

**The Association is a non-profit organization (NPO)
that trains and supports**

**“Real Estate Counselor”
and
“Advisers for Property Strategy”**

**who are specialists in appropriate and effective
use and management of real estate.**

Association Profile

JAREC

NPO (Non-Profit Organization)

Japan Association of Real Estate Counselors

Who is Real Estate Counselor?

Real Estate Counselor is: An Expert who can support appropriate and effective use and management of properties owned by government, local public entities, corporations and private individuals.

»» A professional providing technical knowledge

“Real Estate Counselor” is endowed only to the applicants who have been accepted after screening by JAREC, a NPO, based on certain criteria, followed by completion of all certification training programs and an oral exam. The Association consists of certified members (Real Estate Counselors), Associate members (Advisers for Property Strategy), supporting members (individual), supporting members (corporate) and regular member, but only the certified members are permitted to call themselves as “Real Estate Counselor.” Following the certification, by meeting certain requirements the member may apply for a membership in RICS, which known as Direct Entry system.

»» Definition of real estate counseling

Real estate counseling service may be broadly defined as: “The service of providing impartial and unbiased advice, technical guidance and appropriate decisions on various issues involved in diversified areas of real estate, in whole or in part of all aspects of business, such as sales, lease, management, planning, financing, valuation and appraisal, statement of opinions and other similar services. The counseling service shall also include demonstrating part or all of these functions.”

»» Skills required for real estate counselors

- Analyze asset value
- Structure investment scheme
- Conduct research
- Negotiate and arbitrate between stakeholders
- Business performance evaluation
- Organize transactions
- Forecast investment result
- Induce actions of clients
- Develop plans to achieve goals
- Establish project plans
- Identify and analyze issues and opportunities
- Provide technical evidence
- Market research
- Conduct surveys based on requests from real estate service providers

»» Main activities of real estate counselors

Real estate counseling activities consist of five business divisions of “Town Planning,” “Real Estate Development,” “Real Estate Management,” “Private Asset Advisory” and “Global Business.”

Who is Advisor for Property Strategy?

Management and business planning of corporations, organizations or local governments.

»» Certification system for adviser for property strategy

JAREC has established a training curriculum designed to acquire comprehensive knowledge and skills required for property strategies, including Corporate Real Estate(CRE) and Public Real Estate(PRE) strategies, in a short term. Those individuals who participated and completed the curriculum and were found eligible after screening shall be certified and registered as "JAREC Certified Adviser for Property Strategy."

"JAREC Certified Adviser for Property Strategy" is a private certification system to educate and accredit specialists who work in the context of driving property strategies directly tied to management or business plan in corporate, organization or government sectors or third-party professionals who support them.

This certification system by the Association is the only available system that provides comprehensive yet focused training curriculum and certification for specialists. The importance of CRE or PRE strategy is gradually being recognized by the people in the industry through guidelines by MLIT, various publications and seminars, but in reality there is an overwhelming shortage of qualified professionals who can actually plan and execute these strategies.

The business environment surrounding real estate merger and acquisitions or corporations are rapidly changing, and there is also heightened demand for effective use of public real estate from the perspective of management of governmental bodies. Against these backdrops, the demand for property strategy specialists is expected to grow even further.

»» The areas to leverage the acquired skills is expanding

With the certification, there will be wide areas that would enable leveraging the acquired knowledge and skills. These include becoming an expert on driving corporate property strategy in a firm, real estate company, financial institution or consulting firm that provides services to support corporate or government property strategy. Furthermore, for professionals with other certificates and titles, including real estate appraiser, licensed tax accountant, CPA, Small and Medium Enterprise Management Consultant and Real Estate Counselor, to become a certified Adviser for Property Strategy would widen their scope of activities which would enable them to provide consultation in more comprehensive context directly tied to management decisions.

