WOMEN LEADERS IN REAL ESTATE

2016-2020 Strategic Plan
INTRODUCTION

As a part of ULI organization in Turkey, an Advisory Board of Woman Leaders in Real Estate has been established in 2016, with contributions of leading directresses in real estate industry for the purpose of determination of complications and needs of women working in real estate industry and development of concrete and feasible solution suggestions. The Advisory Board will revise and affirm its strategy on an annual basis and establish a work plan for the upcoming year.
MISSION AND OBJECTIVES

The mission of Woman Leaders in Real Estate is to increase the number of women employees and women leaders in the real estate industry and to enhance their efficiency and presence.

“Woman Leadership in Real Estate” refers to women leading for themselves, their professional life, their colleagues and companies maintaining a work/life balance.

2020 VISION

The 2020 vision of ULI Woman Leaders in Real Estate is to comprehend the needs of women employees in the industry and to create a platform of collaboration to address such needs. Women Leaders aspire for a future state in which visibility and representation of women in the industry is raised via various platforms. To achieve this vision, the following objectives and action steps are determined:

1. Analysis of status and needs of women employees in all fields of real estate industry

Action:

  - A survey is planned to be conducted in 2016. After analysis and reporting of survey results, if and when required, meetings will be organized with women working in selected companies.

2. Motivating the presence of women and supporting the increase of the number of woman leaders in the real estate industry.

Action:

Information and Awareness

  - Use of social media tools and channels;
  - Publishing and distributing reports about panels and other relevant activities;
  - Conducting video, interview and promotional activities by using mass media and communication means in order to enhance women career and visibility in the industry.

Communication
o Connecting to the public administration (Ministry of Labor and Social Security, Ministry of Family and Social Policies);
o Connecting to the private sector (Boards of Directors and Human Resources Departments of the industry leader companies);
o Connecting to the non-governmental organizations;
o Connecting to the national media;
o Connecting to other women’s associations (WLI, Turkish Women International Network, Kagider [Women Entrepreneurs Association of Turkey], etc.);
o Connecting to the universities (career days, student clubs, etc.); and
o Reporting the experiences of sample firms through case studies to other firms in the real estate industry (Supporting sustainable career planning initiatives for women, and creating awareness for offering flexible working hours as well as half-time working alternatives to women, who come back to work after maternity leave, etc.).

3. Supporting the career development and enhancing presence and efficiency of women working in the real estate industry

Action:

Education and Organization

o Offering various trainings addressing the demand and needs;
o Organizing panels and conferences for enhancement of presence and efficiency of women in the industry;
o Communicating with organization committees so as to encourage representation of women in all platforms, particularly industry related conferences and panels; and
o Seeking out the possibility of free entrance of the selected woman leaders to the industrial conferences (ULI Paris, ULI Turkey, GYODER, AYD, etc.).

Mentorship

o Introducing a Mentorship Program wherein women leaders experienced in their own fields mentor women employees who are in need of such professional guidance.

GOVERNANCE

Advisory Board of ULI Women Leaders in Real Estate for 2016/2017:

1. Pınar Ersin Kollu
2. Ayşe Hasol Erktin
3. Neşecan Çekici
4. Didem Erendil
5. Buket Hayretci
MEETINGS

The Advisory Board meets on the second Friday of every month. Meeting agenda is sent to participants prior to the meeting.

MEMBERSHIP

Members of the Advisory Board are required to participate in at least half of the meetings organized in a calendar year. New members may also be invited to the Board by unanimous vote of participants of an Advisory Board meeting.

2016/2017 WORK PLAN

<table>
<thead>
<tr>
<th>TASK</th>
<th>DEADLINE</th>
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<tbody>
<tr>
<td>Creation of WL web page under ULI Turkey link</td>
<td>15.12.2016</td>
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<tr>
<td>Initial contacts with the companies in the database</td>
<td>16.12.2016</td>
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<tr>
<td>Sending out and follow-up of the surveys</td>
<td>Jan-Feb 2017</td>
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<tr>
<td>Analysis of the survey results and reporting</td>
<td>March 2017</td>
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<tr>
<td>Announcement of the report / Press Conference, Presentation and Panel</td>
<td>April 2017</td>
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