WHAT IS REAL ESTATE AND URBAN ANALYSIS?
• Real estate and urban analysis involves working with all those who manage, buy, sell, rent, lease, or invest in residential and/or commercial property
• Real estate and urban analysis also includes application of economic trends, business trends, zoning laws, financial services and knowledge of urban society as they meet the needs of people and businesses who need to buy or sell property

PREPARATION
• A bachelor’s degree with a specialization in real estate and urban analysis
• In the areas of appraisal and development, the ability to identify, research and analyze problems is an important attribute and preparation includes solid foundation in math and statistics as well as good research and technical skills
• Knowledge of the sociological and economic and even international aspects of urban development is desirable
• In the areas of sales, property management, or with a governmental agency, the ability to communicate and negotiate effectively with customers and clients is necessary

CAREERS
Students selecting real estate and urban analysis as an area of specialization will obtain a broad foundation for careers as:
• appraisers, corporate real estate managers, property managers
• residential agents, commercial brokers often specializing in property types
• mortgage and construction lending professionals as well as investment analysts

Job titles include: fund accountant, associate appraiser, real estate investment associate, acquisition analyst, sales and leasing associate

HIRING COMPANIES (a sampling of companies who have recruited real estate and urban analysis majors)
Abercrombie & Fitch  Colliers International  PNC Financial Services
BBG  KeyBank  Samuel Koon & Associates
Brown Gibbons Lang  MSF Real Estate Capital

SALARY (average salaries for 2018-2019)
Full-time $58,571
Intern $22/Average Hourly Salary
Review the Career Exploration by Academic Specialization PowerPoints.
Each presentation covers career areas, sample job titles, career path, companies that hire this major, salary information, professional organizations and more.
🔗 fisher.osu.edu/offices/career-management/undergraduate-students/explore-careers

Check out the “From Orientation To Graduation” blog.
The blog features student interns who post notes about their initial steps into the business world, the challenges they face as interns, and how they are applying their classroom theories and extracurricular activities to practice. “From Orientation To Graduation” is a great place to read about the experiences and contributions being made by a select group of undergraduate students. The blog also offers other students considering internships next year insight and advice on what to expect. As well as career advice and tips throughout the year.
🔗 fisher.osu.edu/blogs/ug-career-mgmt

Enroll in Business Administration 2600 (offered spring semester).
This is a speaker series course with a focus on business enrichment for Fisher undergraduate students. While open to all business majors, this class is structured to benefit sophomores who are exploring the many fields of business study. During the course a variety of business and community leaders share their personal and professional life stories with a focus on their own challenges and successes.

Talk to people!
Informational interviewing is a method of career exploration and a way of discovering jobs not publicly advertised. It is not the same as a job interview. Informational interviewing allows you to talk with people already in the industry you have targeted. By obtaining informational interviews, you have gained access to the “inside information” regarding career paths, alternate careers that will use your skills, and people to contact who may be looking for an employee like you.

Peer Career Coaches in the Office of Career Management and Peers Advisors in the Undergraduate Programs and Advising Office are students who are happy to talk with you and answer questions about their experience in selecting a specialization.

Get Involved!
Student organizations are a great way to meet new people (alumni, employers, and peers) and to learn about specializations. There are over 30 student organizations in Fisher.
🔗 fisherosu.campuslabs/engage/

Review job descriptions in Handshake or on company websites.
Job descriptions help you learn what skills and qualifications employers are seeking in candidates and the type of information you will be learning in a specialization.

Utilize the Occupational Outlook Handbook.
For hundreds of different types of jobs the Occupational Outlook Handbook tells you: the training and education needed, earnings, expected job prospects, what workers do on the job, and working conditions. In addition, the handbook gives you job search tips, links to information about the job market in each state, and more.
🔗 bls.gov/ocoandsalesforcemanagement