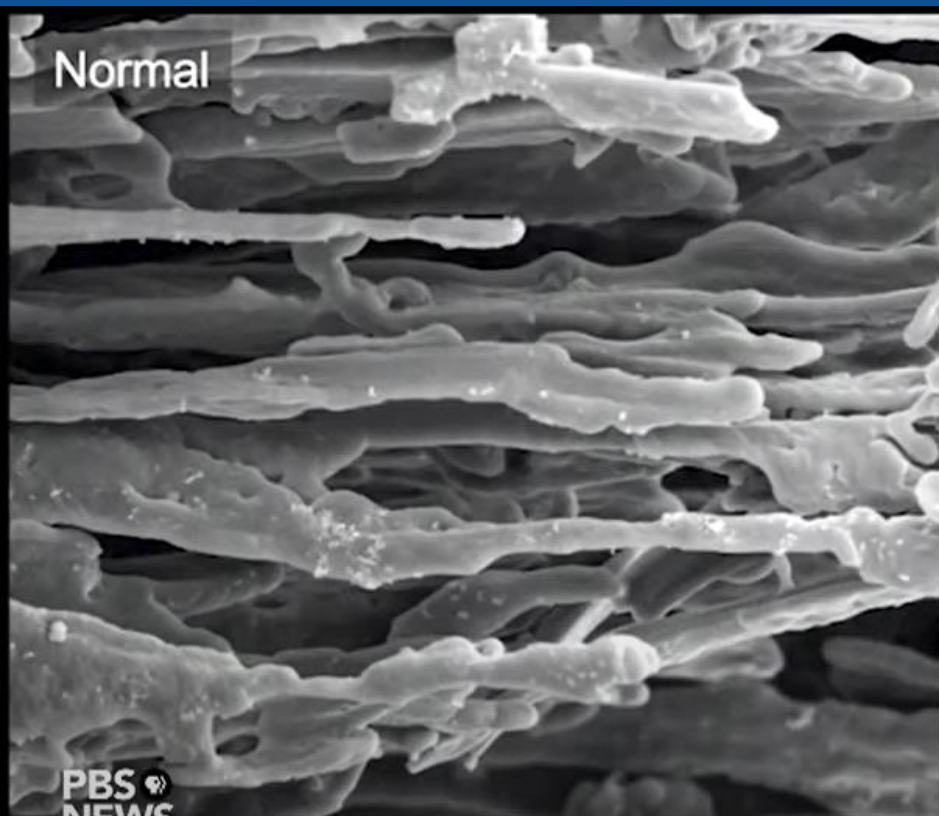


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Lung tissue from a normal person, and a “long-haul” COVID-19 patient



Heart tissue from a normal person, and a “long-haul” COVID-19 patient



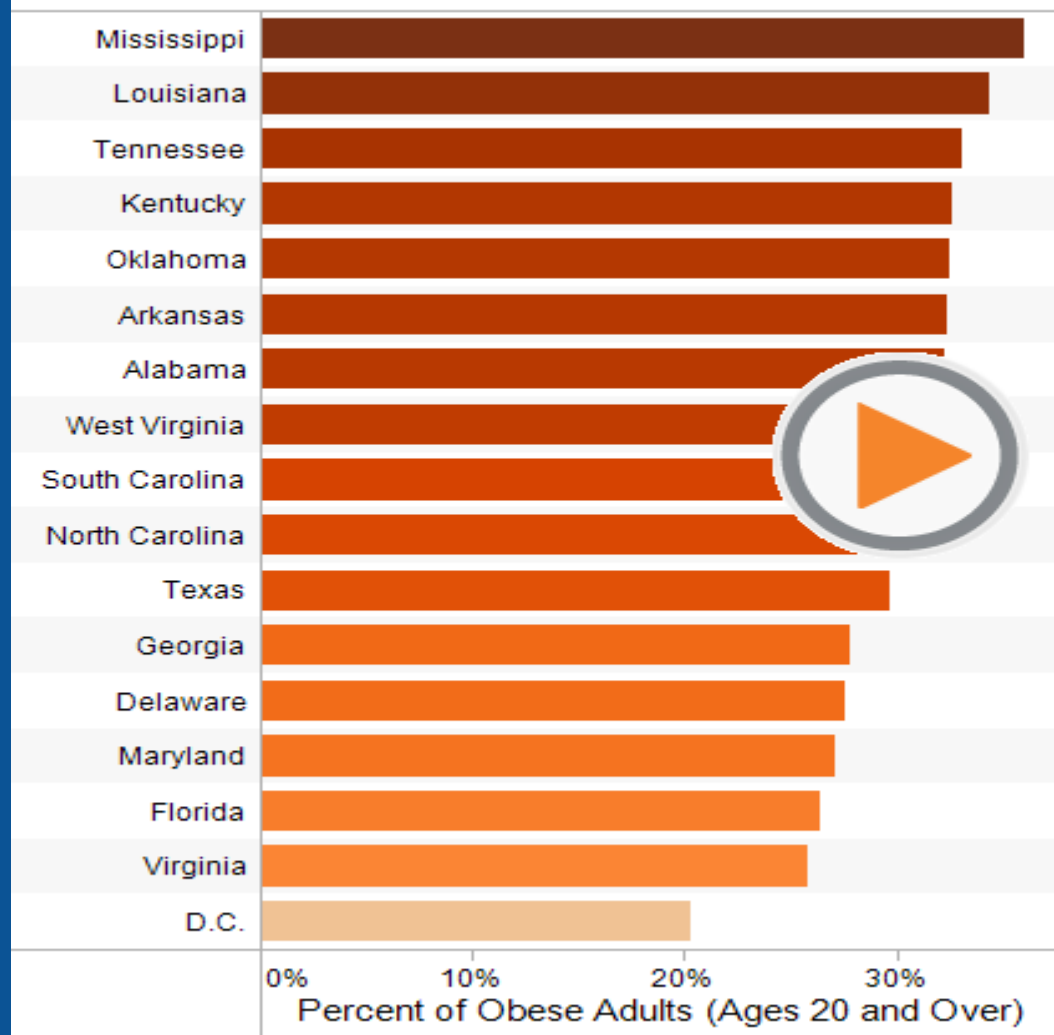
PBS
NEWS
HOUR



How long does it take you to get it?

State by State Obesity Prevalence for Adults Ages 20 and Over

Data Source: Behavioral Risk Factor Surveillance System, CDC
As reported by the National Center for Health Statistics