»» We recommend the curriculum for these individuals:

- Those who aspire to be property experts
- Those in local government in charge of real estate management and operation
- Those in charge of finance, property administration, or real estate (strategies, facility management, etc.) division in corporation
- Those in real estate company, information system or financial institution that provides support for CRE and PRE strategy
- Those working in facility management, asset management or property management company
- Certified professionals in other fields (licensed in the area of law, architecture, real estate, medical, finance, etc.)
- Management in medium and small-sized business
- Those providing consulting services of medium and small-sized business management or succession of business
- Those providing consulting services of corporate restructuring
- Those who are applying for above positions

»» When certified as Adviser for Property Strategy:

- The list of registered advisers is made available via the Association's website.
- A registered trademark of the title, "Adviser for Property Strategy," may be displayed or printed on CV and business cards.
- By attending training sessions held annually by JAREC, you are able to continue to update your knowledge and gain the latest information.
- You become eligible to be the Associate member of JAREC, and 5 years after the registration and 3 years of experience on the job, you are certified as "JAREC certified Real Estate Counselor," the certification of an expert in real estate.

About us

The Association is a non-profit organization (NPO) that trains and supports “Real Estate Counselor” and “Advisers for Property Strategy,” who are specialists in appropriate and effective use and management of real estate.

»» Establishment of real estate counselor system

“Real estate counselor system was established in the US and now the Counselors of Real Estate (CRE) has 1,300 members active in various areas of the industry.

In order to accommodate the diversifying demands for real estate, Japan's “real estate counselor system” was founded in 1989 for the purpose of training specialists, who would provide counseling services with their expertise in real estate appraisal as the core. Following its foundation, a membership association comprising individuals with the title of “Real Estate Counselor” was founded.

JAREC strives to be an organization similar to The CRE in the US.

»» History

Established in November 22, 1989 as “Real Estate Counselor Committee” within Japan Association of Real Estate Appraisers, it was accredited as a Specific Non-Profit Organization in April 2006, the form known at the present day.

- November 1989 Established as “Real Estate Counselor Committee”
- March 16, 2006 Accredited as Specific Non-Profit Organization by Cabinet Office
- April 3, 2006 Established as Specific Non-Profit Organization

»» Purpose of Establishment

The Association was established for the purpose of raising public awareness of the importance of knowledge and expertise in real estate counseling, while training and providing qualification to “real estate counselors” to advise on real estate utilization and asset value analysis in a comprehensive and effective manner in order to cope with changes in the society. The Association will also support appropriate and effective utilization and management of real estate in Japan by enforcing a code of ethics for the counselors to make contribution to interests of the society.

»» Message from the Chairman

The designation “Real Estate Counselor” is endowed by JAREC (Japan Association of Real Estate Counseling) to those applicants who demonstrate broad and deep knowledge and experience in real estate counseling services. The applicants must hold certain national qualifications or the “Advisor for Property Strategy” certification endowed by JAREC for more than 5 years.

Real estate counseling is involved with broad businesses and services relating to various types of real estate and could be the main or essential element for business solutions and challenges. JAREC has categorized counseling services into five divisions: “Town Planning,” “Real Estate Development,” “Real Estate Management,” “Private Asset Advisory,” and “Global Business.” To be more specific, it has undertaken consulting services such as CRE management, PRE management, inheritance-related services, abandoned property problem solutions, business succession strategies, urban regeneration, smart city area management, compact city/city center revitalization, effective property utilization, marketing/ property demand forecasting, location analysis, best use analysis, building conversion, land readjustment projects, redevelopment/ joint building construction, condominium rebuilding projects, park management, business valuations, corporate/business revitalization, M&A and corporate/ business sales, asset management, property management, cross border property/ business investment advisory services, cross border investment-related services, and more. JAREC members are trusted advisors who can offer solutions and professional advice about these services.

JAREC is a sister organization of the British-originating RICS (Royal Institute of Chartered Surveyors) and CRE (The Councilors of Real Estate) in the USA. The Real Estate Counselor of JAREC may be able to choose a direct-entry route to become MRICS. JAREC can also support its members in acquiring CRE designations.

JAREC is soon going to celebrate the 35th anniversary of its founding. It is our intention, as a group of trusted real estate professional members, to contribute to society with real estate counseling professionalism by broadening the areas we cover and by lifting the Association to its next stage with a clear vision and strategy, while carrying the legacy of the pioneers and predecessors who worked domestically and globally. I sincerely appreciate your understanding and cooperation with JAREC toward this end goal.



