



Stellar Advice from 15 of the Best in Real Estate

On October 24, 2013 the ULISF Young Leaders Group hosted their signature **“Learn From the Best.”** During the event, fifteen of the Bay Area’s leading real estate industry executives hold three consecutive 20 minute roundtable discussions, giving aspiring developers and industry leaders a rare opportunity to engage and learn from the power players.

The night was filled with insightful pieces of advice from the seasoned veterans, and creative dialogue among each roundtable on some of the opportunities and challenges of developing in one the hottest markets in the country.

Nina Gruen, Gruen Gruen & Associates

Nina Gruen can be considered both an artist and a scientist, as her work involves applying the analytic techniques of the social sciences to estimating demand for real estate and understanding the culture of groups who influence the success of both development and public policy decision. She cited a few demographic trends that will influence development and how we design for new spaces in the California market and beyond for years to come. These shifts involve enormous growth in the Latino population, spending habits of the Millennials, including online shopping and a preference for spending on experience (think eating out over buying a new sofa), as well as lifestyle decisions of the baby boomers as they continue to age. Nina encouraged Young Leaders to take on projects that push you outside of your comfort zone and outside your area of expertise.