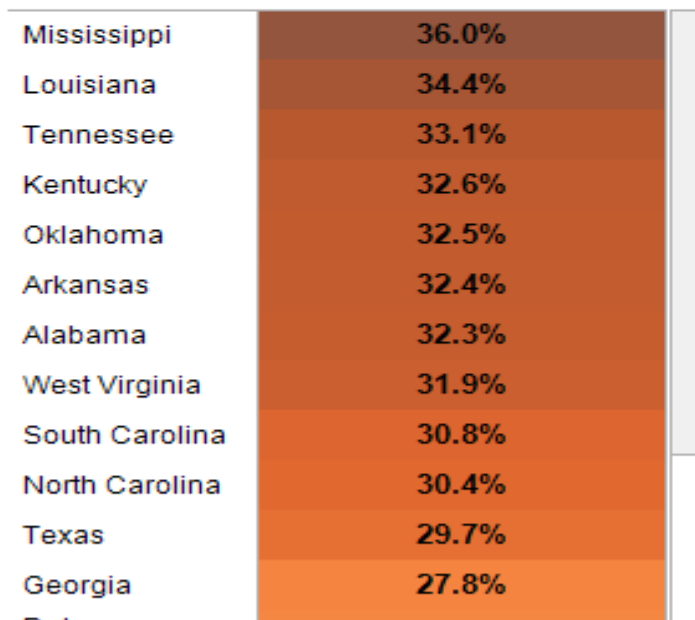
Compare.. 2009

20% 36%

About the BRFSS Data

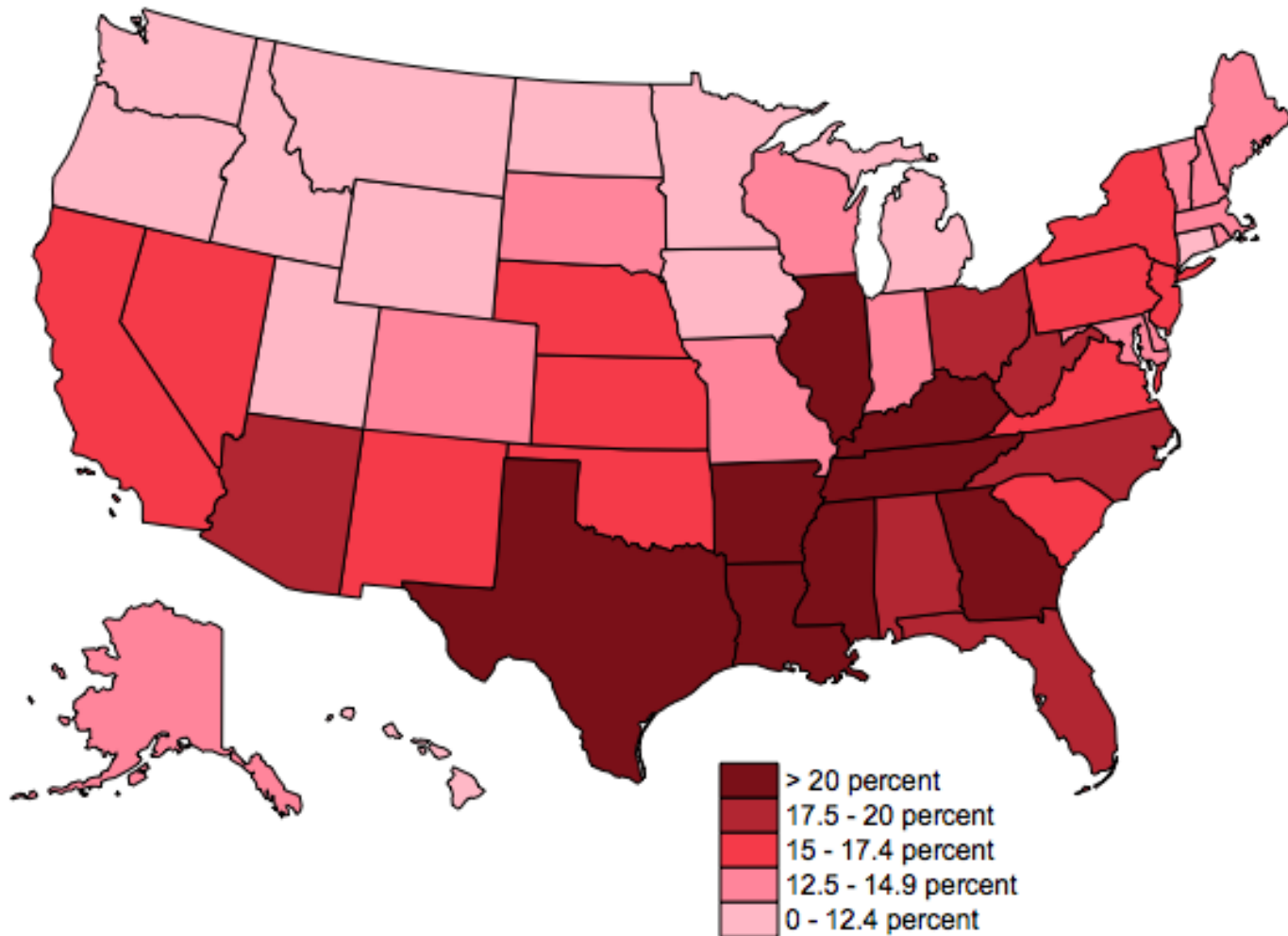
The BRFSS is a state-based system of telephone surveys. Survey participants are asked their height and weight in order to calculate Body Mass Index or BMI. A BMI of 30 or greater for adults is considered..

Compare.. South



STATE 9th USA

But this image is easier to comprehend for obesity rates in the US and we instantly see patterns



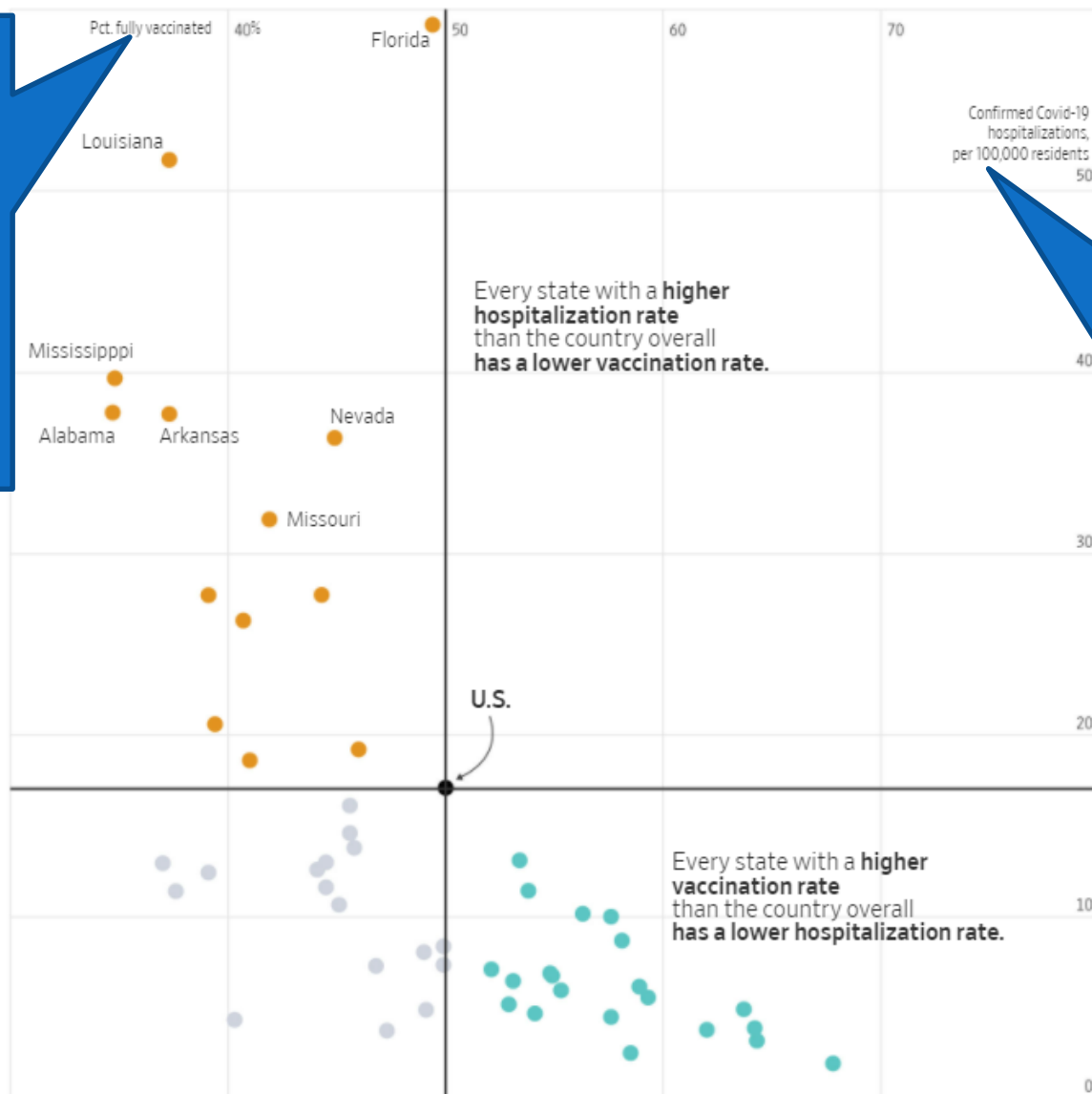
Source: National Survey of Children's Health.

Highly Vaccinated States Keep Worst Covid-19 Outcomes in Check as Delta Spreads, WSJ Analysis Shows

Variant has driven up U.S. cases, but hospitalizations and deaths have risen more slowly in areas with more vaccinations

