

'An Unmatched Opportunity': The Real Estate Council provides one-of-a-kind membership

BY BRANDI SMITH

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Linda McMahon

The Texas commercial real estate community is unique in myriad ways, but one of its gems is The Real Estate Council (TREC). Founded in 1990 by a group of commercial real estate heavy hitters who wanted an organization that would focus on local issues, TREC highlights leadership development, public policy and community investment. The organization has now grown to include 2,000 members and 6,000 member companies, which helps the organization wield strong influence across North Texas.

“Our mission is to cultivate relationships in the commercial real estate industry, to catalyze community investment, influence policy, propel careers and develop the leaders of tomorrow,” says TREC President and CEO Linda McMahon. “We believe relationships are the lifeblood of career success, community investment and civic responsibility.”

Leadership development

Members, she adds, come from every facet of the industry and are developers, builders, brokers, attorneys, architects, investment bankers, accountants, finance professionals, title professionals and more. They're personally engaged in issues that are important to the community.

“Our programs are created for maximum engagement for our members,” McMahon says.

Those range from Young Guns, which helps young professionals connect with senior CRE pros to learn about the industry and their career, to The Deal, an industry expert-taught program in which members can learn about all aspects of a real estate transaction.

“We have a formal mentoring program, a 10-month leadership development program called the Associate Leadership Council (ALC), as well as opportunities to lead a variety of committees and projects,” adds McMahon.

Public policy

TREC also advocates for public policy issues that impact the industry and promote long-term economic growth and vitality throughout the region.

“We engage with local and political officials on issues important to the economic vitality of our region and state. We have a continually active public policy committee that provides their professional expertise to guide our positions on important policy issues,” McMahon says. “We also have a Political Action Committee which financially supports candidates for office.”

Community investment

The philanthropic arm of TREC is called, “TREC Community Investors or TREC CI.” The nonprofit joins forces with underserved communities to invest in historically disinvested neighborhoods around DFW and energize them to change lives within the community.

“Through access to flexible capital and real estate expertise, we make an unwavering commitment to build a lasting impact in the communities we serve,” says McMahon.

TREC CI seeks to build on the strong foundation of the organization's 2,000 members and continue employing a place-based strategy that transforms neighborhoods block by block.

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“For TREC members, TREC CI offers an unmatched opportunity to make a positive impact on the community and ‘Build the City You’ve Imagined,’” McMahon says.

That sign of goodwill extends into the community further with the Dallas Collaborative for Equitable Development (DCED), managed by a partnership between TREC CI, Dallas College, Lift Fund and the Texas Mezzanine Fund. A historic \$6 million investment from JPMorgan Chase & Co. funded an equitable development study of three focus neighborhoods in Dallas, in order to pursue a place-based strategy of capital investment and capacity building.

Members on a mission

“We never stop thinking about the future and what we can do to improve the quality of life for everyone in our community,” says McMahon.

For now, at least, it’s a truly special membership that’s only available in North Texas.

“There is no other organization like The Real Estate Council anywhere else in the country. With an engaged membership base made up of all sectors of the commercial real estate industry, I often hear comments from commercial real estate professionals in other parts of the country that they wish they had a TREC in their community, a professional organization dedicated to engaging with the community through public policy, leadership development and community investment to improving the quality of life in their community.

Learn more about becoming a TREC member at recouncil.com or about TREC CI at treccommunityinvestors.org.



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