



**BISNOW**   **BISCRED**

# GET TO KNOW BISNOW, BISCRED & SELECTLEADERS

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Our mission is to inform, connect and advance the commercial real estate community to do more business. From events and news to marketing services, talent solutions and now DaaS, BISNOW reaches millions of all-digital readers as well as thousands of event attendees, speakers, sponsors, advertisers and businesses looking to do more deals within CRE.

# THE BASICS

## VALUES

Our values demand that we be curious, self-aware, fearless, and consistent. We say yes to seemingly insurmountable challenges because we dare ourselves to push further. And we go the distance because we are individually and collectively entrepreneurial, always asking: Why can't it be done? We find a way because we care more than the competition. We embrace team and disown ego. We are ruthlessly disciplined and unabashedly kind.

We unreservedly challenge the status quo and vigorously fight for new levels of excellence. We believe the difference between good and great is exceptional communication. We obsess over creating value for our team and our customers. We push ourselves and our industry to be more inclusive, to champion diversity and to fight racism, gender bias and all forms of inequality. We never peak. We never quit. We never have excuses. We own our failures and we commit to being smarter and stronger because of them. We give our best today and even better tomorrow. We are here to win.

## AFFILIATIONS

Bisnow is owned by private equity company *The Wicks Group*. [➤](#)

**News:** Our award-winning journalists cover the most pressing commercial real estate news and trends across 50 metro markets in North America and Europe. We take the news seriously, blending hard news scoops with analytical enterprise stories and award-winning accountability journalism. We hold a hard line between our news team and Bisnow's sales and event arms, freeing our reporters to write heavy-hitting stories without sponsor influence.

**Studio B:** Studio B provides a suite of marketing services for Bisnow clients looking to get more out of their advertising efforts. Our capabilities include rich, creative content, targeted lead-generation campaigns, and custom offerings that reach the most highly engaged audience in commercial real estate and deliver unparalleled results for our clients.

**Events:** We host 450+ webinars, digital summits and in-person events focused on dissecting the critical topics affecting the state of real estate markets across the globe and connect our attendees to generate deals. Explore our upcoming calendar and register to join the discussions. [➤](#)

**Executive Retreats:** Bisnow offers retreats to an exclusive commercial real estate community across the country, composed of the industry's top owners, developers, and investors. [➤](#)

Bisnow acquired **SelectLeaders** in 2019. [➤](#)

**Job Board:** SelectLeaders is where real estate professionals and executives manage their careers, network and come for valuable information about their industry. The competitive advantage of SelectLeaders is its network of top Professional Real Estate Organizations. All jobs appear on all these sites' Career Centers, all powered by SelectLeaders.

**Executive Search:** CRE recruiting is not always easy, especially when the market for good candidates is competitive. SelectLeaders is among the top-performing commercial real estate executive search firms. We will help you find the right person to lead your company. [➤](#)

## BISCRED

Biscred, a Bisnow company, is a sales enablement and prospecting tool that allows you to find prospects throughout the commercial real estate industry more efficiently through an easy-to-use, intelligent database.

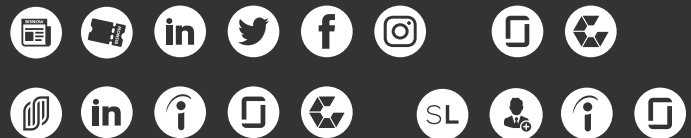
Biscred expertly leverages the intelligence and industry experience from CRE's largest B2B platform: Bisnow. Built on the foundation of the media empire's 11 million readers across 50 markets, Biscred's database has been meticulously researched to identify, validate, categorize, and verify the contacts sales people need--and filter out the ones they don't.

Whether you're looking for high-rise multifamily unit developers or owners of new retail properties, we've got the fastest path to finding them. Our search attributes and intuitive data infrastructure are designed for navigating the nuances of commercial real estate. With Biscred, you can spend more time selling to prospects and waste less time trying to find them. [➤](#)

Follow us on social media to stay up to date on all of the stories, events and news you need to know. **Come get to know us!**

Hear what people are saying about us

*Glassdoor & Indeed allow current and former employees anonymously to review Bisnow, Biscred & SelectLeaders. If you have any hesitation, concerns or questions about a specific review, please don't hesitate to mention it while in the interview process. This is a two-way street; we have an open-door, transparent culture!*





## TESTIMONIALS FROM CURRENT EMPLOYEES



**GABBY WALLING**  
MARKETING DIRECTOR  
FOR BISNOW & BISCREC  
DENVER

### Who excels at Bisnow & Biscred?

*Entrepreneurial Self Starter Types — Creative, Tenacious, Smart and Hardworking* | Two things I know for certain. Whether you're in sales, coordination, engineering or editorial there will be times when your job calls for you to solve problems by thinking out of the box. Being creative will set you apart from the pack. What sets the winners apart from the losers is persistence.

