

To our colleagues in commercial real estate -

The waves of social activism and justice reforms sweeping across America are touching every aspect of our lives in a long-overdue movement that feels monumental, yet fragile. For each of us, as executives in the commercial real estate industry, the companies we lead and the built environments that we manage must be the setting for a more hopeful and inclusive future. But how do we drive lasting change, and how do we get there in a timely way?

We cannot tackle these two pressing questions without the humility to accept that none of us alone have all the solutions at our immediate grasps. The pandemic forced us to reach out for help across competitive lines and to collaborate as an industry to access a collective source of wisdom, and in that experience lies the same approach that is needed to meaningfully address diversity, equity and inclusion (DEI) in commercial real estate. In short, we need the best ideas to *Rise* from wherever they originate and exist to become actionable blueprints for us all to elevate our respective efforts and accelerate the pace of progress.

In partnership with Bisnow, we are pleased to support the establishment of the ***Bisnow RISE Initiative***, an annual honoree program dedicated to recognizing excellence in DEI, but with a distinct mission. The ***Bisnow RISE Initiative*** is a showcase for the most successful and proven DEI initiatives in our industry, enabling companies and organizations to learn from one another and to draw on the best ideas to help advance and complement their own DEI missions. In that spirit, our collective DEI efforts will culminate early next year in an inaugural honoree presentation and event in partnership with the Council for Urban Real Estate (CURE) to be held in March 2022 in New York City. In response to the ***Bisnow Rise Initiative's*** industry-wide call to nominate and submit successful DEI initiatives, an esteemed judging panel of diverse leaders from media, industry, academia and the not-for-profit sector will adjudicate submissions and highlight the exceptional ideas that are delivering progress and tangible advances.

This letter is our open and urgent call for ideas that successfully dismantle barriers that disproportionately affect Black, Latinx, Asian, LGBTQ+ and other under-represented communities, and replace them with more permanent pathways for equal opportunity and growth.

Join us in this collective effort of the commercial real estate industry by submitting your successful DEI ideas for the [Bisnow Rise Initiative](https://riseinitiative.bisnow.com).

Thank you,

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