It took me a while to find this % fully vaccinated

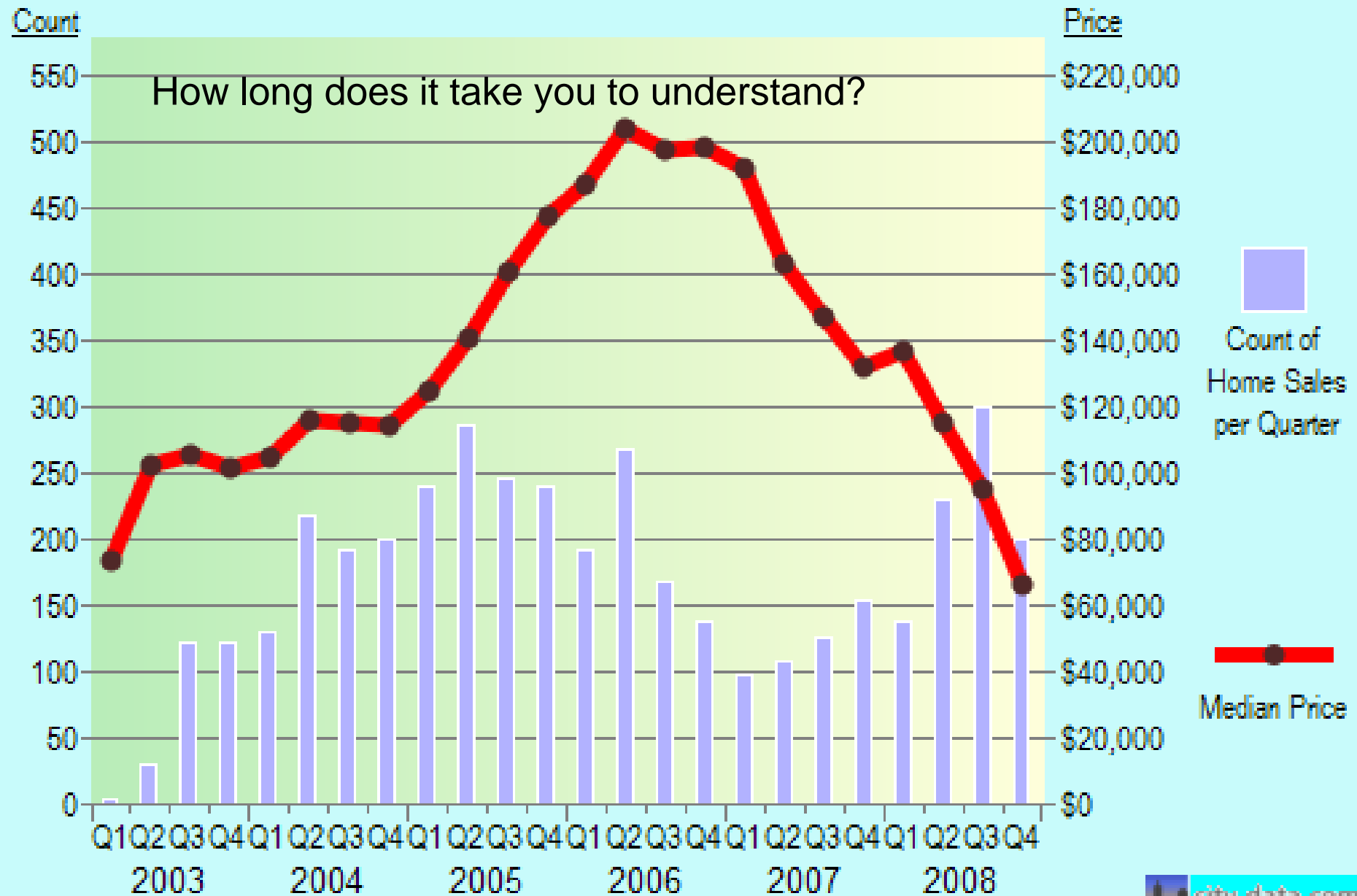
Or this % hospitalized rate



Note: Data are adult patients as of Friday.

Sources: Centers for Disease Control and Prevention (vaccination rates); Dept. of Health and Human Services (hospitalizations)

Home Sales in Zip Code 85031



This is
the Y1
or the
primary
axis

Some definitions for you.

This is Y2
or the
secondary
axis

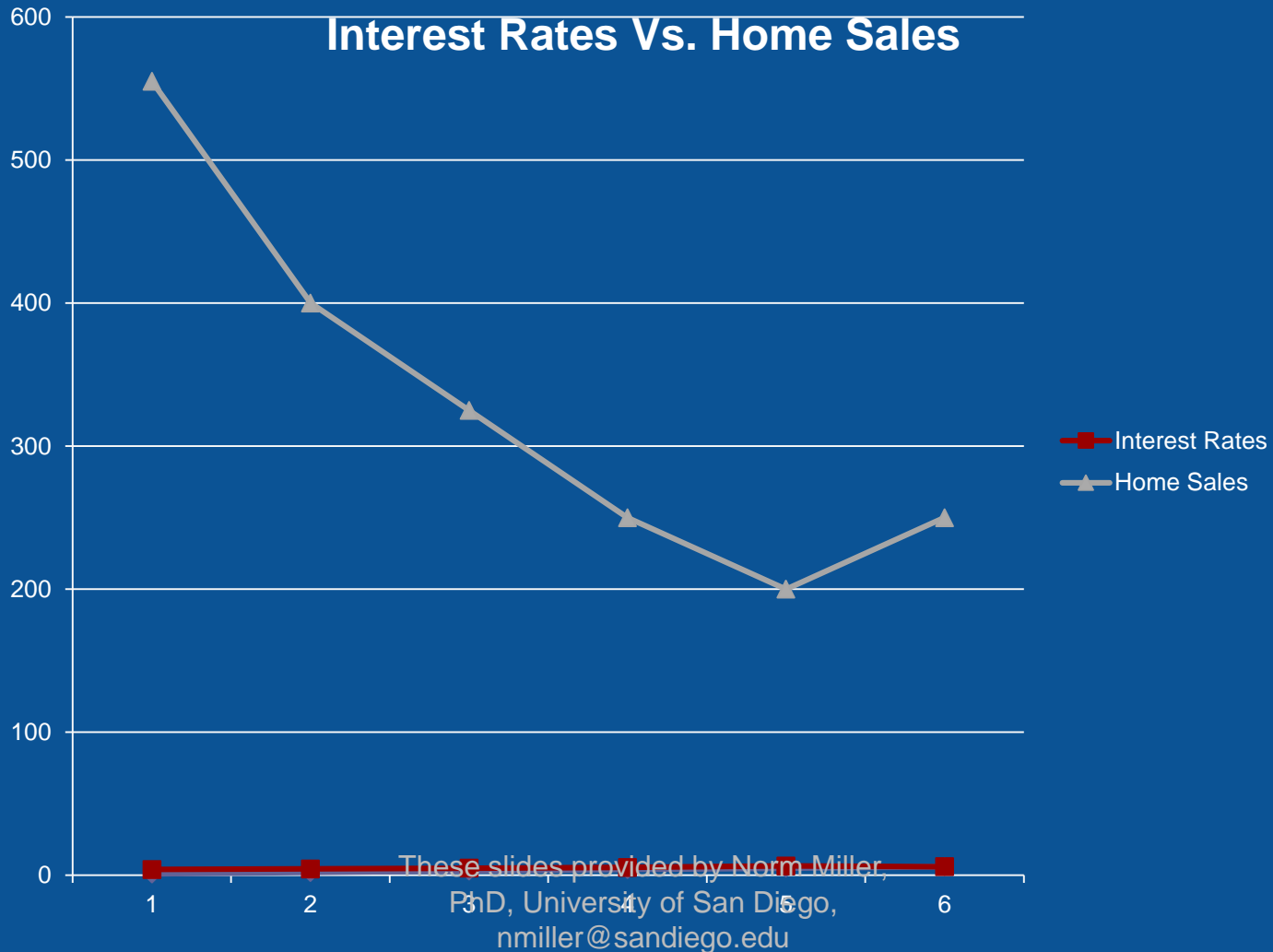
▣ X axis

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When you show graphs, fill the screen...

- ▣ Y1 or primary axis should start at a minimum to stretch the image unless zero is a critical reference point.
- ▣ Use a Y2 or secondary axis rather than have a second data series show up as tiny.
- ▣ Make fonts **bigger than the excel default.**
- ▣ **Provide references on data sources and graphs.**

Unacceptable Graph!

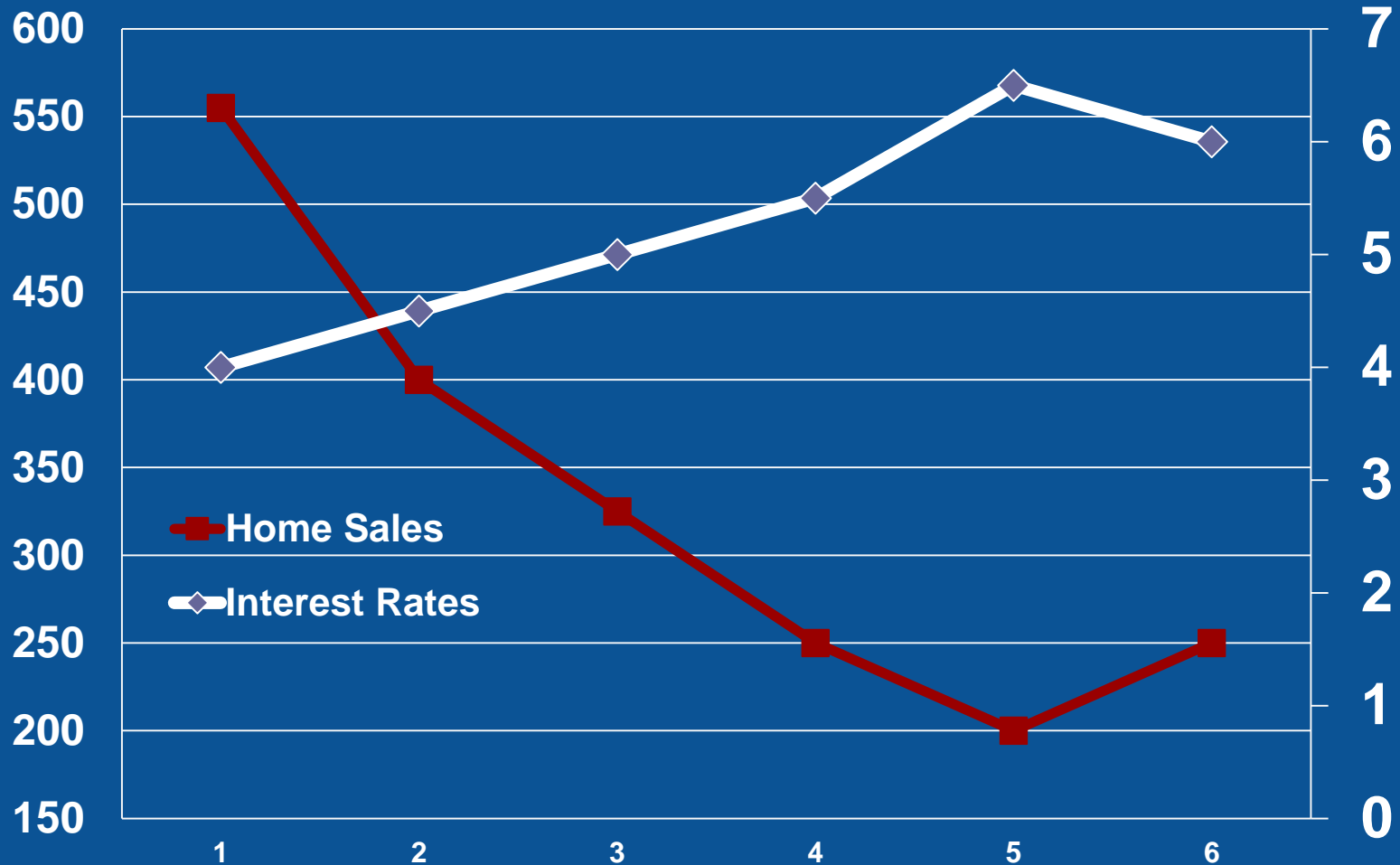


A little better with the same data!

