

# Meet The Realogic Team



## ELLEN HAYES

*Senior Manager, Analysis/Diligence*

Years CRE Experience: 18+

As Senior Manager, Analysis/Diligence, Ellen Hayes provides a wide range of services to our CRE clients, including financial analysis and modeling, portfolio and asset financial management, due diligence support and underwriting assistance. In addition, Ellen oversees Realogic's training program, which includes classes in valuation and Excel® for commercial real estate, as well as valuation software training. An active member of the CRE

community, Ellen is a member of the Real Estate Finance Forum, an Honorary Member of Rho Epsilon, the student real estate association at the University of Illinois, Urbana-Champaign, and is an advisor to the annual Harold Eisenberg Real Estate Challenge. A graduate of the University of Illinois, Urbana-Champaign, Ellen has been with Realogic for her entire 18+ year career in commercial real estate.

## Q&A with Ellen

### 1. Where did you grow up?

Beverly, on Chicago's South Side. West of Western, as they say. I lived there until I graduated from college and moved out on my own. My family still lives in Beverly, in fact.

### 2. What first attracted you to the commercial real estate industry?

I majored in finance at the University of Illinois and took a few commercial real estate valuation classes, which introduced me to the industry. I was immediately drawn to it. To me, commercial real estate is fascinating. It's constantly evolving and the work is always challenging.

### 3. You've worked in CRE for nearly 20 years. How has the industry changed over time?

The pace of the industry has accelerated. Decisions are made more quickly. Transactions close faster. Deadlines are tighter. Overall, there's much more activity now than there was previously. Also, data is playing a more central role. Data has always been critical to CRE, but now there's more of it and it's better organized and more carefully analyzed than it was before.

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#### **4. What are the major trends you're seeing in CRE right now?**

Wellness initiatives in office and multi-family buildings — amenities like fitness centers and yoga classes — are very popular. So is the concept of community space — an area where employees or residents can gather to socialize or unwind. As far as technology, there are a lot of new real estate mobile apps out there now, and augmented and virtual reality are being used increasingly.

#### **5. Besides leading the training program, what else do you do at Realogic?**

I do quite a bit. I do financial modeling for our clients and support due diligence projects. I oversee some of our client relationships and help mentor some of our younger team members. I also do a lot of asset management work — not managing the day to day operations of buildings per se, but doing financial analysis and generating quarterly reports on behalf of our clients.

#### **6. What types of training does Realogic provide and who would benefit from it?**

We offer training in Excel® for commercial real estate, as well as classes in commercial real estate valuation and valuation software. Anyone working in or interested in commercial real estate finance will benefit from our training.

#### **7. Any advice for someone just starting out in the CRE industry?**

Yes. Network, network, network. There's a very vibrant commercial real estate scene out there, with lots of smart, interesting, experienced people. Try to meet and connect with as many of those people as possible. Also — and I can't emphasize this enough — learn Excel® until you know it in your sleep.

#### **8. You're teaching CRE classes at Roosevelt University and Northwestern University now. How did that come about?**

Interestingly, one of the real estate professors at Roosevelt took a training class at Realogic. We connected and he introduced me to others in the academic community. He eventually asked me to teach a class at Roosevelt and that led to me teaching at Northwestern and guest-lecturing at several colleges and universities, including the University of Chicago, the Wharton School and Dartmouth College.

#### **9. You're very active in the CRE community outside of work. What industry organizations are you involved with?**

I'm actively involved with the Real Estate Finance Forum (REEF), an organization that supports and empowers women in the commercial real estate industry and the local community. Through REEF, I volunteer for Deborah's Place, which works to secure housing and other resources for area homeless women. In addition, I volunteer for The Goldie Initiative, a program that raises funds for women pursuing an education in commercial real estate.

#### **10. What do you like to do for fun?**

I love live music and go to a lot of concerts. I'm a big fan of the band Phish and have probably seen 80 of their shows. I also enjoy a good glass of wine and good food.