

Chair in Real Estate

The real estate industry ‘hides in plain sight’. It is evident everywhere we live, work, shop or play: the real estate industry includes residential buildings, office buildings, manufacturing buildings or warehouses and retail space. Yet the business is not widely studied in Canada and, for that reason, its role is often misunderstood.

The College of Business and Economics (CBE) is looking to raise \$3M to establish an endowed Chair in Real Estate.

Impact Statement:

The real estate industry is well established but many fundamental questions are unexplored. Many current social issues like urban sprawl, sustainability, changes in the work places due to globalization and technological change, the evolving role of cities as engines of growth and as active policy-makers involve solutions, which are location-specific. Few people in Canada have the kind of holistic perspective to understand the innovative and practical business insights of the real estate industry.

The real estate group at Guelph has a long tradition of hiring people who quickly make an impact. Guelph was recently ranked as one of the top places for research in real estate in the world (Journal of Real Estate Literature, 2016), with only three faculty focusing on real estate currently. Increasing that number would quickly increase the quantity of our teaching, research output, its range and its impact.



Goals:

CBE is striving to be a thought leader for issues of concern to the real estate industry. These issues include real estate investment analysis and risk assessment, sustainability, land use, long term planning/risk management and others.

A new Chair will consolidate the real estate program’s position in the teaching, research and scholarship associated with the Canadian and global real estate industry.

The Chair in Real Estate will:

- Lead the Real Estate Centre in Education and Research
- Expand research expertise
- Conduct outreach and knowledge transfer activities with all stakeholders
- Further develop academic real estate programming
- Advise graduate students

Learn more at alumni.uoguelph.ca/funding-priorities or contact alumni@uoguelph.ca