CREW EAST BAY

Membership Guide

Advancing women in commercial real estate across the East Bay



WELCOME

Thank you for joining us

You just said yes to growing your network, your business, and the influence of women in commercial real estate. As a CREW East Bay member, you're also part of CREW Network and connected to more than 14,000 professionals worldwide.

This handbook will help you get the most from your membership, starting now.



New member checklist

- [ ] **Complete your CREWbiz profile** so members can find you by expertise (crewbiz.crewnetwork.org)
- [ ] **Download the CREW app** to see upcoming events and who is attending
- [ ] **Watch for the chapter luncheons** and add them to your calendar as they are announced
- [ ] **Try a member-only event:** lunch-and-learns, tours, cocktails, and professional development sessions
- [ ] **Use the CREWbiz Open Forum** to give and get referrals and share resources
- [ ] **Join a committee.** It is the fastest way to build real relationships in the chapter
- [ ] **Follow CREW East Bay** on LinkedIn, Instagram, and Facebook
- [ ] **Talk to your employer about sponsorship** to put your company in front of the membership

OUR MISSION

Transforming the commercial real estate industry by advancing women globally.

WHAT MEMBERS GET LOCALLY

Speaker luncheons and tours at member rates, featuring leaders on regional and national CRE issues

Member-only events that are smaller and more personal: lunch-and-learns, leadership events, and cocktails

Professional development programming built for members at every stage of a CRE career

Committee service with visibility among industry leaders and a path to chapter leadership

No cold calls. Members promptly return calls from fellow members

Bay Area reciprocity on event pricing at other Bay Area CREW chapters

About CREW East Bay

CREW East Bay is the leading organization for women in commercial real estate in the East Bay. Our members come from more than 35 fields across the industry, which means the people you need to get a deal done are often already in the room.



“My CREW East Bay involvement, from committee member to Board President, expanded my network, built my leadership skills, and drove six-figure growth in my company's sales.”

Doris Carter, Account Executive, Insidesource, and CREW East Bay Past President

BEYOND THE EAST BAY

About CREW Network

Every CREW East Bay member is automatically a member of CREW Network, the global business network for commercial real estate professionals. Wherever your deals or your career take you, there is a CREW member there who will take your call.

14,000+
members

80+
chapters and affiliates

35+
fields of CRE

72%
give referrals to members

65%
have 11+ years in CRE

5,000+
resources in CREWbiz



Business networking

- **CREWbiz:** online community, profile, and daily digest of referrals
- **Member directory** searchable by expertise and market
- Members-only events at chapters and affiliates worldwide

Leadership development

- Leadership Edge program
- Mentorship program built on CREW Network curriculum
- Leadership summits for chapter leaders

Events and recognition

- Reduced rates for the annual CREW Network Convention & Marketplace
- Impact Awards recognizing member excellence

Learning

- Year-round virtual programming on industry topics
- Private, member-led discussions

GET INVOLVED

Join a committee

Committees are open only to members, and they are where relationships deepen. You will work closely with active members and build the experience that leads to leadership roles.

Membership

Sets membership goals, recruits and reviews applicants, and runs new member orientation and mentoring.

Program

Builds the calendar of monthly luncheons, members-only and educational programs, special events, and the holiday party, and invites the speakers.

Sponsorship

Runs the annual sponsorship drive, which funds more than 40% of the chapter budget, and builds relationships with new and existing sponsors.

Marketing

Raises the chapter's profile across the CRE and business community through the website, local press, social media, and the newsletter.

Governance

Leads board succession planning: recruits future board leadership, reviews candidate qualifications, and prepares the slate of nominees.

Women of Distinction

Produces the Women of Distinction awards, the chapter's recognition of women leading the way in commercial real estate.



MORE WAYS TO GIVE BACK

Mentorship Program: join as a mentor or a mentee

CREW Network Foundation Scholarship: supports women pursuing university education that leads to CRE careers

Awards: nominate members, allies, and industry leaders for recognition

CREW Careers: a hands-on Real Estate 101 classroom program that shows high school girls the careers open to them in CRE

UCREW: introduces college students to networking fundamentals, career resources, and relationship building

2027 BOARD OF DIRECTORS

President
Tiffani Lorenz

President-Elect / Delegate
Kristin Anderson

Past President
Doris Carter

Secretary
Maria James

Treasurer
Carolyn Sillin

Membership
Perry Seto

Programs / Delegate
Elizabeth Bott

Marketing
Mylanie Ventanilla

Sponsorship
Lauren Cazenave

Director at Large
Terry Allen

To join a committee, contact the committee chair through the chapter website.

