CLEMSON UNIVERSITY
MASTER OF REAL ESTATE DEVELOPMENT PROGRAM
CREATING CHAMPIONS OF RESPONSIBLE DEVELOPMENT
The complexities and dynamics of today’s real estate industry demand professionals who view themselves as stewards of the world’s fragile resources and who believe in responsible land use.

The Clemson MRED program recognizes that responsible development is vital to success within the real estate industry.

Graduates of the Clemson MRED program enter the industry with the building blocks to become champions of responsible development and sustainable growth, within the context of economic feasibility and value creation.

The Clemson MRED program closely follows the principles of the Urban Land Institute, which believes that development is a public-private partnership and that quality development requires integrating the perspectives of community, environment and economics.

“We have a terrific Advancement Board comprised of key real estate related professionals who provide counsel to the program and actively engage with the students. We provide support by participating on regional trips to Atlanta, Charlotte and other major markets. Our board is actively involved in raising fellowship funds for selected students. Members serve as mentors, provide network support for internships and permanent job placement, offer guidance on professional etiquette, networking, and general career advice. The Board is a valuable resource, assisting you in your next steps toward an exciting career in real estate.”

John S. Whitaker
Managing Director, AIG Global Real Estate Investment Corp, Atlanta, Ga.
President, Clemson Advancement Board for Real Estate Development

“I am proud to be a part of this Clemson initiative to educate future generations of developers — whether in the private, public or non-profit sectors. The program creates entrepreneurs with the skills to craft livable communities that are economically and environmentally sustainable.”

Harry H. Frampton, III
Past Chairman, Urban Land Institute
Managing Principal, East West Partners, Vail Valley
Alumnus and Past Chairman, Clemson University Foundation
DYNAMIC PROGRAM
LOCATION

In the heart of the Southeast, our location serves as an excellent student laboratory, emphasizing thorough knowledge of mixed-use, infill and master-planned communities. Clemson is located in the Upstate region of South Carolina, a dynamic metro area of 1.4 million people (Greenville-Spartanburg) between the two major markets of Atlanta and Charlotte on the I-85 Innovation Corridor. It is within several hours’ drive of various development types and issues, including coastal S.C. with Myrtle Beach, Kiawah Island, Charleston and Hilton Head Island; Savannah, Ga.; as well as the lakes and mountains of North and South Carolina.

Clemson MRED program has the distinct advantage of being in the middle of the hottest real estate development area for creative thinkers, millennials, trendsetters, finance centers and for baby boomers seeking destination, resort and/or retirement real estate options. Approximately one-third of the nation’s new urbanist communities are in Greenville’s native Southeast, and superb examples of mixed-use development and redevelopment abound here.

Students are able to examine premier examples of new suburban development, central city development, neo-traditional development/new urbanism, historic preservation/restoration and master-planned/resort developments.

GREENVILLE

The Clemson MRED program is headquartered in the Greenville ONE Building at 1 North Main Street, a premier mixed-use 400,000 square foot complex developed in 2013 in the heart of downtown Greenville. The program has joined other business graduate programs in the ONE Building, occupying 70,000 square feet on four floors, including a 4,000 square foot rooftop garden overlooking Main Street, used for social events and student enjoyment. In addition to the green roof, the mixed use building has ground level upscale retail and restaurants, and it is adjacent to a hotel and civic plaza. The classrooms, offices, study and breakout areas, and a MRED library and conference room are state of the art.

From a revitalized downtown ranked among “America’s Ten Best” by Forbes Magazine to the one-of-a-kind Liberty Bridge, downtown Greenville offers quaint shops, boutiques and 100 fabulous restaurants, as well as a world-class collection of museums, galleries and theaters. Less than 30 minutes from some of the most beautiful lakes, rivers and mountains in the world, Greenville is everything they say it is and more.

With more than 250 international firms, the Upstate boasts the highest international investment per capita in the nation. Greenville is home to national and international corporations such as Fluor, Hubbell Lighting and Michelin North America with BMW Manufacturing Co. located nearby.

US News and World Report ranked Clemson as the 20th best national public university. Recently, Clemson was recognized by the Princeton Review as one of a few select American universities as a “Campus with a Conscience” for its work in community service. MRED students benefit by being part of a friendly student body, welcoming faculty and an environment that embraces diversity and learning. Clemson University is a close knit community that possesses a love of winning — in academics, in athletics and in life.
REQUIREMENTS

- The program is a full-time, 57-credit, two year professional program. Sixty credits are required for students with no previous degree background and previous coursework in the field.
- The program requires a 10-week summer internship with a real estate business anywhere in the world.
- A ten-day South Carolina Coastal Real Estate Development Field Tour (Minimester) is required in May.

