

**CoreNet Global Connecticut
Westchester Chapter presents**



The Insider's Guide to CRE Hiring & Job Searching

Presented by Dan Wellings, Heron Wolf

Our Presenter - Dan Wellings

A seasoned recruiter with 16 years of experience recruiting in the CRE space. Specializing in staffing, employer of choice services, and career advancement across the US, based out of NYC.

Heron Wolf is a consultancy firm that provides expert services in staffing, employee retention, succession planning, benefits analysis, and career development.

We focus solely on the Construction and Real Estate sectors.

This presentation offers practical guidance for corporate real estate professionals to grow their careers and hiring managers to improve interviews and attract the right talent.

THE RESUME

Lead with a summary that presents your experience, key skills, and how you can contribute.

Don't use a photo.

Use bullet points.

Don't worry if it extends beyond one page.

Don't just list assumptive job duties; illustrate your contributions with actual metrics.

Add skills related to corporate real estate. Include system and platform experience, IWMS, CAFM, and FM tech (like *Eptura*, *Archibus*, *Manhattan*, *Corrigo*, *Tririga*) are often left off.

Make sure your resume has uniform formatting, font, and style. Double-check spelling!

Tailor each resume to the job by incorporating words/terms from the job listing.

CAREER ADVANCEMENT TIPS

Regularly ask your manager for constructive feedback and discuss potential pathways for advancement.

Maintain a record of your up-to-date achievements, per the resume.

Keep up with the latest in Corporate Real Estate. Further education? Follow the Fortune 500 footprint shifts.

Connect with people in the field. Go to industry events, join real estate groups, online forums, etc.

CRE roles are deeply tied to business operations. Understanding how real estate decisions support corporate strategy (e.g., cost control, employee experience, ESG goals) makes a candidate stand out. If you can connect your role to business impact, not just square footage, you're ahead.

Demonstrate fluency in areas such as sustainability goals, space utilization, DEI-informed design, and return-to-office strategies. CRE teams are under pressure to deliver measurable impact here and want people who “get it.”

Write for CRE magazines (*The Leader*), talk at events, or join panels.

Regular interaction on LinkedIn.

Find a mentor.

INTERVIEW INSIGHT:

employees

Virtual

- Ensure all equipment and internet connections are reliable.
- Choose a clean, quiet space with good lighting.
- Wear professional attire.
- Have resumes, notes, and questions within reach.
- Maintain "eye contact" with the camera.

In-person

- Be 10-15 minutes early
- Wear professional attire.
- Have extra resumes.
- Use firm handshakes, maintain eye contact, and adopt a confident posture.
- Send a personalized thank-you note or email within 24 hours.

Both

- Have insightful questions ready to show your interest and understanding of the role and company.
- Look up the interviewer to find any shared interests or experiences.

HOW TO GET THE BEST OUT OF NETWORKING

Take the pressure off by considering events as learning experiences. Observe and learn who's who at the event at your own pace.

Research attendees, speakers, and organizers.

Have an idea (practice) of your “pitch” or introduction.

Connect on LinkedIn or event apps beforehand.

Focus on understanding others' needs.

Send follow-up notes to those you did meet with.

Can you contribute to future events, groups, or committees?

**Don't just rely on your
existing network - invest in
the next one.**

GET THE MOST OUT OF YOUR LINKEDIN PROFILE

Use a clear, professional, up-to-date headshot.

Use the headline space to highlight your expertise.

Optimize your profile with industry-relevant keywords.

Use the 'Featured' section (below *about*, above *your activity*) to showcase anything CRE-related you've contributed to.

Request recommendations to build credibility.

Regular interaction on LinkedIn.

FINDING THE RIGHT TALENT

Clarify the must-haves vs. nice-to-haves early on.

Use real-world success stories to guide role expectations.

Corporate RE is a niche – recruiter partnership.

Tap into passive candidates.

Be transparent about salary range and expectations.

Block time upfront for each step – job scope, interview windows, feedback reviews.

Respond quickly post-interview.

Debrief as a hiring team.

View onboarding as part of hiring.

INTERVIEW INSIGHT:

Prep like you expect the candidate to prep **employers**

Structure Interviews consistently across candidates.

Ask role-specific situational questions and make space to get to know the person.

Look for clear examples that show decision-making, judgment, and stakeholder management.

Involve the right interview panel.

Provide timely constructive feedback.

COUNTER-OFFERS

Advice for Employees:

Temporary Fixes, Not Long-Term Solutions.

Trust is often broken.

Accepting a counteroffer often marks you as a flight risk.

Morale and Team Impact.

Advice for Employers:

Don't wait for a resignation to have career conversations.

If someone does resign, accept it gracefully and respectfully.

Avoid using counteroffers as a retention strategy.

QUESTIONS?

THANK YOU!

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