

INFORMATIONAL INTERVIEWS

UNIVERSITY OF SOUTHERN CALIFORNIA - 10/26/2022



Goodman

INFORMATIONAL INTERVIEWS



WHAT IS AN INFORMATIONAL INTERVIEW?



WHY INFORMATIONAL INTERVIEWS

- + They are the best way to get a job, get a reference, find a new tool, invest, or choose a life path, especially early in your career. Informationals have personally provided me:
 - My first job handed to me (Lighting Manufacturer)
 - A full ride to undergraduate university (Fresno State)
 - My second job handed to me (Home Builder)
 - My third job in only two months searching in 2009, the worst real estate market ever (Real Estate Owner)
 - Big-time investment opportunity A (Home Flipping Investor)
 - My first company launched after three months (Home Flipper)
 - Into grad school (University of Southern California)
 - Big-time investment opportunity B (Ground-Up Development in Arizona)
 - My first job out of grad school before graduating (Commercial Real Estate Developer)
 - A mentor (Through a trade organization)
 - Big-time investment opportunity C (Land Development)
 - My second job out of grad school with no down time (Commercial Real Estate Investment)

THE BEST-SELLING JOB-HUNTING BOOK IN THE WORLD

RICHARD N. BOLLES



WHAT COLOR IS YOUR PARACHUTE?

