

Message from the CEO

Dear Friends:

If you are reading this, you have indeed survived 2024. I've spoken to hundreds involved in Southern California commercial real estate over the past year and most of you seem to have done better than survive until 2025!

Looking ahead, you won't want to miss out on attending our January 9, 2025 [Kick-off event](#) at the Pacific Club in Newport Beach. Hear from [Sean Kane](#), Executive Director, US Real Estate Research at J.P. Morgan Asset Management as he shares his expert outlook on the market in 2025.



While our national politics will shake up Washington, state and local elections have not fundamentally changed the challenges facing commercial real estate in the Golden State. In 2024, terrible legislation - AB 98 - was jammed through the legislature in its waning hours and signed by the Governor. This onerous, poorly written legislation will not advance environmental sustainability and will likely result in economic harm.

It's a common refrain I've used since I became CEO a little more than four years ago: **We have no choice but to get stronger in our legislative and political advocacy.** This will require dedicating significantly more funding to our work in Southern California and Sacramento.

It's no longer enough to punch above our weight. I'm very proud that for the first time in the history of NAIOP SoCal, we sponsored legislation - AB 2904 - that was signed into law requiring cities and counties to provide landlords with greater notice when proposed zoning changes impact your properties.

We have the capacity to do more and drive a legislative agenda that propels economic growth and enhances quality of life. I hope you will join us in this effort. There is no alternative to avoiding another AB 98 unless we strengthen ourselves.

The support of our sponsors and members is indispensable. We are grateful for and look forward to your support as we continue to grow in 2025.

Timothy Jemal
CEO | NAIOP SoCal

Upcoming Events

THE BALANCED LEADER
INTEGRATING HEALTH, CAREER, AND PERSONAL FULFILLMENT

SPEAKER
RUTH BRAJEVICH, WARE MALCOMB

OBJECTIVES:

- IDENTIFY KEY LIFE AREAS
- SELF-ASSESSMENT AND REFLECTION
- GOAL SETTING FOR 2025

WOMEN OF NAIOP SOCAL

ALLEN MATKINS
800 MAIN ST SUITE 800, IRVINE, CA 92614

DECEMBER 12, 2024
4:00 PM TO 6:00 PM

SPONSORED BY:
Allen Matkins ECM MANAGEMENT



The Balanced Leader December 12, 2024 Allen Matkins, Irvine Office

Join the Women of NAIOP for "The Balanced Leader" workshop with Ruth Brajevich from Ware Malcomb. Attendees will discuss how to assess different personal, professional, and wellness priorities.

Through self-reflection and goal setting, participants will gain tools to create a fulfilling and sustainable life plan for 2025.

[Register Today!](#)

Thank you to our Event Sponsors: **Allen Matkins & ECM Management, LLC**

NAIOP
COMMERCIAL REAL ESTATE

SAVE THE DATE

2025 COMMERCIAL REAL ESTATE OUTLOOK

Insights into the U.S. and California Real Estate Markets

3 PM - 8 PM
JANUARY 9, 2025

The Pacific Club
4815 MacArthur Blvd.
Newport Beach, CA 92660

Visit our website
WWW.NAIOPSOCCAL.ORG

Speaker:
Sean Kane
Executive Director, US Real Estate Research
JP Morgan Asset Management



2025 Kick Off January 9, 2025 The Pacific Club, Newport Beach

Let's kick off the new year together! Join us on **Thursday, January 9, 2025**, at the Pacific Club in Newport Beach for an exclusive look at the commercial real estate industry heading into 2025. Hear from Sean Kane, Executive Director, US Real Estate Research at JP Morgan Asset Management as he shares his expert outlook on the market. Network with fellow CRE professionals while enjoying great food and drinks. Here's to a successful and exciting year ahead!

[Register Today!](#)



USC Takes Home the Silver Shovel - 27th Annual NAIOP SoCal LA Real Estate Challenge!

Congratulations to Team USC Sol Price School of Public Policy and Team UCLA Ziman Center for Real Estate for all their hard work. Our members and attendees thoroughly enjoyed each presentation and were impressed with both team's creativity and professionalism.

Winning Team USC:

Austin Adams
Alexandria Gordon
Sagiv Hartmayer
Jonathan Moftakhar
Austin Risley

We want to thank our Honorary Coaches, Rick J. Caruso, and Jordan Kaplan, for joining us last night to instill wisdom and leadership in our student teams before they took the stage.

Join us next year to see which team will bring home the Silver Shovel!

Thank you to our Judges:

Jason Bonomo, MetLife Investment Management
Andrew Fogg, Cox, Castle & Nicholson LLP
Chris Tipre, Trammell Crow Company
Courtney Trujillo, SR Watt Company
Blake Rogers, Capital Markets at JLL
Sergio Valentini, Ware Malcomb
Zach Zanolli, Longpoint Partners

Thank you to our Event Sponsors for their support!

