

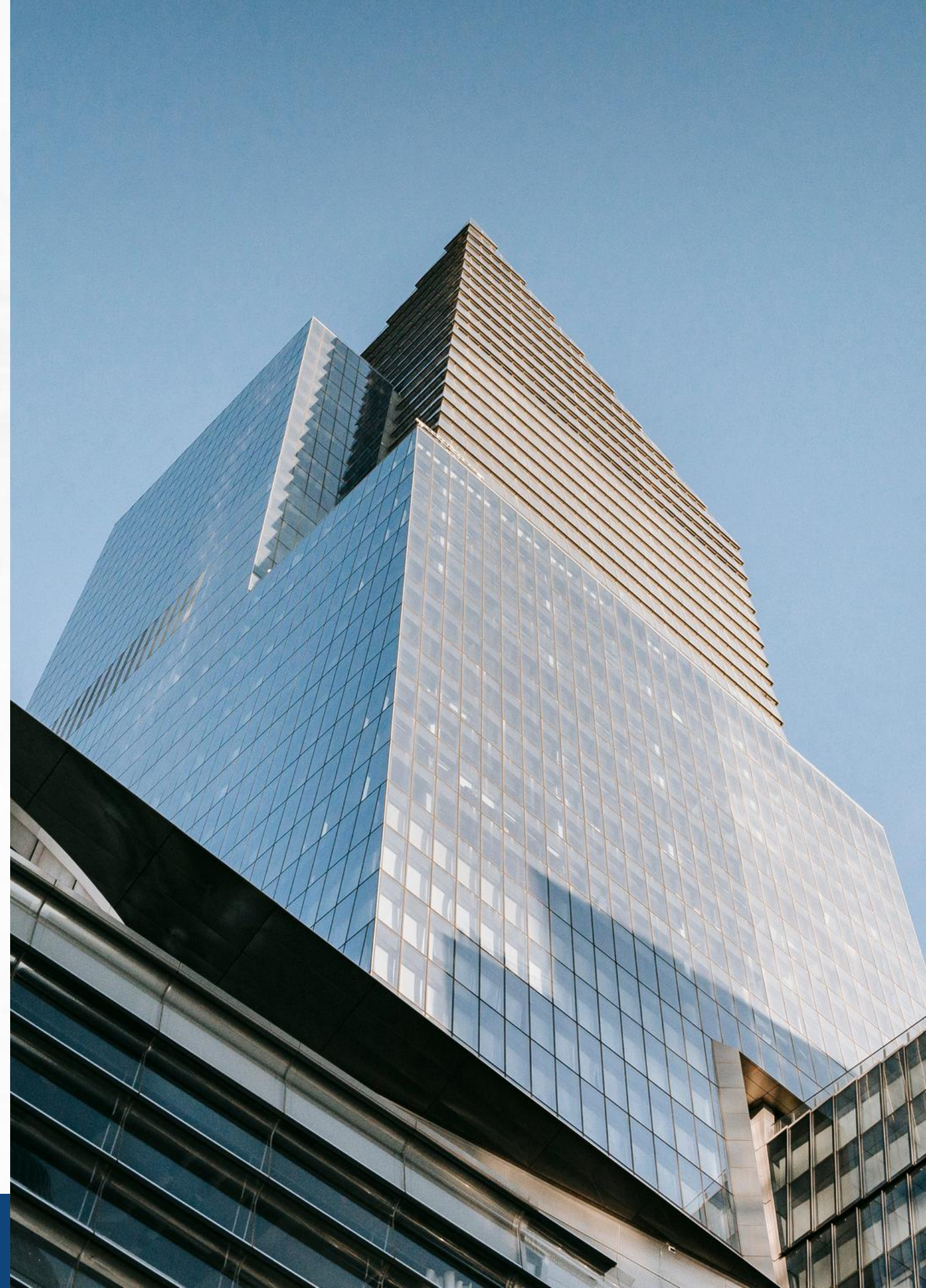
DEVELOPMENT 101

AUGUST 2025



Baltimore

2025 Partnership Forum



