



November 29, 2018

Dear Prospective Partner,

Since 1978, the University of New Orleans Institute for Economic Development and Real Estate Research has been at the forefront of tracking and measuring trends in the regional real estate market through its annual publication of the *New Orleans and Northshore Region Real Estate Market Analysis* and through its professional development/continuing education seminars including the annual Dr. Ivan Miestchovich Economic Outlook and Real Estate Forecast Seminars.

In 2019, the Institute will reach a milestone by hosting its 30<sup>th</sup> annual Dr. Ivan Miestchovich Economic Outlook and Real Estate Forecast for New Orleans at the UNO Lakefront Campus on Friday, April 5th and the ninth annual Northshore Region seminar on Friday, May 10th in Covington. The 51<sup>st</sup> volume of the *New Orleans and Northshore Region Real Estate Market Analysis* will also be published in April.

Support from the regional business community enables the Institute to continue to provide and expand research and educational offerings that benefit the New Orleans and Northshore regions of Louisiana. The Institute appreciates the generous support we receive from the business community. University research centers, like the Institute, must be self-supporting through grants, contracts, report and seminar sales and sponsorships.

We are reaching out to you to consider becoming a 2019 Institute Partner. In 2018, the Institute had 37 Partners and would like to include your company in that number. Our goal for 2019 is to increase the number of Partners to over 40 and have at least two Executive Partners.

The *New Orleans and Northshore Region Real Estate Market Analysis* is a comprehensive analysis combines residential (single family homes, condominiums and apartments) with commercial (office, retail and industrial) real estate market trends, as well as, providing economic and population trends and economic development information. Over the years this has become a valuable reference guide to the business community in the region, as well

as, across the U.S. In addition, it is referenced by local media outlets and the regional and national press. Each year over 200 reports are sold and distributed to media outlets.

The annual Dr. Ivan Miestchovich Economic Outlook and Real Estate Forecast seminars are attended by a broad range of business community members including, but not limited to, the real estate industry, bankers, investors, CPAs, lawyers, non-profits and governmental agencies. Thanks to the support of our 2018 partners, we produced another successful year of seminars with over 400 attendees in New Orleans and 200+ on the Northshore.

Enclosed is a brochure describing the Institute and outlining the partnership opportunities, a list of 2018 Partners and a partnership form for your consideration.

If you have any questions please contact me at [rcpenick@uno.edu](mailto:rcpenick@uno.edu) or Tracey Gremillion at [tgregill@uno.edu](mailto:tgregill@uno.edu) or at (504) 280-1408. Thank you for considering a 2019 Partnership.

Sincerely,

A handwritten signature in blue ink, reading "Robert C. Penick". The signature is fluid and cursive, with the first name "Robert" being the most prominent.

Robert C. Penick, Ph.D.

Director and Adjunct Professor of Finance

# 2018 Institute Partners

## **Executive Partner**

Latter & Blum Companies

## **General Partner**

Home Bank

## **Senior Partners**

Biz New Orleans/Renaissance Publishing  
Hancock Whitney Bank

New Orleans Metropolitan Association of Realtors/  
Gulf South Real Estate Information Network

## **Junior Partners**

Argote, Derbes & Tatje LLC  
Capital One  
CBRE  
Corporate Realty  
Ed White & Associates  
Favrot & Shane  
Greater New Orleans Federal Credit Union  
Gulf Coast Bank & Trust Company  
Homestead Title  
IBERIABANK  
Jack Stumpf & Associates  
Louisiana Commercial Database  
NOLA Lending Group, A Division of Fidelity Bank  
Property One, Inc.  
Real Estate Tax Group  
Select Properties, Ltd. Realty  
Shadow Lake Management Company, LLC  
St. Tammany Parish Development District  
The Park Companies  
Trapolin-Peer Architects, APC  
Wells Fargo

## **Associate Partners**

Crescent Title  
Eustis Commercial Mortgage  
Fifth District Savings Bank  
Gulf States Real Estate Services  
Jefferson Parish Economic Development Commission (JEDCO)  
Kirschman Realty LLC  
Liberty Bank and Trust Company  
Max J. Derbes Inc  
Resource Bank  
The Finance Authority of New Orleans  
Walker & Dunlop

## Who Are We?

The Institute for Economic Development and Real Estate Research combines the resources of the Center for Economic Development and Real Estate Research Center to provide technical assistance and applied research for public, private and nonprofit organizations.

### **Center for Economic Development**

The Center for Economic Development was established in 1978 as a joint effort of the state and federal government to work cooperatively with local agencies and non-profit organizations to create an environment which encourages economic diversification and growth. The Center engages in a wide variety of research and technical assistance programs involving resources from within the College of Business Administration as well as other colleges and community service units at UNO.

### **Real Estate Research Center**

The Real Estate Research Center was established to serve the real estate community and the general public through professional real estate education, primary real estate market data and contract research. Market data is published in the *Metropolitan New Orleans and Northshore Real Estate Market Analysis* annually. This report covers economic and real estate market trends for apartments, office, retail and warehouse/industrial properties. The report also describes current trends for single-family and condominium housing by parish and neighborhood. This analysis of the real estate market is distributed at the local, state and national levels. Professional real estate education is provided through continuing education courses and conferences, including the Annual Dr. Ivan Miestchovich Economic Outlook & Real Estate Forecast Seminars New Orleans and the Northshore.