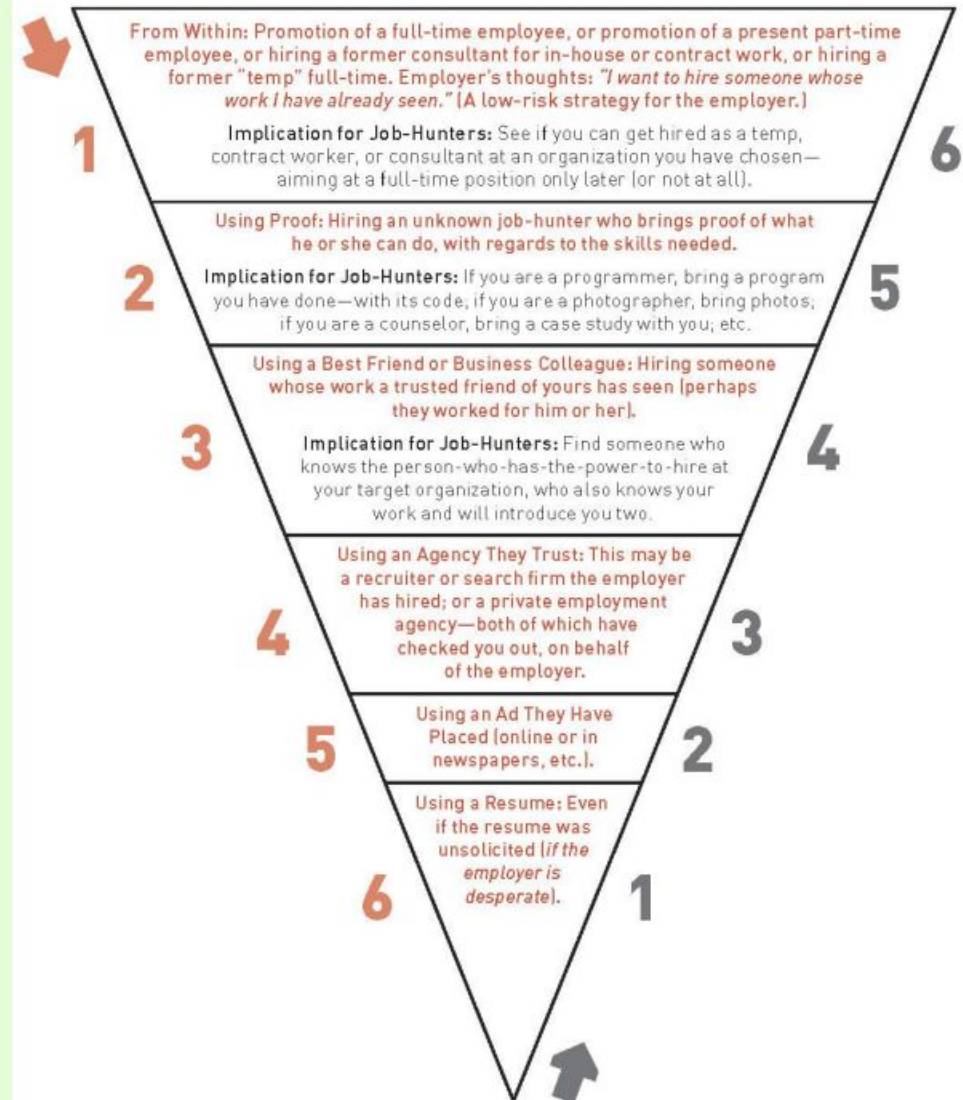
2020

A PRACTICAL MANUAL FOR
JOB-HUNTERS AND
CAREER-CHANGERS

"One of the All-TIME 100 Best Nonfiction Books" —*TIME*

**MANY IF NOT MOST EMPLOYERS HUNT FOR
JOB-HUNTERS IN THE EXACT OPPOSITE WAY FROM
HOW MOST JOB-HUNTERS HUNT FOR THEM**

The Way a Typical Employer Prefers to Fill a Vacancy (*in orange*)



The Way a Typical Job-Hunter Prefers to Fill a Vacancy (*in black*)

WHY NOW?

- + You have a super power: You are a student!
 - You don't do them when you are working
 - People want to help
 - We want to live vicariously through you



EXERCISE

- + Who is the most famous person you can think of?
- + Who is the most successful person you personally know?
- + Have you ever talked to your own parents about their job?



MY EXPERIENCE



WHERE DO YOU FIND THEM?

- + Event attendees
- + MRED speaker lists
- + Ask Sonia
- + Ask a friend
- + Networking events
- + Conferences
- + Friends of friends
- + Guest speakers in classes
- + Internships
- + Neighbors
- + Family friends



HOW DO YOU GROW/SUSTAIN RELATIONSHIPS

+ Grow

- How do you grow your relationships?

+ Sustain

- How do you sustain your relationships

+ Network effects

- How does your network “work” for you?



EXERCISE

+Repeat after me:

+Who should I speak to next?

+Is your company currently looking for someone like me?

TOOLS



SYSTEMS FOR TRACKING

- + Excel file

- Contact/Details
- Who referred
- Last conversation/reach out
- Met?

- + Webtools - CRM

- LinkedIn
- <https://try.relatable.one/>

- + Outlook/Gmail - Reminders

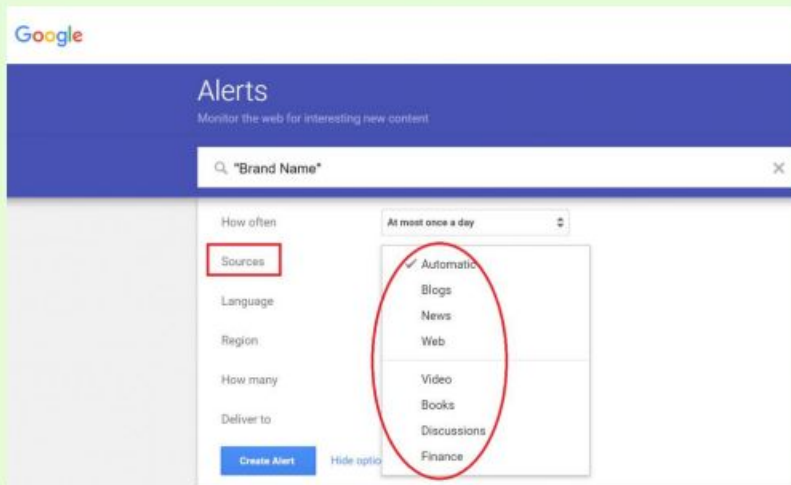
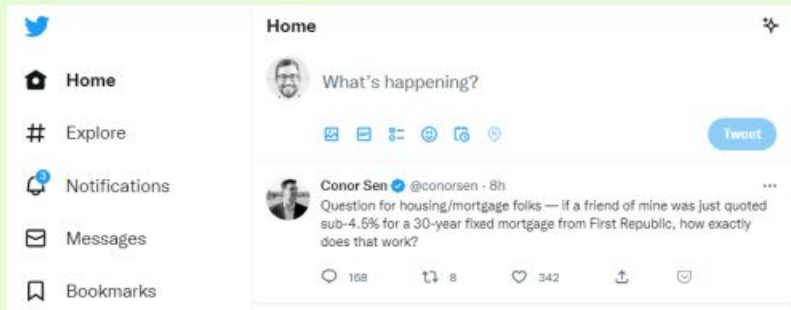
- + When/How often

