

4. Member Principles

We hope that these guidelines create an atmosphere of trust and collaboration at meetings.

1. **OPEN, HONEST DIALOGUE:** Come to Council meetings ready to participate openly and honestly with specific, detailed information and experience from your current real estate practice.
2. **CONFIDENTIALITY:** Chatham House Rules are fully respected, and any knowledge shared with wider ULI membership is done so through publications that remove all confidential and sensitive information, names, and companies involved in the conversation, as well as with the permission of all involved in the Council. Violation of the above principle will result in immediate expulsion from your Council.
3. **REAL DEALS, REAL NUMBERS:** The key to truly valuable interaction between the Council members is the sharing of real deals and real numbers, successes, as well as lesson learned.
4. **RESPECT FOR OTHERS:** Help make discussions productive and high value by respecting the views and opinions of your fellow council members, even if you don't necessarily share them.
5. **NO SELF PROMOTION:** Councils members are all highly successful real estate professionals. Self-promotion and pitching will not add value for your fellow Council members. Keep your presentations and discussions aimed at delivering real take-home value for your peers, not your business.
6. **BE PRESENT:** It should go without saying that you cannot be fully engaged in your council while checking your emails. Councils will have breaks designed to allow members to check in and stay connected.
7. **ATTEND EVERY MEETING:** Of course, we recognise there will be exceptions to this but as a Council member you have been chosen for the value your unique background and experience brings to the Council. Missing a Council meeting therefore reduces the value for every member of your Council.
8. **HELP TO RECRUIT THE BRIGHTEST AND THE BEST:** You will often come into contact with new leaders and contacts in the industry who have exciting new products, ideas and best practice that would add value to your Council. Please work with your Council leadership and the ULI team to help them become future members of your Council, and future ambassadors and members of our global best practice organisation.
9. **PARTICIPATE IN ULI AND ULI LEADERSHIP:** Council members are expected to be active participants in ULI's mission of providing leadership in the responsible use of land and in creating and sustaining thriving communities worldwide. Your involvement in ULI provides excellent opportunities to network and to learn both within and beyond the boundaries of your industry segment.

5. ULI Staff

Your main point of contact will be:

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