



The Leading Alumni Network of Real Estate Professionals

The WREAA Mission

The Wisconsin Real Estate Alumni Association, Inc. (WREAA) was founded in 1979 as a non-profit, charitable 501 (C) (3) organization. The organization serves as a vital link between the University of Wisconsin Madison Real Estate Program, students and alumni of the real estate program and the real estate industry. Goals of the WREAA are based on its three-part mission:

- To support the University of Wisconsin-Madison real estate program in order to preserve and promote its image and standing within the academic and business communities, and enhance career and business opportunities of its graduates.
- To provide a forum in which members and affiliates can network and interact for business, social, employment and educational opportunities and activities.
- To preserve, promote and support the philosophy of the Wisconsin Tradition in real estate education.

Advancing Our Mission

- Maintain an alliance with the UW Real Estate Department and Graaskamp Center to foster awareness of the top ranked UW Real Estate and Urban Land Economics Program.
 - ❖ Publish electronic newsletters (eight times each year).
 - ❖ Publish printed editions of the *Equity Kicker* newsletter (biannually).
 - ❖ Promote WREAA, UW Real Estate Program and Graaskamp Center events.
 - ❖ Maintain an interactive website and social media presence via LinkedIn and Facebook.
- Strengthen connections among 2,000 alumni, students and friends of the UW Real Estate and Urban Land Economics Program.
 - ❖ Sponsor an annual industry conference addressing current issues and emerging trends.
 - ❖ Host networking and educational programs in local regions (more than 40 annually).
 - ❖ Host hospitality suites at international industry conferences like ULI, ICSC and MBA.
 - ❖ Maintain a web-based online membership directory.
 - ❖ Publish and distribute a printed membership directory annually.
- Collaborate with the UW Real Estate Program to develop resources that will enrich program offerings and contribute to the shaping of future industry leaders.
 - ❖ Provide financial support of Department initiatives, such as case competitions, enhanced program offerings, etc.
 - ❖ Provide scholarship assistance for real estate students.
 - ❖ Work with students in planning and funding student field trips to WREAA regions.
 - ❖ Host student orientation and graduation events.
 - ❖ Promote the UW Real Estate Mentorship Program.
 - ❖ Maintain a Career Center for use by alumni, affiliate and student members.
 - ❖ Promote the Wisconsin Connection Fund to generate needed resources.

Membership by Industry Sector