Home Sales Vs. Interest Rates

Home Sales

Interest Rates



QTR

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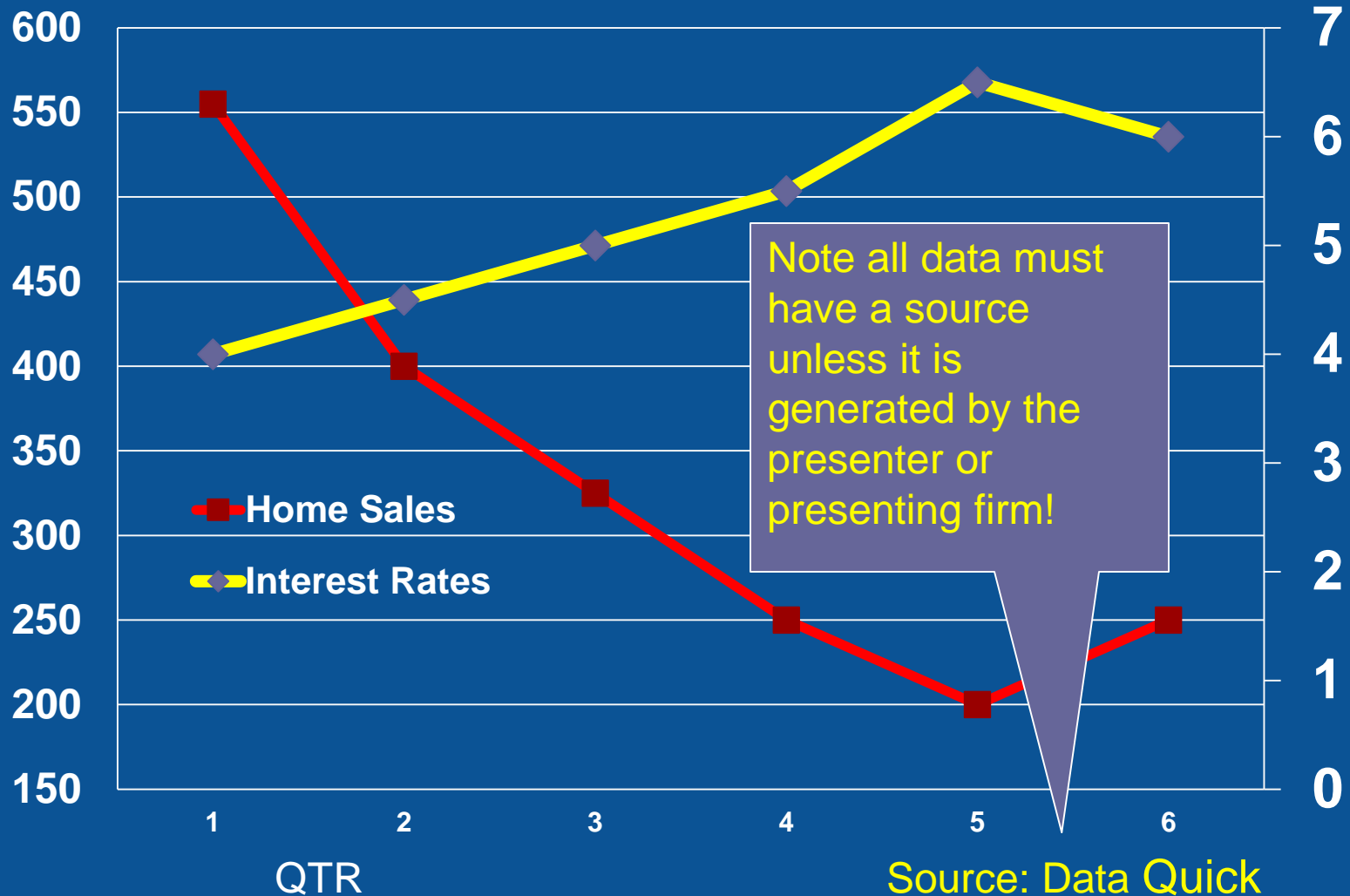
Source: Data Quick

A little better with the same data!

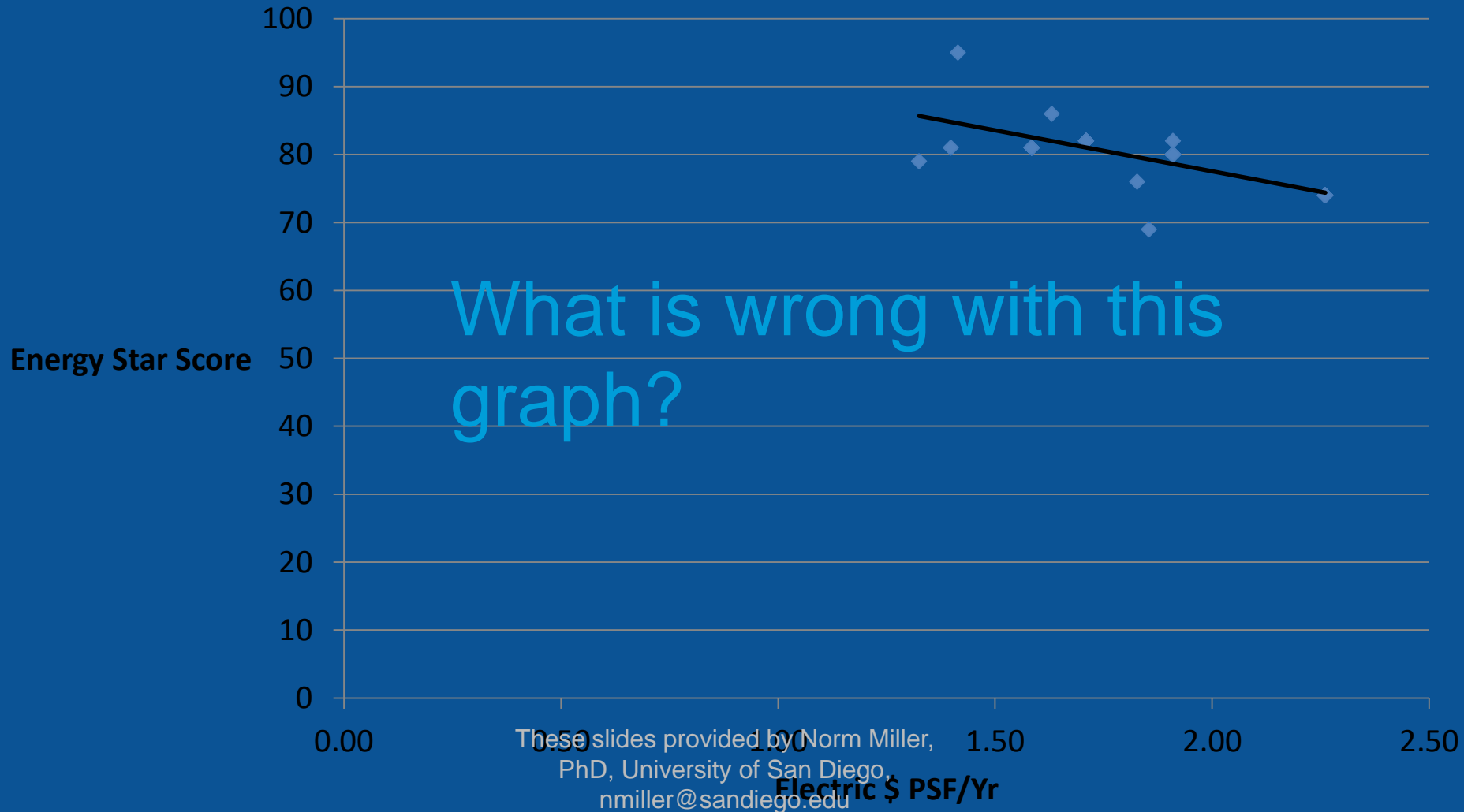
Home Sales Vs. Interest Rates

Home Sales

Interest Rates



CBRE and Peer Properties Energy Star Score as a Function of Electric \$ PSF/Yr in Atlanta