THIS EVENING: THE BIG PICTURE

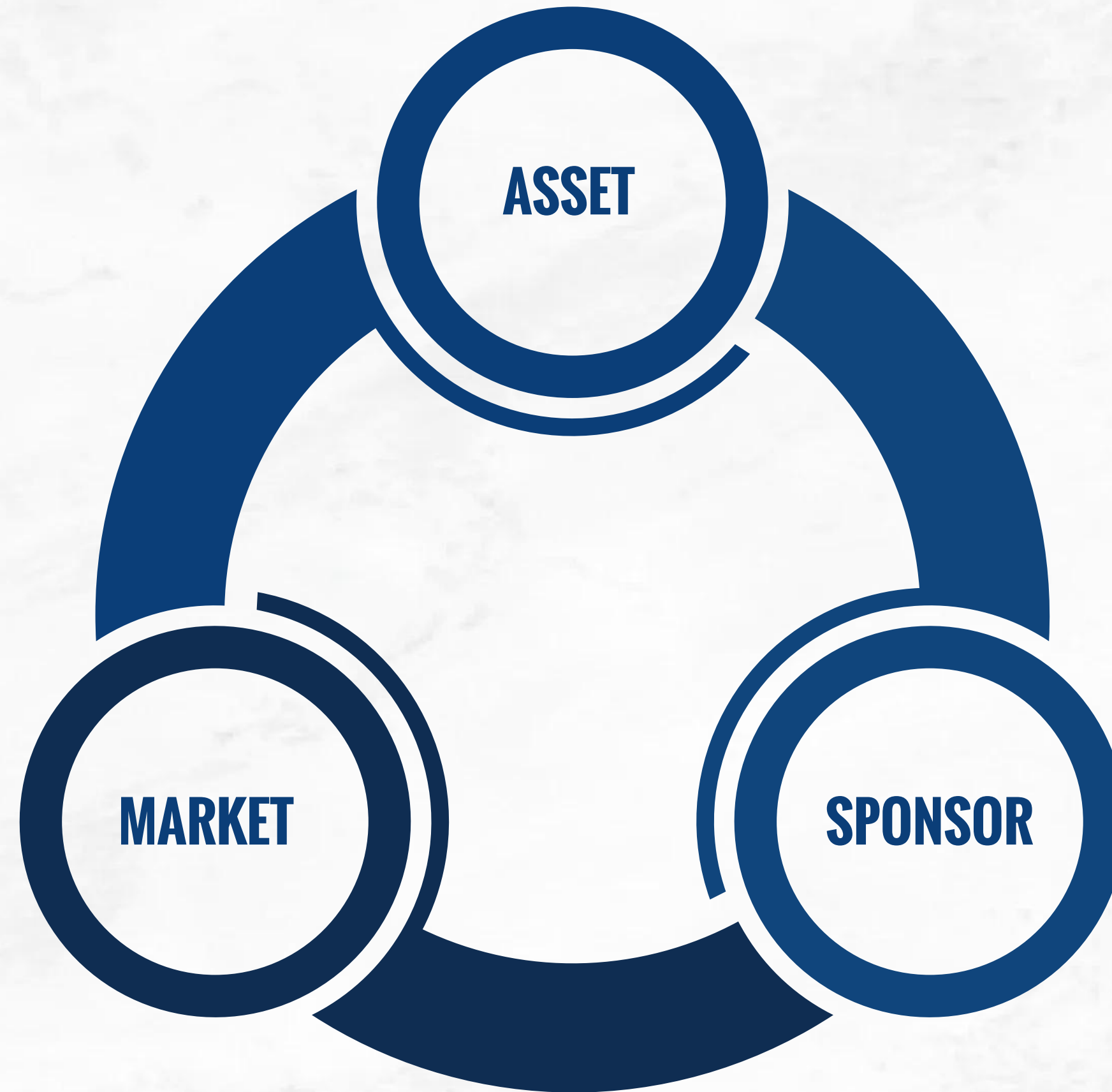


WHO ARE YOU?

