



## EMERGING TRENDS 2013

TUESDAY, DECEMBER 4<sup>TH</sup>, 2012

8 UNTIL 10AM

Location: Rivers Club

One Oxford Centre, 301 Grant Street, Pittsburgh, PA

**OVERVIEW:** *Emerging Trends in Real Estate* is a trends and forecast publication with a 33-year history, and is the most highly-regarded and widely-read forecast report in the real estate industry. *Emerging Trends in Real Estate 2013*, undertaken jointly by PwC and ULI, provides an outlook on U.S. investment and development trends, real estate finance and capital markets, property sectors, metropolitan areas, and other real estate issues. The report draws on formal and informal surveys of real estate executives, investors, developers, and market experts around the U.S., including survey responses from over 500 real estate executives and personal interviews with over 125 industry leaders.

**OUTLOOK FOR PITTSBURGH:** How will national economic and real estate trends play out in the Pittsburgh area? What is driving the Pittsburgh economy today? What will happen to real estate fundamentals in 2013, and how do investors view real estate investment prospects for Pittsburgh in 2013? Our local expert panel will be moderated by ULI Trustee **DIANA REID** of PNC Real Estate.

**\*REGISTRATION & ADDED INFORMATION**

[HTTP://PITTSBURGH.ULI.ORG](http://PITTSBURGH.ULI.ORG)

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### AMY OLSON

ET13 Keynote: Amy Olson is the Senior Editor of PricewaterhouseCoopers' quarterly *PwC Real Estate Investor Survey®*, one of the industry's leading sources of commercial real estate investment trends and data. Amy has 20 years of

experience in the commercial real estate industry, focusing on market and investment analysis. During her six years with the Survey, she has assisted in expanding the content with markets such as Medical Office Buildings and the National Secondary Office market. For the past four years, she has also served as a contributing researcher of the annual *Emerging Trends in Real Estate®* publication, a joint undertaking of PricewaterhouseCoopers and the Urban Land Institute (ULI).

Prior to joining the Survey team, she managed the market analysis function for the national Real Estate Valuation practice of PwC, which included performing economic and market analyses for single property and portfolio engagements as well as training new staff.

Amy holds a B.B.A. in Real Estate and Finance from the University of Wisconsin and a Masters in Real Estate from Georgia State University. She is currently pursuing her CCIM designation.

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