



Women in real estate: Building the blueprint for change

2019



Diverse ideas are a strong foundation for innovation and growth in today's fast-paced real estate industry. How are real estate companies driving gender diversity – and value – for their businesses? Industry data pinpoints both progress to date and priorities for the future.

Male and female respondents both agreed that diversity is a business imperative:



72% say achieving gender diversity is a business imperative



Men and women manage and problem solve differently. We need leaders of both genders.



52% personally support part-time and/or flexible schedules



Businesses are stronger when teams reflect the diversity of the population.



67% personally mentor women

More needs to be done:



61% do not think the sector is doing enough to recruit, retain, and advance women



My company acts as if this topic does not exist.



11% of funds have no diversity programs or policies



My firm is talking a lot about gender diversity but doing little.



Three key priorities:

1 | Recruit – Bringing more women in to real estate



69% of funds do not require a diverse slate to be considered when hiring



We need to hire women at the junior level. Women can't fill senior roles overnight.



92% of funds do not address the potential for unconscious bias in key talent processes and decisions



We need to broaden our view of relevant experience and better assess potential performance.



70% of funds do not often hire diverse candidates

2 | Retention – Creating a supportive and inclusive culture that allows women to thrive



90% of funds are led by men



83% of funds do not provide a formal mentoring program



59% of funds have women in investment decision-making roles



We need female promotions and seats at the top.



85% of funds do not ensure women have access to sponsors



Mentorship and advocacy for both genders should be the norm.



77% of investment committees consist of at least 90% men

3 | Reentry – Welcoming women back to work



28% of funds provide part-time work opportunities



Senior management needs to proactively identify and discuss career paths for women.



51% of funds provide parental or adoption leave



The structure needs to change to accommodate for leaders to work flexibly or part time.



49% of funds provide flexible work schedules

A diversity action plan

For additional information, please read the **KPMG Women in Alternative Investments Report**.



Build the pipeline: Cast a broad recruiting net and seek out nontraditional candidate pools.



Partner up: Collaborate with nonprofits and universities focused on women's career advancement.



Support them: Create opportunities for mentorship and sponsorship for women.



Embrace the new: Real estate is changing dramatically. Diverse ideas may be what sets the winners apart.



Make it policy: Formalize diversity initiatives, such as robust leave policies and objective promotion criteria.



Keep them here: Reduce barriers to retaining women with culture change, policy change, and leadership training.



This data represents the views of 61 real estate industry respondents to the KPMG Women in Alternative Investments Survey, an online survey conducted in 2018 and released in 2019. Respondents represented global private (non-REIT) real estate funds with assets under management ranging from under \$150 million to more than \$5 billion. Ninety-three percent of respondents were women.

Contact us

Shruti Shah
Principal, Advisory

T: 973-912-6316
E: skshah@kpmg.com

Yesenia Scheker-Izquierdo
Partner, Tax

T: 212-954-3509
E: yscheker@kpmg.com

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