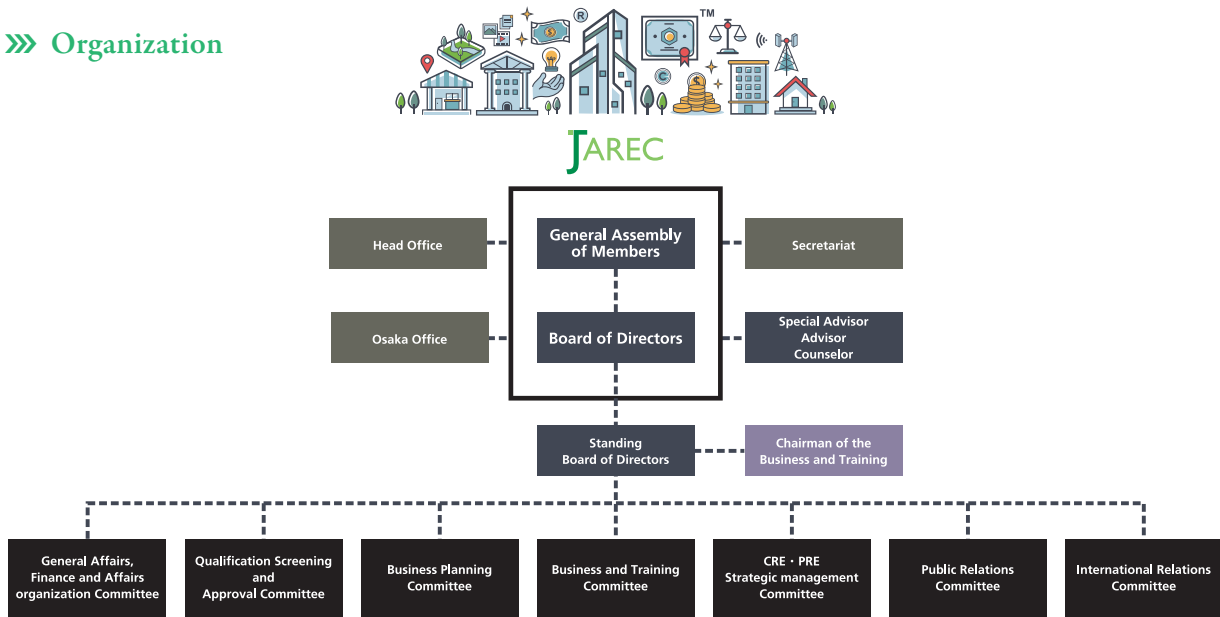
Chairman Yumiko KIKUCHI

Overview of the Association

We respond to the current society's demand for “true professionals.”

And providing support to improve member's aptitude.

»» Organization



»» Board of Directors of the Association

President	Yumiko KIKUCHI
Vice-President	Hiroyuki ISOBE Katsutoshi MIWA
Vice-President (Chairman, Business Planning Committee)	Shogo ONO
Vice-President (Chairman, Operation & Training Committee)	Tetsuya OGAWA
Executive Director (Chairman, General Affairs, Finance and Affairs organization Committee)	Shotaro MORII
Executive Director (Chairman, Qualification Screening and Approval Committee)	Ichiro KUMAZAWA
Executive Director (Chairman, CRE・PRE Strategic management Committee)	Shinji MURAKI
Executive Director (Chairman, Public Relations Committee)	Tamotsu TOBARI
Executive Director (Chairperson, International Relations Committee)	Katsunori FUKUDA
Director	Yoshio SUZUKI Teruki ASAO Satoshi ISHIKAWA Yukiko ENDO Kenji TAKEDA Yoshihiro YAJIMA Toshifumi KURATA Shinji ISHIDA Naruya MATSUDA Kojiro MURAKAMI
Auditor	Shigeru HIRAKAWA Tomonori ISHIWATA
Special Advisor	Masayasu KITAGAWA
Advisor	Yasuhiko NAKAJO
Executive Adviser	Shuzo MASUDA Hiroshi KAWANO Masayuki YOSHIMURA Hiroshi MOKI



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