INVESTMENT

- Tuition is the same in the second year as in the entering year. This includes tuition for the Minimester class and the summer internship.
- The program requires a 10-week summer internship with a real estate business anywhere in the world.
- A ten-day South Carolina Coastal Real Estate Development Field Tour (Minimester) is required in May.
- Tuition is subject to Board of Trustee approval and compliance with all applicable laws and regulations.

FACULTY

- Academic faculty have substantial professional experience, and several class lecturer-instructors are leading real estate professionals from the 1.4 million-person Greenville area. The faculty is very active with the real estate development community, recruiting industry leaders to participate as guest lecturers.

BECOMING A VALUABLE ASSET

Clemson’s two-year, full-time MRED program creates future development entrepreneurs who will produce innovative, quality projects respecting environmental and economic sustainability, design excellence and financial feasibility within the risk-reward framework. The MRED program focuses on promoting an entire vision for a community through sustainable design, creative financing methods, place making and healthy communities.

The MRED degree is jointly offered by the Department of Planning, Development and Preservation in the College of Architecture, Arts and Humanities, and the School of Accountancy and Finance in the College of Business and Behavioral Science. The program’s joint degree blends together six disciplines designed to balance theoretical applications with real world relevance. Students are offered what typical MBA real estate specializations include — and so much more, with every course focused on real estate. This interdisciplinary approach ensures that Clemson MRED graduates become visionaries who guide the multiple perspectives that converge during the development and building process.

SIX DISCIPLINES of the CLEMSON MRED PROGRAM

1. REAL ESTATE DEVELOPMENT
2. MBA/FINANCE
3. CITY AND REGIONAL PLANNING
4. LAW
5. ARCHITECTURE
6. CONSTRUCTION SCIENCE AND MANAGEMENT

“Clemson MRED student is an innovator who will dramatically shape the future of the industry. We want each student to become a visionary who serves as a crafts-person and designer of neighborhoods and community development — someone who recognizes the role of the developer in guiding the different aspects of creating the built environment — political, economic, physical, environmental, legal and sociological parameters. We want our students to become great place makers — not just builders of projects.”

Dr. Terry Farris, CRE — Founder, Clemson MRED Program
ON-SITE WEEKLY REAL ESTATE SEMINAR
ROUNDTABLES — The second semester brings students together with real estate professionals through on-site or video conference sessions on cutting-edge projects and industry issues from around the country and the world.

CAPSTONE CLASSES — Two classes on commercial and residential community development pit competitive Clemson MRED student teams against each other to prepare a detailed feasibility analysis and proposal for real development sites in conjunction with developers in South Carolina, Charlotte or the Atlanta region. Professional juries evaluate the proposal presentations.

CHARLES FRASER VISITING ASSOCIATES AND LECTURE SERIES — The series honors the legacy of Charles Fraser, founder of modern-day Hilton Head Island and a visionary of master planned communities. Each year brings a special guest speaker for current real estate development trends. Former speakers have included past Chairman and Trustees of the Urban Land Institute, Harry H. Frampton III, Managing Partner, East West Partners; James J. Chaffin, Jr., Chairman, Chaffin/Light; Ron Terwilliger, Chairman Emeritus of Trammell Crow Residential Company; and Peter Rummell, former CEO of the Disney Development Co. and St. Joe Co.; and Diana Pernar, President of Pernar Associates.

THE CLEMSON STUDENT REAL ESTATE ASSOCIATION — The association works to sponsor students’ participation in state and national conferences while also providing opportunities for exposure to real estate activities, networking with professionals of all disciplines and learning about real estate and development trends. In addition, the association sponsors social activities for MRED students to build camaraderie.

GUEST SPEAKERS — Speakers include leading real estate professionals from the 1.4 million-person Greenville area, as well as regional speakers who are very active with the real estate development community.

