

# NAIOP

COMMERCIAL REAL ESTATE  
DEVELOPMENT ASSOCIATION

SAN FRANCISCO BAY AREA CHAPTER

## 2022 ARGUS CERTIFICATION DIVERSITY SCHOLARSHIP

*Applications due April 30*



## ARGUS CERTIFICATION SCHOLARSHIP 2022

### Purpose

NAIOP San Francisco Bay Area Chapter is offering a scholarship program for ARGUS Enterprise\* Software Certification through the NAIOP Center for Education. This certification is often a required entry-level skill for commercial real estate analyst positions, particularly in asset management and acquisitions. It is our understanding that the high cost of obtaining this certification may create a barrier for otherwise qualified candidates who may not have the access or resources to obtain it.

Applications for the scholarship are accepted online.

**The deadline to apply is April 30, 2022.**

*\*ARGUS Enterprise is a widely used commercial real estate software for asset and portfolio management. This software enables organizations to project the performance of their commercial real estate assets throughout the investment lifecycle.*

NAIOP San Francisco Bay Area Chapter, the Commercial Real Estate Development Association, is the leading organization for commercial real estate developers, owners and related professionals in office, industrial and mixed-use real estate. The San Francisco Bay Area Chapter was founded in 1977 (originally as the Northern California Chapter) and today serves eight of the nine Bay Area Counties; San Francisco, Alameda, Contra Costa, Marin, Sonoma, Napa, San Mateo and Solano. The Chapter's membership is comprised of the Bay Area's leading owner/developers and a wide variety of service providers. The Chapter offers a full calendar of educational programs on topical issues as well as social and networking events for its 750+ members and guests.

### Eligibility

- ▶ Must be a woman or underrepresented minority
- ▶ Currently located in the San Francisco Bay Area (or plan to relocate to the area)
- ▶ Seeking or current employment in the real estate industry, especially in asset management or acquisitions

### Application Requirements

- ▶ Completed application form (either the online form or the following pages)
- ▶ Personal Statement about why you are pursuing a career in commercial real estate, where your interest lies within the commercial real estate industry, career plans, and how this scholarship would help you (600-750 words maximum)
- ▶ Resume
- ▶ Letter of recommendation/character reference (Optional)

### Scholarship Recipients will receive:

- ▶ Access to complete the NAIOP Center for Education's online on-demand ARGUS Software Certification (ASC) – Enterprise Bundle\* (valued at \$1,250).\*
- ▶ Participation in a welcome meeting and three-month check-in meeting with the scholarship committee to make introductions and build connections
- ▶ Upon receipt of the ARGUS Enterprise certification, pairing with an industry professional based on your career goals from the NAIOP San Francisco Bay Area membership for a mentorship meeting/informational interview.
- ▶ One year of NAIOP membership in the San Francisco Bay Area Chapter (up to \$850 value).
- ▶ An article featuring the scholarship recipients will appear in the NAIOP San Francisco Bay Area online monthly newsletter. Scholarship recipients will be profiled on the NAIOP SFBA website.

*\* Participants will have access to the course materials for three months. This package includes eight eLearning courses, Certification Manual (eBook), three-month Academic (Windows Compatible Only) ARGUS Enterprise License, Prep Exam and the ASC Exam. Upon successful completion of this exam, students will achieve certified status in ARGUS Enterprise. The certification is valid for two years and can be renewed by taking the recertification exam. The case study portion will be either, Office, Retail or Mixed-use (Office/Retail) property type.*

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*“The ARGUS Diversity Scholarship program provided me the opportunity to diversify my skillset as an analyst within my company. The online course provided me with a solid theoretical and practical understanding of the ARGUS software, which has allowed me to take on more responsibilities in building detailed cash flow forecasts and identifying risks within my firm’s investments. This program has also connected me with a mentor in my field and allowed me to build my professional network by attending in-person events.”*

*- Joan Hu, Blue Rise Ventures*

## Application Form

### Personal Information:

First Name: \_\_\_\_\_

Last Name: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Address Line 1: \_\_\_\_\_

Address Line 2: \_\_\_\_\_

City: \_\_\_\_\_ State/Prov: \_\_\_\_\_

Zip/Postal Code: \_\_\_\_\_

Are you a NAIOP member?

☐ Yes

☐ No

(If member) NAIOP Member ID#: \_\_\_\_\_

### Demographics:

Gender:

☐ Male

☐ Female

☐ Non-Binary

☐ Prefer not to respond

(Optional) Do you identify as LGBTQ+?

☐ Yes

☐ No

☐ Prefer not to respond

Racial/Ethnic Background (Check all that apply):

☐ African-American/Black

☐ Native American/Alaskan Native/Indigenous Peoples In Canada

☐ Asian

☐ Southeast Asian

☐ Middle Eastern

☐ Pacific Islander

☐ Hispanic/Latino

☐ Caucasian/White (Non-Hispanic)

☐ Other: \_\_\_\_\_

## ARGUS CERTIFICATION SCHOLARSHIP 2022

Age:

- ☐ Under age 21
- ☐ 21-25
- ☐ 25-30
- ☐ 31-35
- ☐ 36-40
- ☐ Over age 40

School or Employment Information:

Primary Employment Status:

- ☐ Full-Time Student
- ☐ Part-Time Student
- ☐ Employed Full-Time
- ☐ Employed Part-Time
- ☐ Seeking Employment

Name of your college/university:\_\_\_\_\_

City & State:\_\_\_\_\_

Degree:\_\_\_\_\_

Date degree awarded or expected:\_\_\_\_\_

(Optional) Additional degrees earned:\_\_\_\_\_

Title:\_\_\_\_\_

Company/Firm:\_\_\_\_\_

Personal Statement:

(600 – 750 words) Please provide a personal statement expressing the reason for your interest in this scholarship and consider addressing the following:

- What are your professional goals? Describe your interest in pursuing a career in commercial real estate; specify where your interest lies within the commercial real estate industry and your career plans.
- How will winning this scholarship assist you in attaining those professional goals?

Upload Documents:

- ☐ Resume
- ☐ Letter of Recommendation/Character Reference (Optional)

Applicant Agreement:

- ☐ I certify that all of the information provided in this application and any attached documents is true and correct. I agree that should any falsehoods be discovered I will be automatically ineligible to receive the scholarship.

## Sample Letter of Recommendation

[On Company Letterhead]

[Date]

NAIOP San Francisco Bay Area Chapter  
575 Market St. Suite 400  
San Francisco, CA 94105

Dear Scholarship Selection Committee:

I am pleased to support [Applicant name]'s application for the NAIOP SFBA ARGUS Scholarship Program.

Body of letter:

- Identify the candidate by name and your relationship with the candidate (immediate supervisor or manager, professor or instructor, personal character reference, etc.)
- Why you're recommending them –
  - Provide details of situations in which you observed the individual and his/her/their competencies
  - Outline skills and knowledge that you are certain will help him/her/them succeed in the program

Completed letters must be submitted in one of the following ways:

- Uploaded in PDF format through the application site at <https://naiopsfba.org/resources/diversity-in-cre/argus-certification-diversity-scholarship/>
- Sent via email to [admin@naiopsfba.org](mailto:admin@naiopsfba.org) by April 30, 2022