



COMMERCIAL REAL ESTATE  
DEVELOPMENT ASSOCIATION

SoCAL CHAPTER

\* \* **FACT SHEET** \* \*

### Our Focus

NAIOP, the Commercial Real Estate Development Association, is the leading organization for developers, owners and related professionals in office, industrial and mixed-use real estate. NAIOP unites more than 19,000 members in the U.S., Canada and Mexico, and advocates for responsible commercial real estate development and effective public policy. NAIOP is a leading commercial real estate industry provider of unparalleled networking opportunities, educational programs, research on trends and innovations and strong legislative representation. The NAIOP SoCal Chapter, serving Orange and Los Angeles Counties, encompasses over 1,000 members. It is one of the largest NAIOP chapters in the United States and is the leading commercial real estate trade organization in Southern California.

### Chapter Mission Statement

The Chapter's mission is to provide a unified voice to protect and enhance the commercial real estate industry and quality of life in Southern California. This is accomplished through proactive involvement in public policy, superior educational programs, and interactive business relationship opportunities.

### NAIOP SoCal Chapter Objectives

- **Leadership Growth and Influence:** To utilize the Chapter's leadership resources in dealing with current and emerging challenges and opportunities, setting the SoCal Chapter apart as a leader in the commercial real estate industry.
- **Membership Growth and Participation:** To include as members a significant number of commercial property owners and developers, along with related real estate service providers and appropriate government representatives, to assure leadership in producing valuable member products and services, networking opportunities, and influence in local, state and national issues.
- **Legislation and Regulation:** To shape and influence public policy that impacts the commercial real estate industry in our region and the state, supporting that which contributes to a growing, strong and vigorous economy.
- **Education, Professional Development and Information Resources:** To serve as a high-value education, professional development and information resource to members pursuing knowledge and ideas that will enable them to grow as professionals and improve their ability to be successful.
- **Programs and Events:** To provide members and other key partners with exceptional opportunities to meet, network and develop both professionally and personally in an environment that is positive, supportive and effective.
- **Public Relations and Image:** To establish and promote our image as a leadership organization; a key provider of high value programs, products and services for our members; a strategic partner for those public and private sector organizations that might join with us in the positive growth and development of our region's economy.
- **Community Service:** To be recognized as a leading organization that contributes to the enhancement and improvement of the lives of current and future generations within the communities of Southern California.

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