

# NAIOP

COMMERCIAL REAL ESTATE  
DEVELOPMENT ASSOCIATION

INLAND EMPIRE CHAPTER

**Chapter Merit Award Category: Special Event**

**Chapter Name: NAIOP Inland Empire**

**Chapter Size: Medium**

## **Executive Summary:**

The Broker Challenge was born from one of our seasoned Board Members who envisioned an event that was fresh, reimagined and different from the traditional “University Challenge” and Mid-Year Market Review. The purpose of the event is to add value to the mission of the Chapter. The Program Committee and Chair, perceived that the Mid-Year Market Update had been held for many years and was becoming “stale”. The intent of adding the Broker Challenge to the Mid-Year would be to create new excitement and interest while continuing to update the members on current market trends and data points.

There were certain goals that were necessary to meet if this event were to sustain any longevity. The event would need to be compelling to a large and diverse group of people within the CRE Industry from top Brokerage Houses, to seasoned Brokers to young, up and coming Brokers to Service Providers to all Sponsors, Members and potential Members. This event needed to be competitive, challenging educational. The vision was to pit four talented teams from some of the best brokerage companies in the Inland Empire in a winner take all competition that was part American Ninja Warrior, part Game Show and part Market Update highlighting their physical and intellectual abilities. The desired outcome was to have these young broker teams become more connected with seasoned brokers by networking together in a fun, competitive and friendly environment, and to entertain and educate the attendees.

## **Noteworthy Points:**

- New and unique tradition for NAIOP Inland Empire
- This Event created a fun, educational and competitive atmosphere building on our Chapter’s commitment to provide cutting edge education and critical business development
- Opportunity for young brokers to be recognized and mentored
- Diverse involvement across age, career level, skill set and more