### **Institute Director — Dr. Robert “Bob” Penick**

Dr. Penick holds a B.S. in Finance and MBA from Loyola University of New Orleans, a M.Ed. in supervision and administration from Our Lady of Holy Cross College in New Orleans and a MS and Ph.D. in Urban Studies with a concentration in real estate and real estate ethics from UNO. He is an Adjunct Professor of Finance at UNO, teaching real estate principles and real estate finance and is a faculty member of the NAR Realtor University which offers master's degrees in real estate to realtors across the country. Dr. Penick also serves as Senior Vice President and Chief Financial Officer for the Latter & Blum Companies in New Orleans.

## Institute for Economic Development & Real Estate Research

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Find us on Facebook:

[UNO Institute for Economic  
Development & Real Estate  
Research](#)



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*The University of New Orleans*

## Institute for Economic Development & Real Estate Research

Partnership Opportunities  
2019



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NEW ORLEANS

# 2019 Partnership Levels and Benefits

## Institute Partnerships

Over the years the Institute has developed valuable and strategic partnerships with people throughout the real estate community. Often those partnerships have centered on securing timely information to produce relevant and reliable results and on bringing together leaders to share their views and outlook for the real estate market. Now we are working to formalize these partnerships by securing financial commitments to ...

- underwrite our efforts in gathering, analyzing and reporting information used in making wide ranging real estate decisions;
- upgrade report coverage for the changing market;
- expand education offerings (including continuing education) and programs that support students and the business community.

## Institute Reach

- Annual Real Estate Market Analysis — average of 200 reports are sold to the national, regional and local business community and distributed to media outlets.
- Annual Forecast Seminars — brings together a cross-section of the business community and UNO community to network and learn about the economic and real estate trends and forecasts for the region.
  - ⇒ New Orleans seminar averages 400 attendees
  - ⇒ Northshore seminar averages 200 attendees
  - ⇒ Seminar handouts in PDF are posted to Center website (currently have a 5 year history on website)
- **New:** Quarterly single family housing reports posted on Institute website as part of the Institute's community outreach mission. Available to the general public and business community for free.

**Partnerships are renewable annually.**

Partnership Levels	Executive \$15,000	Managing \$10,000	General \$5,000	Senior \$2,500	Junior \$1,000	Associate \$500
<b>Benefits</b>						
Total Admissions to Economic Outlook & Real Estate Forecast Seminars (New Orleans & Northshore) <sup>1</sup>	70	50	40	20	10	6
Hard copies of New Orleans & Northshore Region Real Estate Market Analysis	15	12	8	6	4	2
<b>Digital Partner Recognition</b>						
Company Name and link on website						•
Company Logo and link on Institute website	•	•	•	•	•	
Recognized on Facebook Page as a Partner	•	•	•	•	•	•
Recognized on Welcoming Slides at the Seminars shown before the seminar and during the break	•	•	•	•	•	•
<b>Print Partner Recognition</b>						
Recognized as a Partner on promotional materials	•	•	•	•	•	•
Recognized at seminar on Partner Poster	•	•	•	•	•	•
Company Name real estate report, seminar handouts and <b>quarterly housing reports</b>						•
Company Logo real estate report, seminar handouts and <b>quarterly housing reports</b>		•	•	•	•	
Company Logo on front cover of real estate report, seminar handouts and seminar attendee packets & nametags	•					
<b>Display/Promotional Table</b>						
New Orleans Seminar	•	•	•	•	•	•
Northshore Seminar <sup>2</sup>	•					
<b>Advertisements in ...</b>						
Real Estate Report	Full Page	1/2 page	1/4 page			
Forecast Seminar Handouts	Full Page	1/2 page	1/4 page			
<b>Fall Continuing Education Courses <sup>3</sup></b>						
Company name on handouts and promotional materials	•	•	•	•	•	•
Company logo on handouts	•	•	•	•	•	
Company logo on nametags and front of handout	•					

Notes:

1—Admission may be used in any combination for the two Economic Outlook & Real Estate Forecast Seminars (i.e. Senior partner has 20 total admissions: use 12 for New Orleans and 8 for Northshore or all 20 for New Orleans, etc.)

2—Due to limited space at venue, will only offer display table to Executive Partner(s)

3—Pending approval by the Louisiana Real Estate Commission



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***Institute for Economic Development  
& Real Estate Research  
Partnership Opportunities - 2019***

Company Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
City/State/Zip Code: \_\_\_\_\_  
Contact Name: \_\_\_\_\_  
Phone Number: \_\_\_\_\_  
Fax Number: \_\_\_\_\_  
Email: \_\_\_\_\_

**Partnership Levels - Check One:**

☐ ***Executive Partner : \$15,000***

**Friday, February 1, 2019**

☐ ***Managing Partner : \$10,000***

Deadline to be guaranteed inclusion  
on all seminar promotion, where  
applicable.

☐ ***General Partner : \$5,000***

☐ ***Senior Partner : \$2,500***

**Friday, March 1, 2019**

☐ ***Junior Partner: \$1,000***

Deadline to be guaranteed inclusion  
on report and handout back covers.

☐ ***Associate : \$500***

**Payment Information:** Please make checks payable to **UNO Foundation**

**Mail Check & Form to:** Attn: Tracey Gremillion  
Institute for Economic Development & Real Estate Research  
University of New Orleans  
2000 Lakeshore Drive, KH 413  
New Orleans, LA 70148

**Credit Card Payment may be mailed to above address, emailed to [tgremill@uno.edu](mailto:tgremill@uno.edu) or faxed to 504.280.3952**

Credit Card Payment: Card Type (Circle One)      AMEX      VISA      MC      Discover

Card Number \_\_\_\_\_

Expiration Date \_\_\_\_\_ Security Code \_\_\_\_\_

Name on Card: \_\_\_\_\_

**Questions:** Please contact the Institute at 504.280.1408 or email [tgremill@uno.edu](mailto:tgremill@uno.edu)