

### What are Product Councils

A Product Council is a critical mass of ULI members who share an interest and involvement in a topic that is, or will be, highly relevant to the ULI mission. Participants are committed to:

- Meet routinely
- Share information/best practices
- Participate and collaborate in collegial and active

The structure of Product Councils is designed to engage members based on their expertise and passion within the land use industry. The goal is to create a topically focused, multidisciplinary group of senior level professionals involved in a specific facet of real estate who commit to meet on a regular basis, develop trusted connections, and share best practices.

ULI Philippines is putting together a Capital Markets Council (CMC), which provides a forum for information exchange among peers and explore drivers influencing substantive transactions and shares best practice solutions to foster a healthy and productive capital markets sector.

The CMC strives to create a topically focused, multidisciplinary group of senior professionals involved in Capital Markets – focusing on short-term and long-range trends and opportunities that surround financial markets and how they influence and transform the business of real estate investment.

### Member Expectations

**Confidentiality:** The foundation for open and honest sharing of detailed information and experience;

**Open, honest, specific information and experience:** Participate openly and honestly with specific, detailed information and experience from your current real estate practice;

**No self-promotion:** Presentations and discussions aimed at delivering real take home value;

**Recruit the best and the brightest:** Invite innovative leaders both ULI and non-ULI members as guests. Identify ways to continually add value to the conversation and make an impact in the community



### Application Process

- Applications forms are required to join the product council. Applicants will be notified of their status within a month of application
- Applications will be reviewed by the Council Co-Chairs and every effort will be made to achieve industry and gender diversity.
- Product council meetings are held annually in the Philippines. They are usually held in conjunction with major ULI Philippines events.

### Council Requirements

- All ULI Full Members from the Philippines are eligible.
- Each council is limited to 20 members.
- Council members must have more than 10 years of experience in real estate and/or land use.
- Upon acceptance, Council members must attend two of three consecutive meetings to retain their seat, or obtain an excused absence from the council chair. To the extent member misses two out of three sessions they may not be asked to renew their application.
- Participation and attendance are key to the success of the entire council.
- Council affiliation fees will be **PHP5000.00** per year. The fees will cover meeting space, breakfast and lunch for council days.
- Each council member will have the option to renew annually for three (3) years. After three (3) years, the council member will be asked to reapply.
- Every effort will be made to maintain professional, ethnic and gender diverse councils