- Drip feed over time
- 4x per year
- Key milestones (I am graduating in may)
- News articles!

NEWS

+ Tools

- Twitter
- Google Alerts

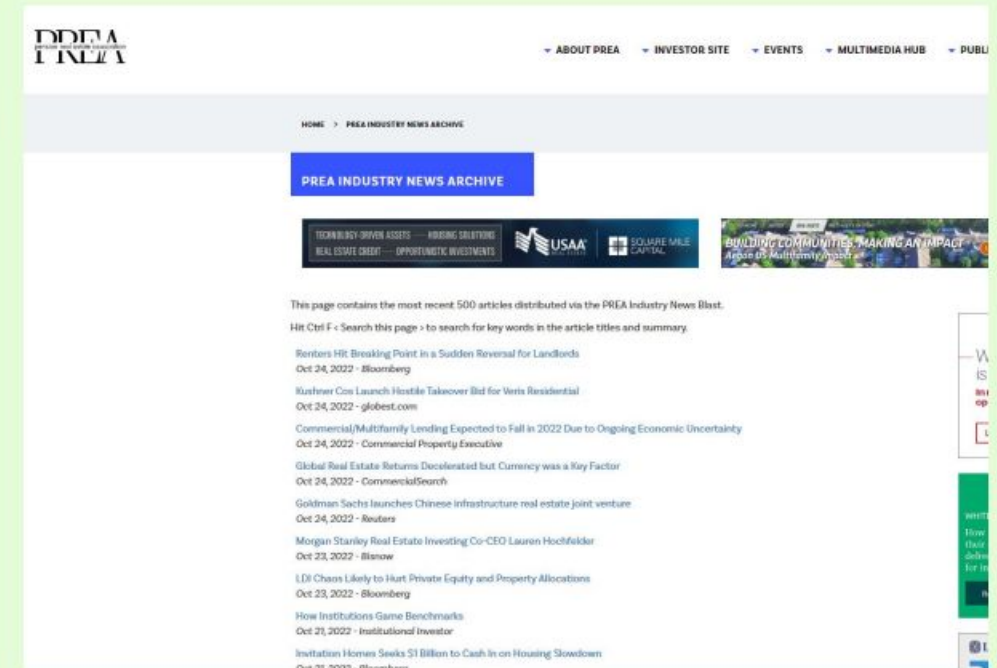


+ Email newsletters/News

- Globest.com
- IPE Real Assets
- Commercial Property Executive
- Costar News
- WSJ
- Connect CRE
- Bloomberg
- PERE News
- RENTV
- Bisnow
- Institutional Investor
- Pensions & Investments
- The Real Deal
- Commercial Observer

+ Trade Organizations

- NAREIT
- NAIOP
- PREA
- BOMA



THE FOLLOW UP

- + My inbox today
- + Put in meeting invites to remind you
- + How do I follow up?

MAKE YOURSELF AVAILABLE

- + Provide times
- + Offer to go directly to them

OTHER PRACTICAL STUFF

- + How informational interviews play into hiring
 - Example of recent analyst DH
 - What we look for
 - Hard work
 - Case studies
 - Excel/Powerpoint/Word
- + In person vs. Zoom vs. Networking
- + Recommendations for in person meetings
- + Give don't take



Q AND A