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[Click Here](#) for Event Photos.

2025 NAIOP SoCal Sponsorship Opportunities



2024 NAIOP SoCal Sponsorship Opportunities

Boost your brand by sponsoring NAIOP SoCal and positioning yourself as a leading supporter of the commercial real estate industry! Reach nearly 1,300 professionals and 600 top firms in Southern California and gain exceptional exposure through our premier events, social media and website. Strengthen your presence while supporting the industry!

[Click Here to Become a Sponsor Today!](#)

Join NAIOP Now and Receive the Rest of 2024 Free!



Get the Rest of 2024 On Us!

Join NAIOP SoCal today and connect with nearly 1,300 industry leading Commercial Real Estate professionals from 600 of the top performing companies in Los Angeles and Orange County.

Stay on the cutting edge of research, education, connections, advocacy and more! Join now for 2025 and get the rest of 2024 free!

2025 will continue offering superior networking events, industry education, engagement in our committees and a robust legislative affairs program with NAIOP SoCal as the primary voice for the commercial real estate industry.

Your membership in NAIOP SoCal provides a substantial return:

- **EDUCATION** to help you grow your business
- **NETWORKING** with industry leaders
- **LEGISLATION** giving you a voice in state and federal matters affecting your business

Questions? Contact [Becky Ezell](#) or call 714-550-0309.

Click Here to Join
Today!

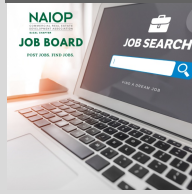
Welcome NAIOP SoCal New Members

October 2024

Hunter Arbuckle, Chapman University
Colin Bagwell, O&I Development
Stanislava Dobрева, University of the
Cumberlands
Robert Filley, Green Street Advisors
Jeff Gahagan, Lee & Associates
Alyssa Govindan, UC Irvine
Michele Keathley, Chicago Title Company

Race Mooers, Kidder Mathews
Evan Moran, JLL Capital Markets
McKenna Najarian, Kidder Mathews
Cameron Pica, The Abbey Company
Drew Rafshol, University of Southern California
Alexis Rains, Engle Family Office
Jack Vonarb, John Hopkins University

Seeking Talent?



JOB BOARD Discover your next team member through our Job Board on [naiopsocal.org](#). Whether you're seeking a Real Estate professional or an intern, our members are ready to step up. Submit your job or internship listing today and connect with qualified candidates who are eager for these new opportunities.

Please [click here](#) to post a job or send all information regarding your available job position to Dianna Xochitiotzi at dxochitiotzi@naiopsocal.org.

Not a NAIOP SoCal Member? Not a problem! Non-members are also welcome to advertise on our Job Board for \$25/week.

Click [HERE](#) to View Job
Board

Click [HERE](#) to View Internship
Board

Legislative Affairs Update



2025 NAIOP Chapter Leadership & Legislative Retreat in Washington, D.C.

NAIOP SoCal invites its members to participate in the annual 2025 NAIOP Chapter Leadership & Legislative Retreat (CLLR) in Washington, D.C. from Monday, February 3 through Wednesday, February 5.

Meetings on Capitol Hill with Southern California-based Members of Congress will be scheduled by NAIOP SoCal for Tuesday and Wednesday (February 3 - 4, 2025). This is a unique opportunity to meet with Members of Congress and key staff in our nation's capital and discuss timely issues for the commercial real estate industry.

For further information on the annual 2025 NAIOP CLLR fly-in, please visit NAIOP SoCal's [Advocacy section](#) on its website or email NAIOP SoCal's Mihran Toumajan at mtoumajan@naiopsocal.org.

Click [here](#) to inform NAIOP SoCal if you are interested in attending the 2025 NAIOP CLLR in Washington, D.C.

Additional photos from NAIOP SoCal's past CLLR fly-ins and meetings on Capitol Hill can be found [here](#).

Questions on Legislative Affairs? Contact NAIOP SoCal
Legislative Affairs Manager Mihran Toumajan, mtoumajan@naiopsocal.org,
or Legislative Advocate Jose Cornejo, jose@comejost.com.

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Hey NAIOP SoCal members! Want to boost your brand and reach a wider audience? Advertise with us on NAIOP SoCal's newsletter and social media network! Get your business noticed by nearly 6,000 industry professionals. Contact us today!

Pricing to advertise in our Monthly newsletter:

\$250 per newsletter
\$2,500 for the year (published in 12 newsletters)

If you have any questions please contact Shelby Donine sdonine@naiopsocal.org.

Follow us on social media for more information and updates on membership, sponsorship, events, and more!



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As of 09/04/2024

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