

THE 11TH ANNUAL REAL ESTATE CONFERENCE
OCTOBER 30 & 31, 2017



REAL ESTATE PRICING TRICK OR TREAT?

PRESENTED BY THE UNIVERSITY OF CHICAGO BOOTH
SCHOOL OF BUSINESS REAL ESTATE ALUMNI GROUP

EVENING RECEPTION

OCTOBER 30, 6:00 - 8:30 PM

DLA PIPER LLP, RIVER POINT, CHICAGO, IL

ANNUAL CONFERENCE

OCTOBER 31, 8:00 AM - 5:00 PM

THE GLEACHER CENTER, CHICAGO, IL

CONFIRMED SPEAKERS

EUGENE F. FAMA

ROBERT R. MCCORMICK DISTINGUISHED
SERVICE PROFESSOR OF FINANCE
CHICAGO BOOTH

SAM ZELL

FOUNDER, CHAIRMAN
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EQUITY COMMONWEALTH

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CLINICAL PROFESSOR OF REAL
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DIRECTOR OF RESEARCH
GREEN STREET ADVISORS

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