

CREW



NETWORK

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**NEWS RELEASE**  
For Immediate Release

## **Networking Rated as Most Important Skill for Surviving Economic Crisis, According to Survey by Commercial Real Estate Women (CREW) Network**

**Lawrence, KS – October 10, 2008** – Networking – building and growing a group of professional contacts who provide business leads, professional advice and employment opportunities, was viewed as the most important skill to surviving the economic crisis, according to a survey by Commercial Real Estate Women (CREW) Network.

“During times such as these, the value of knowing as many people as possible in your market, and in your industry, and with whom you can depend on for leads and for information cannot be overstated,” said Lynny Osenbaugh, 2008 President of CREW Network.

The survey of mid-level and senior level professional women in commercial real estate was conducted during the first two weeks of September 2008.

In the survey, roughly 20 percent of the respondents cited networking skills –more than any other -- as critical to their success given the current state of the commercial real estate market.

In addition, roughly half the respondents felt that the tight credit environment would improve in the next 12 months, while 25 percent reported that conditions would improve within the next 24 months. The survey was conducted prior to the October passage of the Emergency Economic Stabilization Act of 2008.

When asked which sector of the commercial real estate market would recover first, 38 percent reported multi-family; 24 percent reported office; 22 percent reported industrial and 15 percent reported retail.

The southeast was rated as the region of the country likely to recover earliest, followed by the southwest/southern California.

**The mission of CREW Network** ([www.crewnetwork.org](http://www.crewnetwork.org)) is to advance the success of women in commercial real estate. CREW does this by looking outward to bring more women into the industry, showcasing member successes and serving as a key resource to its members and the industry. CREW Network members represent all disciplines of commercial real estate — every type of expert required to “do the deal.” Members comprise more than 8,000 commercial real estate professionals in 66 chapters across North America.

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