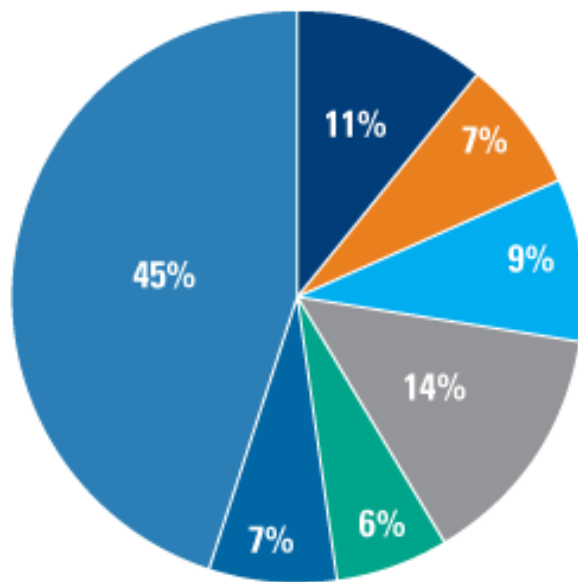
Some good graphs with a lot of information follow by RCA, Real Capital Analytics

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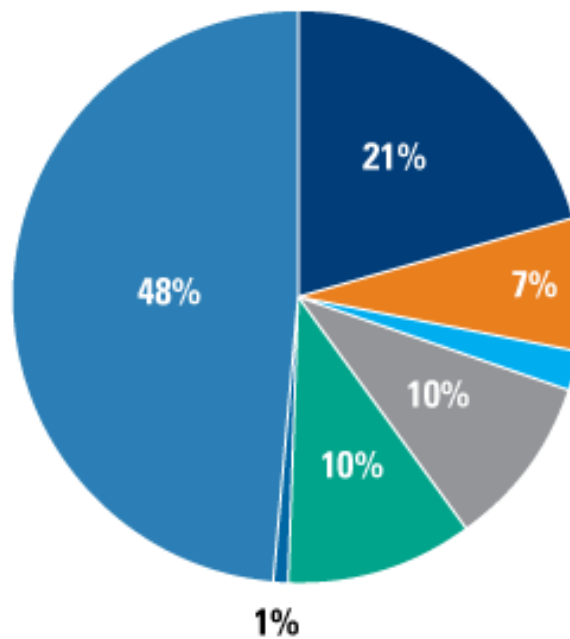
Equity Capital is Not the Problem

2009 ALL CORE + HOTEL

NON-DISTRESSED BUYERS



DISTRESSED BUYERS

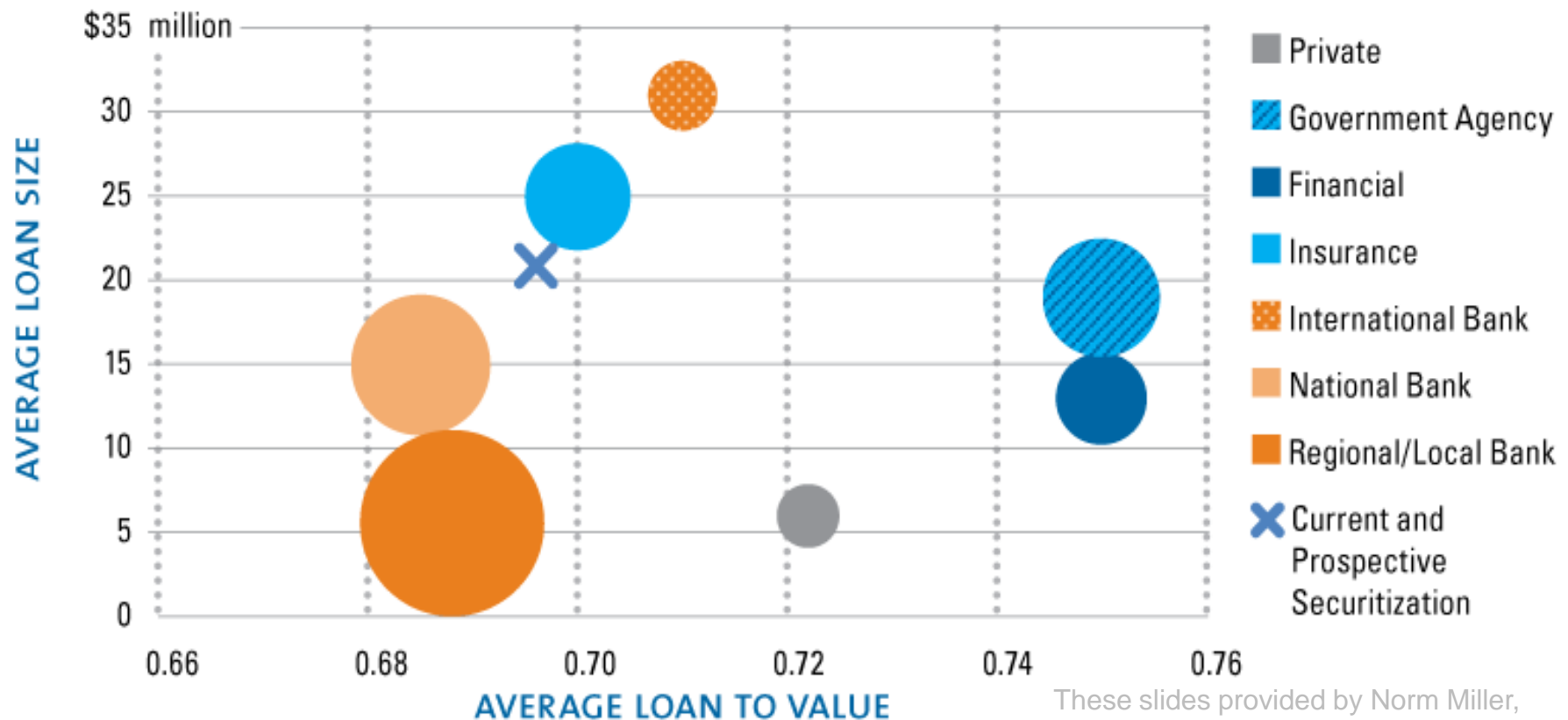


- Institutional
- Crossborder
- Public
- User/Other
- Equity Fund
- Private REIT
- Private

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A complicated amount of data shown pretty well in two ways at once

AVERAGE LOAN SIZE & LTV IN RELATION TO MARKET SHARE
LOANS ORIGINATED IN 2009 & 2010



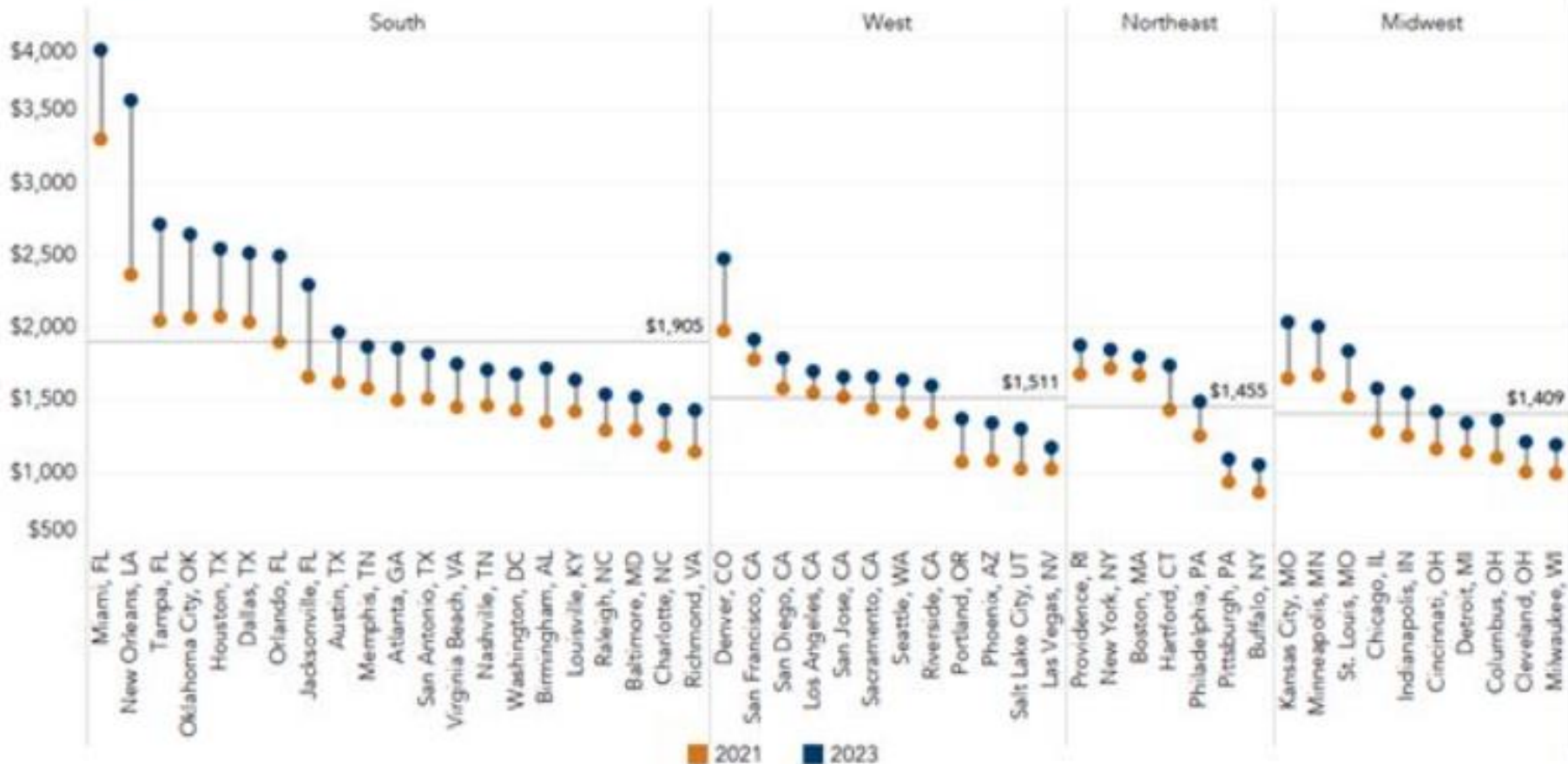
*Bubble size represents market share of lender group by loan count