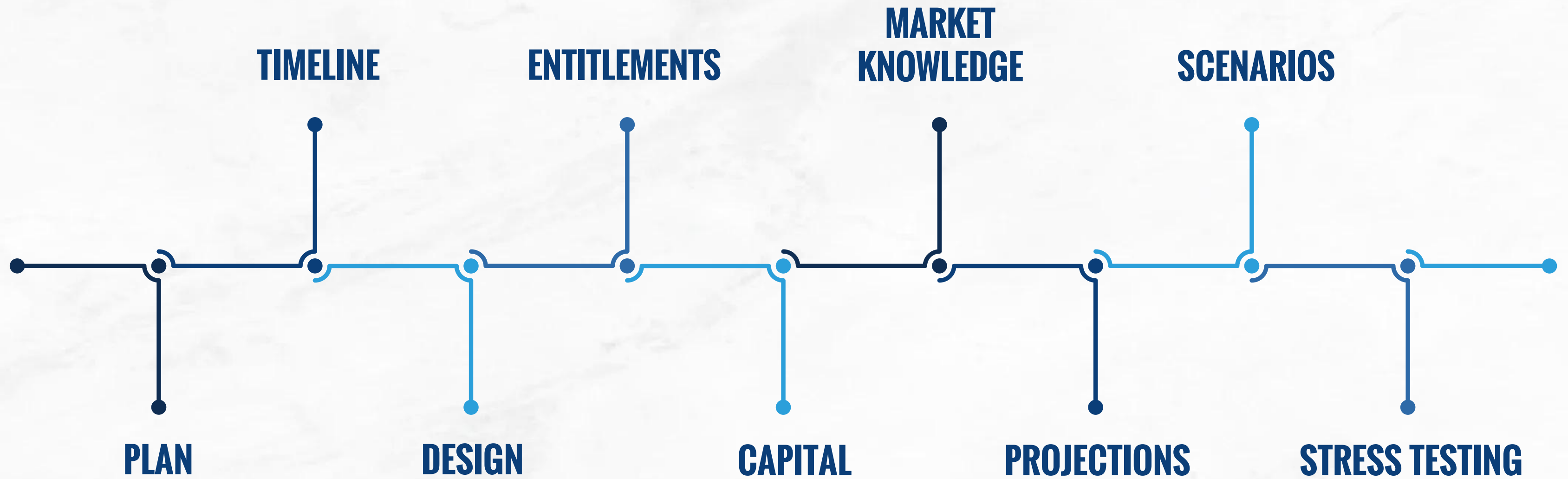




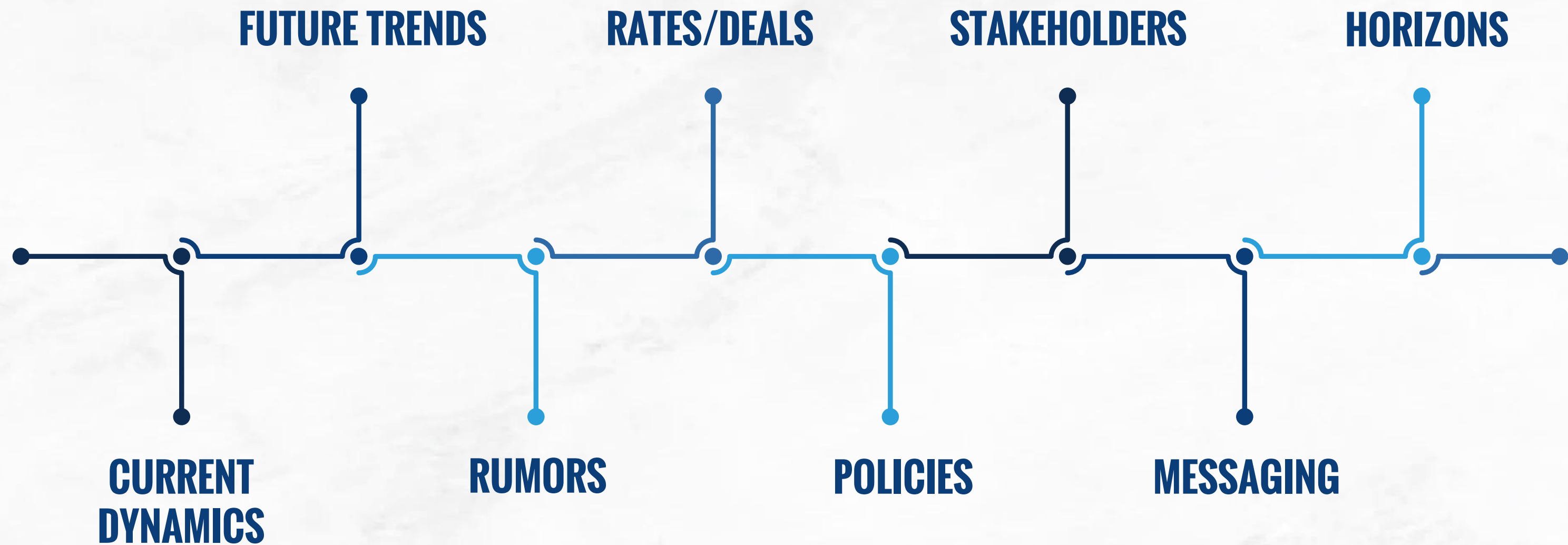
THE GOLDEN TRIANGLE



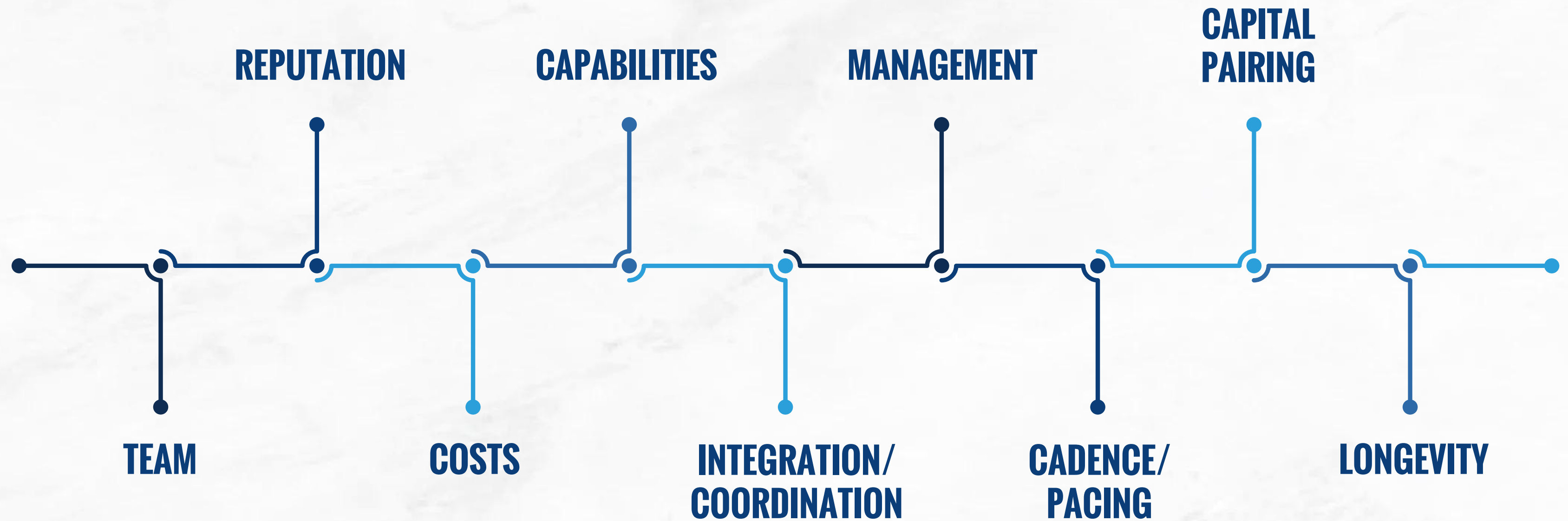
ASSET



MARKET



SPONSOR



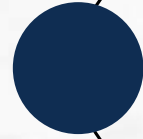


YOUR JOB: MANAGE THE ALIGNMENT OF THE THREE ELEMENTS

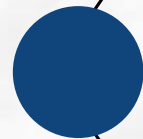
SKILLS REQUIRED



HOW DO I GET GOOD AT WHAT I DO?



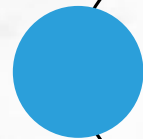
BUILD & CURATE YOUR INFORMATION FEED



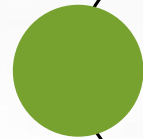
INDUSTRY TRADE INFORMATION



PARTICIPATE IN TRADE GROUPS LIKE **ULI**



READ BUSINESS PUBLICATIONS



PODCASTS & NEWSLETTERS

EYES ON THE PRIZE...

**DRIVE
PLACES
YOUR HAVE
HEARD
ABOUT**

**TRAIN
YOURSELF
TO
OBSERVE**

**VACATIONS
ARE
FIELDS
TRIPS**

LIFE OBSERVATIONS

Listen for the opportunity to fill a need, then act.

On your journey, there will be others that can use your help.

On your journey, listen to the voices in your circle. If they didn't care, they wouldn't share.

I believe people will help when you ask them. It's OK to ask them.

Don't think about how deep the water is. Just keep swimming.



START