



Connect.



Learn.



Grow.



Belong.

Accelerate Your CRE Career!

Master of Corporate Real Estate

What is the MCR Designation?

The Master of Corporate Real Estate (MCR) designation provides essential skills that focus on critical business issues and the mission of the corporate real estate (CRE) organization in relation to corporate goals.

Become an MCR candidate to broaden your knowledge and deliver ever-increasing value to your enterprise.

In a peer-to-peer learning environment, led by industry experts, you will enhance critical skills and gain practical knowledge that is immediately applicable. The MCR designation lets your clients and colleagues know that you possess an advanced competence and have successful experience as a CRE expert. The designation has contributed to the professionalism of CRE and is essential for service providers, end users, and economic developers at all levels.

CoreNet Global's MCR professional development series emphasizes the critical need for understanding corporate real estate's connection to the bottom line. The series covers: strategic approaches in portfolio management, aligning real estate to business strategy, outsourcing and partnering, technology and workplace strategy and much more.

How Does the MCR Designation Help You?

The MCR designation is a smart move to enhance your career. Among the many benefits are:

- Gain essential skills that focus on critical business issues and the mission of the CRE organization in relation to corporate goals.
- Broaden your knowledge and deliver ever-increasing value to your enterprise.
- Expand your network and knowledge in a stimulating peer-to-peer learning environment.
- Learn from top-tier industry experts.
- Enhance critical skills and learn new approaches that can be applied in your organization immediately.
- Boost your career -- the MCR designation communicates special competence and successful experience as a corporate real estate expert.



What Participants Are Saying

"The MCR program provides a unique opportunity to build essential skills for ensuring CRE adds value to any organization. The open and honest approach to case studies, learning material and individual experiences through a well-rounded, quality program is better preparing young and not-so-young CRE professionals for tomorrow."

~ Rod Baxter, CRE Manager,
Tarong Energy Corporation Ltd

"Coming from the FM side of the house I found the classes to be relevant rewarding--and I have a pretty high threshold for paid training and development."

~ George Lohnes, DTZ

The MCR Program provides comprehensive knowledge, practical tools, interactive case studies and valuable up to date concepts that help those pursuing their careers in real estate by shaping their skills and competences.

~ Dongli Zhu, Asset Manager -
North Asia, Shell (China) Limited

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CORENET GLOBAL | MCR



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How Do You Earn the MCR Designation?

The MCR designation is comprised of three **Required** Seminars, two **Elective** Seminars chosen from thirteen options, and the final step, the **Capstone** Seminar. Candidates must complete the required learning within a five-year period. An assessment will be given at the end of each seminar and a passing grade must be attained to receive credit for the seminar.

You must be a registered candidate to receive the MCR designation. However, you can take our courses even if you choose not to become an MCR candidate. Seminars are held in a variety of locations worldwide, including Asia, Australia, Europe and North America.

Candidacy Prerequisites: 3 years experience in CRE and a master's degree; or 5 years experience in CRE and a bachelor's degree; or 10 years experience in CRE industry.

MCR Required (all 3)

- Corporate Real Estate Finance
- Enterprise Alignment
- Real Estate Transactions



MCR Elective (pick 2)

- Advanced Lease Analysis
- Advanced Real Estate Negotiation
- Creating Corporate Value through Workplace Strategy
- CRE Technology: Structure & Strategies
- Developing Workplace & Mobility Strategies
- Implementing Workplace Strategies
- Managing Effectively in Global Markets
- The New Survival Tools for Industrial Operations and Real Estate Decisions
- Performance Management
- Portfolio Management
- Portfolio Realignment: Restructuring Corporate Real Estate Assets
- Service Delivery and Outsourcing: Implementing, Managing and Improving Partnerships
- Sustainable Strategies: Impact on Corporate Real Estate Portfolios

MCR Capstone

Participation requires prior completion of the three required seminars and one elective seminar.

Questions?

Learn more: www.CoreNetGlobal.org

Frequently Asked Questions: bit.ly/CNGFAQ

Seminar Schedule: bit.ly/CNGsched

Download Candidacy Application: bit.ly/CNGapp

More Learning from CoreNet Global

Master of Corporate Real Estate - Workplace (MCR.w)

CoreNet Global's **MCR.w** track ("w" for workplace) provides candidates with a strong foundation in the field of workplace strategy.

After completing the MCR.w track (three required courses), you will have the comprehensive understanding of the processes involved in creating a workplace strategy, the fundamental skills and knowledge that a workplace strategist needs, and ways to prevent common pitfalls and barriers.

"The entire workplace series of courses is fantastic and the faculty let their passion and knowledge for the topic shine in everything they bring to the courses. Everything I have learned is immediately applicable and actionable and will allow me to bring new ideas and focus to the topic within my organization."

~ Debbra Kulhanek, MCR.w, Regional Manager, Workplace Services, Liberty Mutual Group

You can add the MCR.w specialty to your existing MCR designation, or you can complete the MCR and MCR.w coursework in tandem.



Senior Leader of Corporate Real Estate (SLCR)

Build your leadership skills through the SLCR certificate program, which focuses on the development of critical leadership skills to position you for an advanced role in your organization. Six SLCR seminars required.

Learn more: www.CoreNetGlobal.org.

Learn More!

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