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First American graph showing both absolute and relative increases in property insurance costs

Homeowners Insurance Premiums Are Swelling Down South

Average Homeowner Insurance Premiums by Metro, Region, and Year



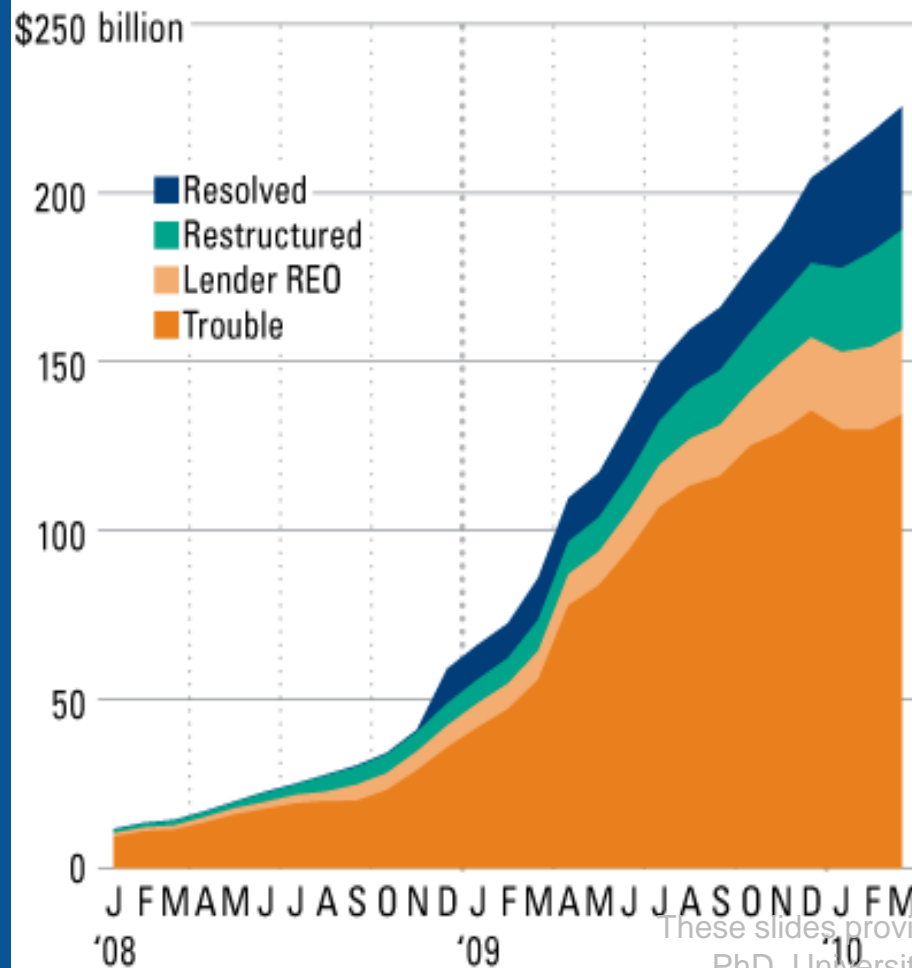
Source: Current Population Survey Annual Social and Economic Supplement (CPS ASEC), First American Calculations. Note: Averages (dotted lines) are calculated by region across both years.

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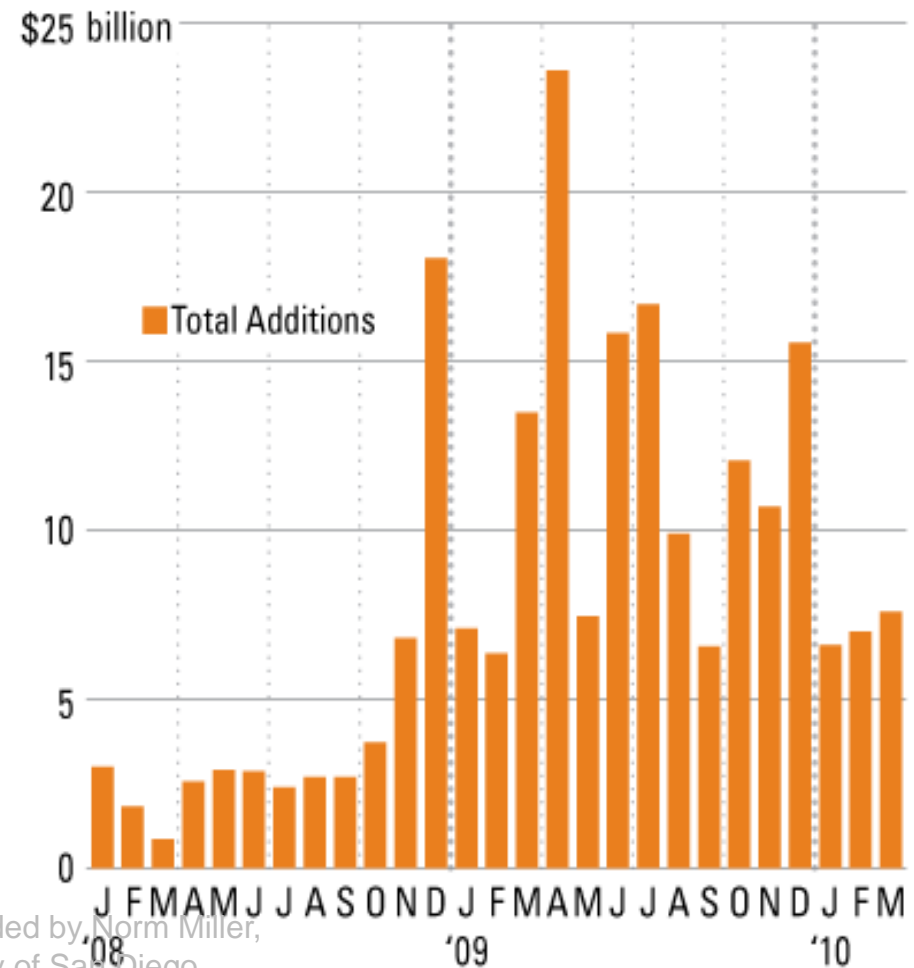
A useful side by side graph – be sure time periods match up

ALL CORE + HOTEL DISTRESS VOLUME

CUMULATIVE DISTRESS



MONTHLY ADDITIONS TO DISTRESS



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Summary on Presenting

- ▣ Control the room.
- ▣ Practice.
- ▣ Engage. Not too much text.
- ▣ Tell a story or have a theme.
- ▣ Be accurate and professional.
- ▣ Reference all data and or graph sources.
- ▣ Have someone proof read your slides.
- ▣ You can always get better at presenting.

Part 3 MSRE and CAREER ADVICE

- ▣ Build your network via LinkedIn and other focused trade groups
- ▣ Start tracking 10 Year Bonds, US, Germany and BIG economic trends
- ▣ Employment reports
- ▣ Inflation rates (Oil prices, commodities, gold, labor rates)
- ▣ Regulatory changes (Tax, capital markets, environmental and so forth)
- ▣ Think about disruptors and trends and writing some blogs.

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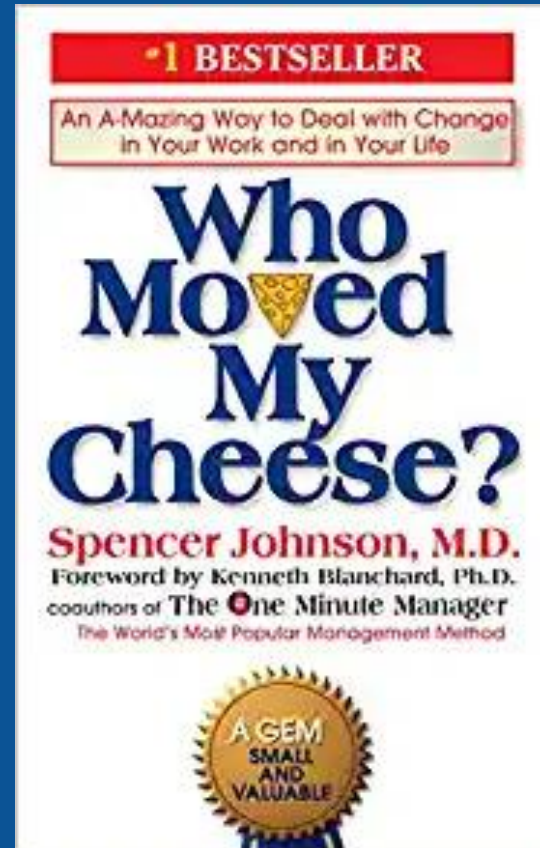
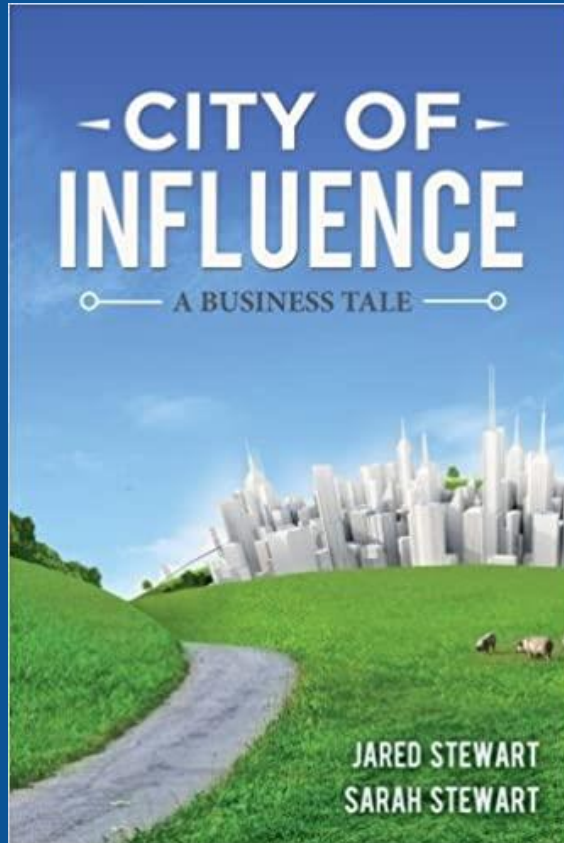
Can you answer these questions?

