

CoreNet Global Canadian Chapter Member Profile:

Kira Sheppard, MCR



Q: How has the MCR designation helped you as a Business Relationship Manager?

A: One of the major benefits of the MCR program is that it gives real estate professionals a full overview of the industry. We often focus on our particular areas of expertise, whether it is transactions, workplace strategy, project management or finance. The MCR program provides candidates with an opportunity to expand their industry knowledge and to learn the business acumen required to effectively drive real estate objectives at an executive level. It's the knowledge of the industry and its application to your portfolio that develops your relationship as a trusted advisor to your clients, regardless of whether they are internal or external.

Q: How has the education and/or designation helped you as an individual?

A: I have had the opportunity throughout my career to work in many of the different disciplines within the Corporate Real Estate industry. The MCR program and its wide variety of topics, has allowed me to stay current with the best practices of those various disciplines. The MCR designation sets an individual apart as someone who has a broad knowledge of the industry. In addition to the continuing education benefit, the expanded network of professionals that I have established and maintained relationships with, as a result of the program participation, has proven invaluable over the years. The opportunity to connect with those individuals at the CORENET Summits and continuing education programs further enhances the learning experience.

Q: How has it added value to the real estate practices of your company?

A: The access to best practices, industry research and continuing education continues to enhanced the capabilities of the corporate real estate team. We have been able to leverage technology to improve data and executive reporting, revitalize our Workplace Strategy programs and streamline our strategic portfolio planning. We have also leveraged external consultants, through their association with CoreNet Global, to enhance our team on specialized projects.