THE CLEMSON MRED PROGRAM IS ACTIVELY INVOLVED WITH MANY REGIONAL AND NATIONAL ORGANIZATIONS INCLUDING:

- URBAN LAND INSTITUTE (ULI)
- NATIONAL ASSOCIATION OF HOME BUILDERS (NAHB)
- INTERNATIONAL COUNCIL OF SHOPPING CENTERS (ICSC)
- NATIONAL ASSOCIATION OF INDUSTRIAL AND OFFICE PARKS (NAIOP)
- SOCIETY OF INDUSTRIAL AND OFFICE REALTORS (SIOR)
- CERTIFIED COMMERCIAL INVESTMENT MEMBER (CCIM)
- COUNSELORS OF REAL ESTATE
- U.S. GREEN BUILDING COUNCIL (USGBC)

TRAVEL

S.C. COAST — Ten days in May from Myrtle Beach to Charleston to Hilton Head Island and Savannah, Ga. During this trip, students study some of the nation’s premier resort, retail, office, hotel, historic, mixed-use, golf, master-planned and new urbanist communities.

ATLANTA AND CHARLOTTE — Extended trips to Atlanta and Charlotte are also a routine part of the curriculum, visiting best practice developments and meeting the real estate community.

FALL ULI CONFERENCE — Students will have access to over 8,000 development leaders for five days at Fall ULI conferences that take place in major cities like Miami Beach, San Francisco, Washington, D.C., New York City, Las Vegas, Chicago, Denver and Los Angeles. The environment is energizing; the experience is invaluable. Students come away from this intense five day conference with industry insight and valuable connections.

IMMERSION LEARNING

We believe knowledge cannot be bound by a classroom or individual area of concentration. Clemson MRED students travel more than 30 days to visit current development projects and professionals in the surrounding Southeastern states as well as major US cities as a living, breathing classroom for the ultimate immersion learning experience.
YOUR FUTURE

The MRED program provides placement assistance through program networks and contacts. In addition, we provide business etiquette counseling, resume review, job search strategies, interview techniques, salary negotiations and job acceptance advice. The program also prepares a Student Biography booklet that is sent to employers.

Clemson MRED students have landed summer internships with an array of firms including East West Partners, Chaffin/Light, Forest City Enterprises, Marriott International, CB Richard Ellis, Colliers International, Struever Bros. Eccles & Rouse, Burroughs & Chapin, Crescent Communities, Daniel Island Co., EDENS and many others nationally and internationally. We believe internships are vital in preparing our students to be industry leaders.

Our graduates have obtained excellent permanent positions typically as Development Associates or Senior Analysts with such firms as Forest City Enterprises, CBL & Associates Properties, Cushman & Wakefield, Novare Group, CBRE, Jones Lang LaSalle, Marcus and Millichap, Essex Property Trust, Wells Fargo, Ernst and Young, Greystar, Avalon Bay, and HealthCare REIT. Alumni are located in 48 metro areas in 25 states and South Korea.

Our growing alumni association is already paying dividends for networking and job opportunities. Furthermore, our development and industry professionals on our Advancement Board assist in identifying future employment and internship opportunities. The MRED’s faculty is diverse and dedicated, using their expertise and experience to mentor students and help put them in front of the industry professionals who may help guide their career.

MRED CHARACTER

In addition to learning about responsible and economically viable development, MRED students also work to create healthy communities. Through various community service initiatives within the local community and in the state of S.C., Clemson MRED students learn the importance of giving back to communities. Students help with projects like Habitat for Humanity, Clemson Community Care and Hands on Greenville, as well as their own personal contributions of service in other areas. Understanding and identifying community needs helps our students become stewards of their communities and the people living in them.

“A core value of the MRED Program is giving back to the community. The most successful real estate professionals are generous with their time and resources towards community and service organizations. We place a strong emphasis upon volunteer and community service with our students so they’ll be well-balanced and continue giving back throughout their career.”

Dr. Robert Benedict — Director, MRED Program
THE CLEMSON MRED CANDIDATE

Clemson MRED students come from a broad range of undergraduate disciplines such as architecture, business, finance, civil engineering, urban affairs/planning, landscape architecture, construction science and management, economics, geography, environmental science, social sciences, accounting and marketing. In our first 11 years, the program has attracted 177 students from 33 states, South Korea, China and Jamaica, and from 79 collegiate institutions. 145 alumni are employed in 25 states (48 MSAs) and South Korea. Student ages have ranged from 20 to 50 when admitted. Thirty percent have design/construction undergrad degrees, 46 percent from business/finance and 24 percent from planning/government/social science. All have some level of prior real estate experience. No specific bachelor’s degree is required, although priority is given to those from related disciplines.