- ▣ Which property types have surged in demand since COVID started? Name three?
 - Warehousing
 - Data centers
 - Micro fulfillment centers
 - Telehealth facilities
 - Some life science
- ▣ What is next for opportunities?

Some skills that are helpful beyond writing and presenting

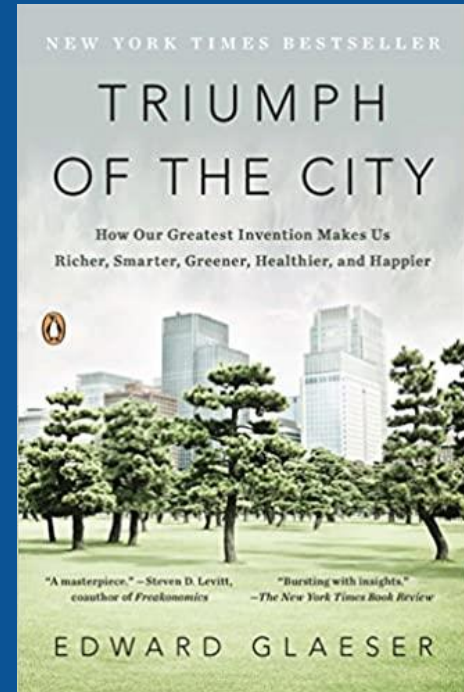
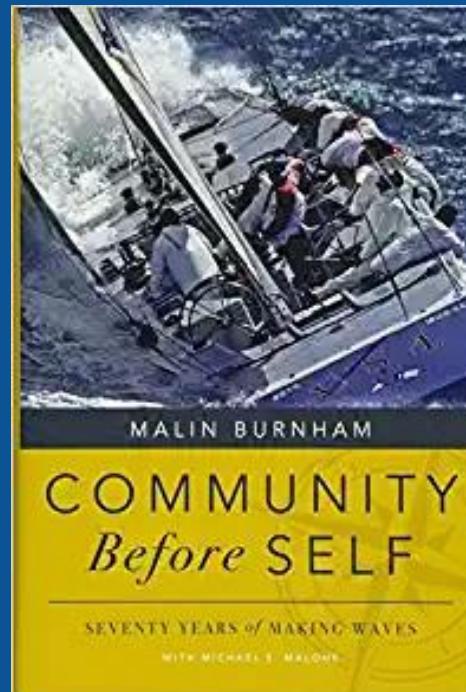
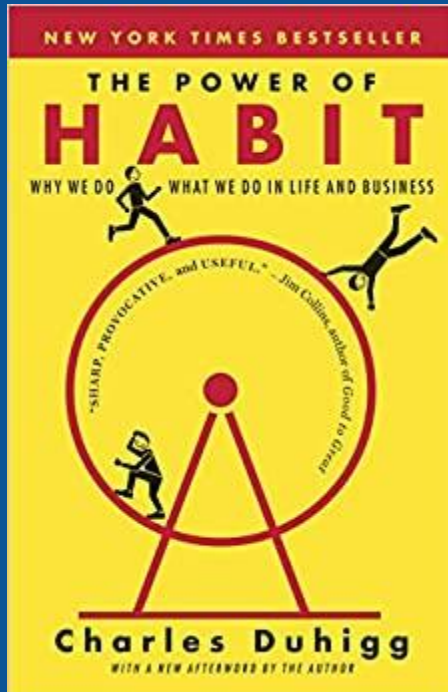
- ▣ Excel and Pivot tables
- ▣ Correlation and Regression
- ▣ Histograms and convincing graphs
- ▣ Tableau, R, Python, Matlab, STATA
- ▣ Mapping (any good GIS) even Mapititude
- ▣ Project management software
- ▣ Sketchup or similar
- ▣ Nail present value analysis
- ▣ Analyze everything from all possible perspectives
- ▣ Generating a due diligence list

Some books worth reading



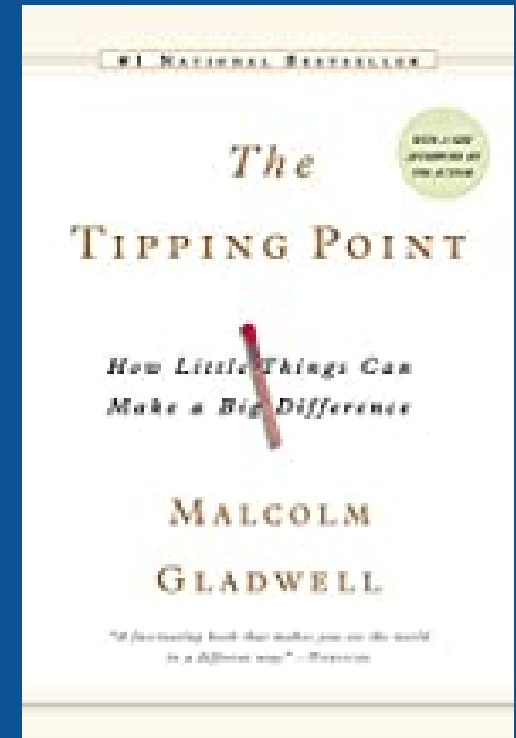
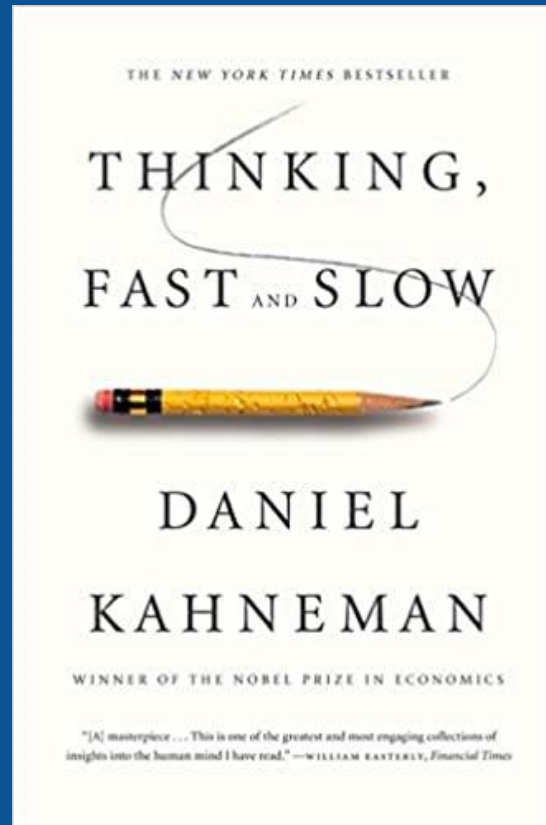
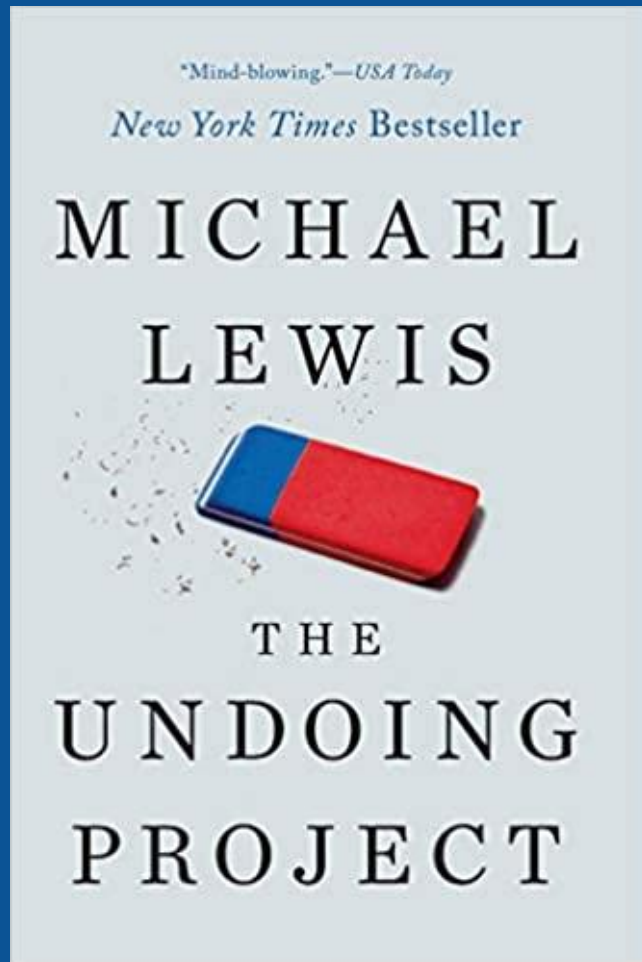
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A few more