MEMBERSHIP

How to join

1. Confirm you work in a Qualified Field of Commercial Real Estate
2. Choose your membership type
3. Apply online through the chapter website
4. Pay your invoice and activate your profile

CREW welcomes commercial real estate professionals of all backgrounds, experience levels, genders, race, ethnicity, origin, sexual orientation, and ability to apply. Once your dues are paid, the chapter helps you activate your profile and benefits.

QUALIFIED FIELDS OF COMMERCIAL REAL ESTATE

Accounting	Acquisitions/Dispositions	Appraisal
Architecture	Asset Management	Brokerage
Business Development (100% CRE firm)	Commercial Insurance	Commercial Lending
Construction Mgmt/General Contracting	Consulting	Corporate Real Estate
Cost Segregation	Development, Real Estate	Economic Development
Education	Engineering	Environmental
ESG	CRE Executive	Facility Management
Finance	Human Resources	Interior Design/Space Planning
Investment Management	Investor Relations	Land Surveying
Land Use Planning and Zoning	Law	Market Research
Program/Project Management	Property Management	Public Sector
Quasi-Governmental	Relocation Services	Risk Management
Transportation and Port Authorities		
Title/Escrow		

Memberships run on the calendar year and expire December 31. Dues are non-refundable.

Memberships belong to the individual, not the employer, and cannot be transferred, even within the same company.

Chapter bylaws limit Affiliate members to 25% of total membership, so Affiliate approvals may pause at times.

ANNUAL DUES

General — **$450**
Full-time professional in a qualified CRE field with 5+ consecutive years of experience

Associate — **$450**
Full-time professional in a qualified CRE field with less than 5 years of experience

Affiliate — **$700**
Works in a related field that supplies a service or product to CRE professionals

Civic — **$400**
Employed by a government, public agency, or nonprofit

Member in Transition or Retired — **$400**
Existing member between roles, or retired from commercial real estate

Graduate Student — **$265**
Full-time graduate student pursuing a CRE career

Undergraduate Student — **$145**
Full-time undergraduate student pursuing a CRE career

Apply online
east-bay.crewnetwork.org/join

SPONSORSHIP

Become a sponsor

Sponsoring CREW East Bay puts your company in front of the chapter's members and shows clients, recruits, and partners that you are committed to advancing women in commercial real estate.

Packages range from chapter-wide annual sponsorships to support for individual events.

SPONSOR LEVEL	ANNUAL
Signature	$12,500
Platinum	$9,375
Gold	$6,250
Titanium	$3,125
Silver	$3,125
Bronze	$1,500

Titanium is offered to women, minority, and LGBTQIA+ owned businesses. Our media sponsors support the chapter by promoting CREW East Bay through their own channels rather than through an annual fee.

Full sponsor benefits: east-bay.crewnetwork.org/sponsors

Thank you to our 2026 sponsors

SIGNATURE

Insidesource

PLATINUM

WOMBLE BOND DICKINSON

SILVER

Armstrong · BAY ALARM · Bishop Ranch · BridgerFund · CDEC Chicago Deferred Exchange Company A Wintrust Company · California Bank of Commerce · EFA Eric F. Anderson, Inc. · Gidel & Kocal · Hoge Fenton · Redwood Public Law · Package Unit Pros The HVAC Experts · Sensiba · Windsor

BRONZE

Brothers Smith LLP Attorneys at Law · Cagwin & Dorward · CBIZ · Colliers · Enhance Wealth Advisors Plan Well to Live Well · First Citizens Bank · Kimley»Horn · Make It Easy Project Management · RECAP · Sherwin Williams · Statewide CDC · Sustainable AF Architecture · United Business Bank · Universal Maintenance

MEDIA SPONSORS

San Francisco Business Times · The Registry

Questions about membership?

Our Membership Committee is happy to walk you through the application and help you find your place in the chapter.

CREW EAST BAY

MEMBERSHIP CHAIR

Elaine Andersson

eandersson@lubinolson.com

east-bay.crewnetwork.org/join

LinkedIn, Instagram, and Facebook: CREW East Bay