We have a strict selection process that requires students to demonstrate exceptional track records in undergraduate study, work experience and leadership endeavors. To maintain the personal scale of the program, entering classes are kept to fewer than 20 students per year.

Our students bring varied backgrounds and experiences with them when they embark on their MRED career. We believe that diversity enhances each graduating class and serves to guarantee a rich and varied group of individuals primed to excel in the real estate development industry.
APPLICATION PROCESS

Prospective students should apply online at
www.grad.clemson.edu/admission.php

- Application Deadline: February 15 for first round admissions*
- Admission is allowed only in the fall semester.
- Admission is based on:
  1. Either GMAT or GRE scores
  2. Three letters of recommendation
  3. Unofficial transcript (a GPA of at least 3.0 on a 4.0 scale is preferred) and academic background
  4. Resume
  5. Personal statement of objectives (600-1000 words) and work experience (if applicable)
  6. Work experience (including internships) is preferred, but not required
  7. Applicants are required to have a personal on-site interview or a Skype interview.
- International students are expected to have exceptional TOEFL scores complementing the GMAT or GRE as well as a required Skype interview.

We invite you to learn more by visiting our new downtown Greenville facilities for an interview and personal tour. Additional information can be found at www.clemson.edu/mred or by emailing ClemsonMRED@lists.clemson.edu.

*Later applications are received on a rolling basis and may be accepted based on merit and available openings.

FROM OUR ALUMNI

"Clemson’s unique interdisciplinary program, coupled with a talented professor base and real world application of real estate best practices truly sets itself apart from other Real Estate graduate programs. My passion and understanding of real estate development increased ten-fold during my time at Clemson and served as a spring board to my career in the hospitality business. The sky is the limit… and Clemson made it possible.”

Ryan Bowes — MRED ‘08, Director, Americas Capital Planning & Analysis, Starwood Hotels & Resorts Worldwide, Stamford, Conn.

"The multidisciplinary approach that Clemson’s program facilitates really has helped me stand out amongst other colleagues in my career endeavors. Unlike other programs that are focused on one segment such as real estate finance, my extensive background knowledge helps me to be able to contribute ideas and perspectives to all aspects of a real estate deal - from horizontal development, to feasibility analysis, the construction process, to the real estate laws that are important to major commercial real estate transactions. I believe this knowledge has immensely helped my respect amongst real estate peers and increased my overall business volume.”

Leila Blackmon Hunter — MRED ’09, Senior Associate, Retail Investment Sales, Jones Lang LaSalle, Orlando, Fla.

"With a five-year architecture degree from LSU, I was searching for a school that filled the “reality” gap in my career. For me, Clemson MRED filled that gap. We were taught real-life aspects of development, not just tools of the trade. In addition to the standard skillset — underwriting, discounted cash-flow analysis, ARGUS, time value of money, etc. — we were taught people skills such as networking, etiquette, moral responsibility and more. Through the connections made while at Clemson, I landed an incredible summer internship as well as a great full-time job upon graduation. I cannot speak highly enough for the MRED program, faculty and all who support it.”

Jeremy Bunner — MRED ’14, Analyst, Allegiance Realty Corporation, Charlotte, N.C.

"Clemson’s MRED program allowed me to accomplish my life-long dream of pursuing a career in real estate development. Its well-rounded curriculum allowed me to integrate my background in Architecture (Ohio State University) and Finance (Franklin University) and prepared me to assume a key position upon graduation. I was also attracted to the program’s southeastern location due to the projected population growth in the region. The depth and diversity of the Advancement Board and growing alumni provided invaluable introductions for business and job opportunities.”

Ronn Stewart — MRED ’08, Project Executive-High Rise Projects, Flaherty and Collins Properties, Indianapolis, Ind.

"No matter the sector you choose to pursue, success in the real estate industry is a fine balance between what you know and who you know. The MRED program marries those two concepts through both an academic as well as a real world approach. The program provided me broad experiences and in-depth real estate knowledge that I was able to immediately utilize in my job after I graduated. But it also gave me connections through extensive networking opportunities that proved incredibly beneficial by directly helping me obtain my first position with Wells Fargo during the trough of the cycle.”

Jessica Barron Martin — MRED ’09, Relationship Manager, Wells Fargo Commercial Real Estate, Charleston, S.C.
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MASTER OF REAL ESTATE DEVELOPMENT PROGRAM
PRODUCING LEADERS, INNOVATORS, VISIONARIES

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