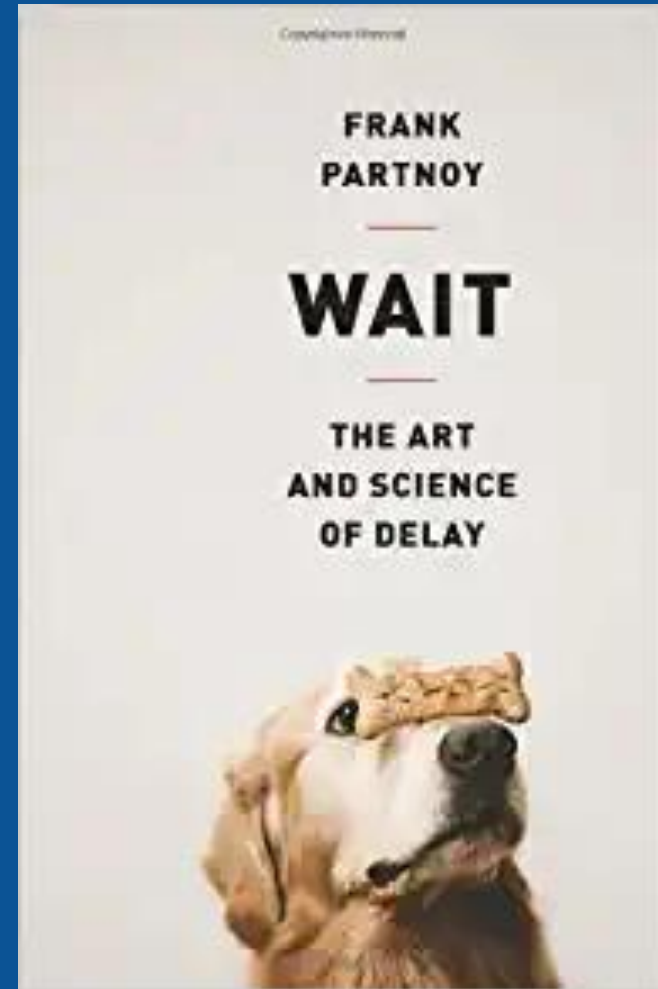
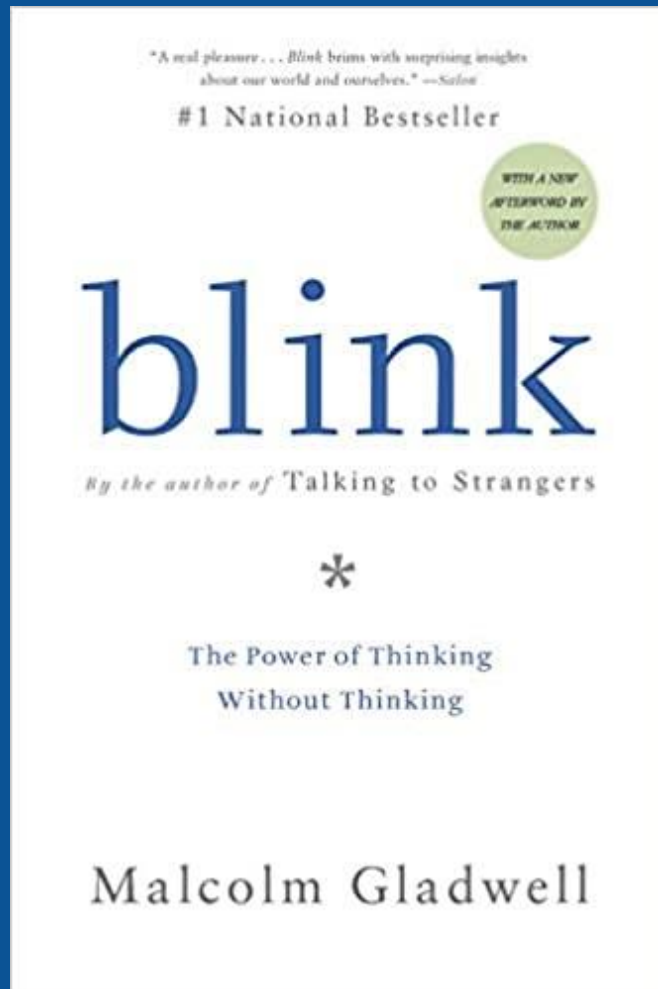
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My favorites



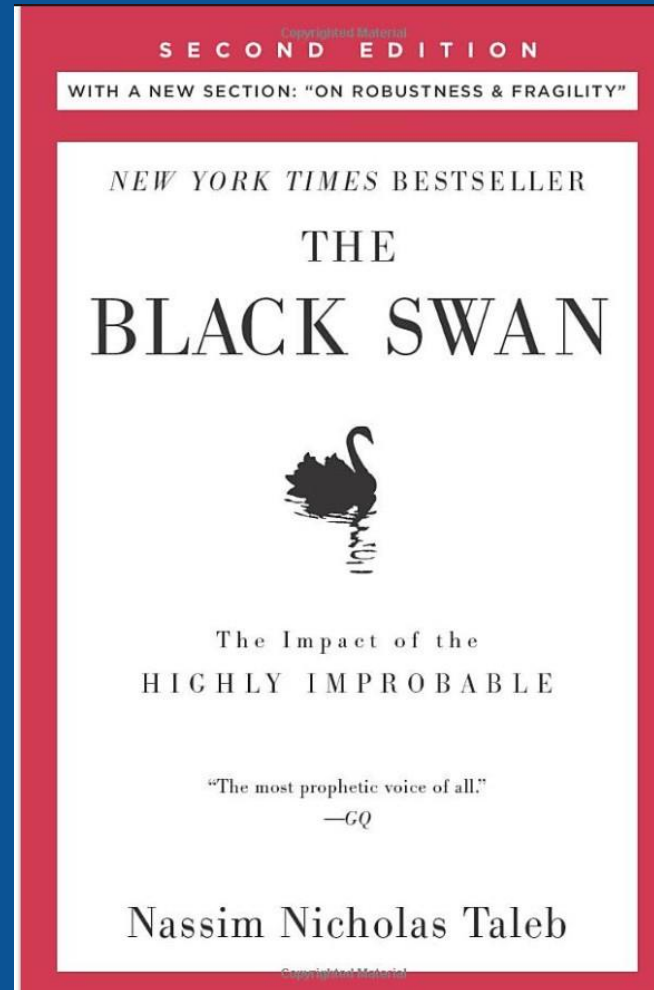
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You might enjoy these but they propose different views



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nmiller@sandiego.edu

Not an easy read and somewhat arrogant view of the world, but if you wish to challenge yourself



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How to stay up on relevant news?

- ▣ You may or may not have time, but I would read every morning
- ▣ The local business publication in the city where you plan to work i.e. SDBJ if staying in San Diego
- ▣ NREI, PREA, CRETech, Costar, JLL, DTZ, CBRE
- ▣ And on line reports from CBRE, CW, Greenbuild, and groups you will find on LinkedIn. Feel free to ask questions of experts!

During this year and beyond

- ▣ Take on as many leadership positions and commitments as you can handle.
- ▣ Participate in as many events as possible.
- ▣ **Never meet or hear someone new without checking them out, if you know ahead of time.**
- ▣ Pose a resource question that might intrigue a colleague or professional you wish to meet?
- ▣ Don't ask us **after you graduate**, who was that speaker and can we provide contact info?
- ▣ Assume people will check you out...so think about what is posted on social media or elsewhere.

Advice continued...

- ▣ Don't send emails without subject lines.
- ▣ Don't say anything in an email you'd be upset about if everyone saw it! There are no permanent secrets in life.
- ▣ If you call someone and leave a message, **start** with your name and tel #.
- ▣ Get sleep when you can.
- ▣ Exercise when you can.

You can do more than you know



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Is the jar filled yet?



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Time Management

- ▣ Find a place where you can focus without distraction for long periods of time.
- ▣ There are an abundance of possible distractions so don't succumb.
- ▣ Multi-tasking does not exist!
- ▣ Do not use social media of any kind during the week, no FB, Snapchat, Instagram, etc. LinkedIn is okay for news and topics of interest.
- ▣ Plan ahead, way ahead! Start assignments ASAP.

Little things lead to unknown opportunities or consequences



- ▣ Someone you meet at an event or some place you volunteer which has questionable value, at first, may change your life.

Thank you

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