

Lessons to Remember

BOMA Greater Phoenix's chief instructor has important lessons to teach



BOMA Instructor Shelly Cramer

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ome people have the natural instinct to teach. Shelly Carley Cramer, an asset management consultant and BOMI instructor, is one of them. After sitting in on a local BOMA education committee meeting last year and discovering the association's education needs, Cramer enthusiastically said, "Let's get started! I think we can build this education division into something phenomenal."

Today, not only is Cramer a passionate member, but also BOMA Greater Phoenix's new principal instructor of asset management certification classes.

"I love teaching," she says. "I think BOMA's focus on education in the asset management field is very important. Since many people don't get a formal education in the field, I feel it's essential to educate those who are already in the field, as well as those who want to get in the field."

Cramer has also recently taught asset management courses for BOMI in Los Angeles, Houston and Boston.

Classes support obtaining a

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designation — RPA or FMA — in real estate, and also count toward renewing a real estate license. Mostly facilitated over a three-day process, the accelerated classes help busy professionals obtain accreditation quickly.

“BOMA classes are usually the most cost effective and quickest way to get a designation,” Cramer notes.

In February, Cramer will teach an introductory course to property management. The “Foundations” course, which begins on Feb. 27, and continues every Friday through March 27, will cover the fundamentals of commercial real estate administration, management, building systems, accounting and reporting, and contract management.

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but who don't want to go through months of classes that require travel," Cramer says.

When not teaching classes for BOMA, Cramer serves on the AZCREW Membership committee and consults for asset management companies. She started her consulting company, Executive Resources, six years ago, after working for more than nine years in the commercial real estate field as a marketing specialist, researcher and investment sales broker.

"My passion is and has always been commercial real estate," she says, adding that discussing real estate deals gets her "heart beating faster and blood pumping."

A few notable companies on her resume include CB Richard Ellis in Houston and Coldwell Banker Commercial in Dallas.

One of Cramer's most interesting characteristics may be her environmental consciousness. She has reduced energy usage in her house-

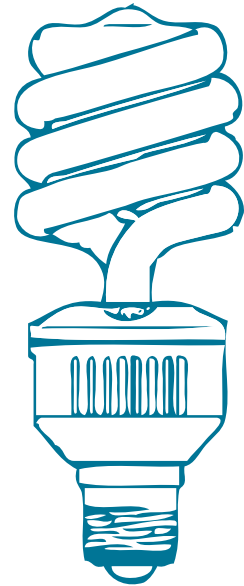
“I find green development fascinating.”



hold by installing solar-powered lighting outside and energy-efficient lighting indoors, as well as an energy management system that manages the wattage going to major appliances. She also carries around reusable bags in the trunk of her car to use for all store purchases.

Her passion for the environment carries over to her career. "I find green development fascinating," Cramer

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states. “I address LEED development and environmentally impacting ideas in my classes, and give my students ideas on how they can reduce their year-to-year expenses by reducing their carbon footprint. My goal is to one day train in the field of green or LEED development and provide training classes and information to asset managers, owners, engineers and even the public on how we can build a greener environment all around us.”



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