

2027 Transforming Neighborhoods Information and Application Preview

Transforming Neighborhoods: Help Your Community Solve a Challenging Real Estate Problem

Today's neighborhoods—challenged by declining housing stock and affordability, natural disasters and commercial disinvestment – need comprehensive, expert and action-oriented solutions.

- Does your community need help with downtown/neighborhood/community revitalization, corridor reimagining, or economic development?
- Are you aware of a brownfield or publicly owned former retail center, school, hospital, or large vacant property in your market which needs an innovative reuse strategy?
- Is your community recovering from a large-scale natural disaster?

Through Transforming Neighborhoods, the National Association of REALTORS® is pleased to collaborate with The Counselors of Real Estate® (CRE) Consulting Corps to provide analysis, strategies and actionable recommendations to solve today's top-of-mind real estate challenges in partnership with local REALTOR® associations and key public and private stakeholders.

Established in 1953, The Counselors of Real Estate® (CRE), an affiliate of NAR, is an international consortium of credentialed real estate problem solvers who provide expert advice on complex real property and land-related matters. The CRE® Consulting Corps, a public service initiative created by The Counselors of Real Estate®, provides strategic real estate guidance to challenges presented by nonprofit or government entities. Recommendations incorporate market realities, financial structuring, development options, and portfolio assistance.

The project must be referred to by a local REALTOR® association in collaboration with key public and private stakeholders. While each engagement is tailored to the needs identified by the local REALTOR® association applicant, it is important to note three critical points:

- Each engagement requires active participation and support of the local REALTOR® Association (identify stakeholders, introduce stakeholders to the project, schedule stakeholder meetings, provide/arrange on-site tour).
- Each engagement requires the active participation and support of local governmental staff and officials (identify stakeholders, participate in stakeholder meetings, provide relevant data).
- Observations and recommendations offered will be based on the CRE® Consulting Corps' independent, unbiased assessment of what it perceives is needed given the unique challenges facing the particular community.

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CONTACT INFORMATION

- Name of REALTOR® Association (Applicant):
- Name of Individual Submitting Application:
- Title of Individual Submitting Application:
- Phone Number:
- E-mail Address:
- Association Size:
- Address:
- Public Partner Entity:
- Public Partner Point Person:
- Population of the city/town in which the project is located:

Briefly respond to the following questions.

1. Provide a project title.
2. Identify the focus area. Provide neighborhood name or property address (if site specific).
 - a. Upload map with property/neighborhood/focus area indicated. Upload Map
3. Description and Importance to the Community. Describe the challenge or property/neighborhood with which you would like assistance. Please state the scope and scale of the problem. Discuss relevant context or economic conditions or trends affecting the situation or contributing to the problem.
4. Type of Project (Indicate all that apply)
 - a. Housing
 - b. Commercial
 - c. Downtown or neighborhood or corridor revitalization
 - d. Economic development
 - e. Redevelopment or adaptive reuse
 - f. Policy
 - g. Property-specific (publicly owned preferred)
 - h. Portfolio
 - i. Brownfield redevelopment
 - j. Land conservation or open space protection
 - k. Sustainable/resilient real estate (e.g. in response to extreme weather)
 - l. Other
5. Include a brief history of the focus area and describe current activities and future development plans, both public and private. Describe how this project will build on past efforts or advance current work underway. Please provide information about prior efforts to develop or redevelop this site/neighborhood, including a summary as to why such efforts were unsuccessful.
6. If this project is focused on a particular site, please identify the owner and describe the owner's engagement in this project. Indicate if the owner is a government entity or private individual/organization. If the property is privately owned, explain the public benefit of this

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proposed project and describe owner's interest in participating in the Transforming Neighborhoods program.

7. Desired Outcome: Discuss what the community hopes to gain from CRE® Consulting Corps assistance. How would you define success?
8. Provide a brief description of your Association with regards to this initiative. Do you have a committee or working group focused on this issue? Have you held other events or discussions addressing this issue?
9. What role does the property or issue play in achieving your organizational objectives and the local government's objectives for the community?
10. Indicate specific stakeholders involved in this project (e.g., public officials, government departments, private-sector leaders, owners of key focus-area property, etc.) and describe their role in the effort.
11. What other information would you like to share?
12. Do you agree to participate in a pre-selection virtual meeting with REALTOR association AE and key stakeholder(s)?

Does your association have a neighborhood, corridor, downtown, or redevelopment challenge in your community that could benefit from expert guidance? Let's explore whether a Transforming Neighborhoods assessment with the CRE® Consulting Corps could help identify a path forward. Reach out to Samantha DeKoven, Director of Public Service Initiatives at The Counselors of Real Estate, sdekoven@cre.org or Christine Windle, Director, Community Development Advocacy, cwindle@nar.realtor to discuss.