*Organized Operation and Workflow Minded Types - Detailed Oriented, Disciplined and Dedicated to being the best* | We move fast and are always adapting to the industry's needs. With 30+ markets, 350+ events and 2000+ clients there's a lot to keep track of. Being disciplined is paramount to success. Being detail oriented could be the difference in converting a ticket or locking in a new sale.



## NATASCHA BHUIYAN

VP, UK

HAMBURG, GERMANY

### Why do you love working at Bisnow and Select Leaders?

*High-energy growth environment with unlimited career opportunities - you can write your own story* | I joined the company out of college as a producer, moved into sales and was promoted to Vice President working across departments within various regional teams in a global capacity. Today I streamline our job board at SelectLeaders.

It all started in 2015, I was immediately taken by the curious, hard-working, and go-getter environment. The hustler spirit combined with my own competitiveness, made me want to go above and beyond, understand the business 360, and try to be my best every day. I worked my socks off and it wasn't unnoticed: After a year, I was promoted to a managerial role. In 2016, after Bisnow's acquisition by the private equity firm, the Wicks Group, I was offered the unique opportunity to launch the business overseas and move to the UK. I immediately jumped at the opportunity and it was a hell of a journey — I wasn't only able to learn all parts of the business but launch 4 new markets, recruit a team of 9 people and grow as a leader. There wasn't a job I didn't do within the firm, from production, coordination, sales, client management, recruitment all the way to setting up an international, corporate bank account (believe it or not, it wasn't an easy task!). In 2020, when the pandemic hit, another unique opportunity presented itself: I was asked to help co-lead some of our US teams, which has been a rewarding journey ever since. Currently I still manage various teams while running our SelectLeaders job board.





**TYLER FISHER**  
SVP, INSIDE SALES  
NYC

### What has been your growth story out of college over the past decade?

I joined Bisnow kind of by accident and immediately knew it was the right home for me. The culture of trying new things, moving quickly, pursuing ideas, and the general

entrepreneurial spirit hooked me on day one and has kept me here ever since. From learning the CRE industry from the ground up, to learning how to launch a new market, to growing into a leader and manager, Bisnow has taught me so much and continues to give me a platform to learn and grow.

### How has the importance of DEI grown over the past few years?

I am proud of what we have accomplished. We have made the representation of the speakers at our events a central focus, vastly improving both the gender and racial diversity of our panels. We've diversified our editorial coverage, and dove into the many issues within the industry related to DEI - resulting in winning awards for our coverage. We are looking inwards at how we can diversify our workforce/leadership, foster a more inclusive culture, and ultimately work towards the end goal of equality for Bisnow, Biscred & SelectLeaders.



**RAY MIRANDA**  
DIRECTOR, TECH AND PRODUCT  
AT SELECTLEADERS

### What is it like to work in tech here?

Working on the tech team has been a rewarding experience! I've been able to bring various skills to the table as well as learn

from the amazing team that we have here. Everyone is dedicated to the vision and success of the company so we all have an opportunity to contribute by working on new cutting edge features every day.

### How do you innovate and balance your projects between Bisnow and SelectLeaders?

One of the major reasons I took the role was due to the innovation opportunities that were presented. Innovation is encouraged by everyone and we're all empowered to present our ideas and opportunities by utilizing the Extreme Ownership mentality. In previous roles, maintaining various projects could become overwhelming at times but, here at Bisnow and SelectLeaders, everyone is willing to help each other succeed. The success is not dependent on a single person but rather everyone on the team for the win!



**JARRED SCHENKE**  
LEAD REPORTER  
ATLANTA

### How has your role evolved at Bisnow over the years?

I have never questioned whether Bisnow valued my role here at the company. Management

understands and respects the value and quality of journalism we reporters bring to the table, placing us in importance on the same level as the sales team, who are the lifeblood of any corporate organization.

At Bisnow, I'm encouraged to ask very tough questions of the industry, draft probing and engaging stories that has helped to create a loyal readership we now enjoy globally. And honestly, I'm writing some of the best work I've ever produced in my 20-plus years as a commercial real estate reporter.

### What do you feel about the culture at Bisnow?

Bisnow is more than a place of employment. My fellow reporters, the events team, marketing, sales - all of them have become like family to me over the years. That cultural connection was fostered and solidified despite that I have been a remote employee for my entire time here.

# DEI AT BISNOW, BISCREG & SELECTLEADERS

**At Bisnow, Biscred & SelectLeaders, we understand that we have a role to play in improving representation at our company. See below for a sample of these programs.**

**Women of Bisnow, Biscred & SelectLeaders:** This Employee Resource Group is open to all women and allies. The mission is to enhance recruitment, retention, promotion and professional development of women at BISNOW through networking, mentoring, community outreach and education.

**Project Destined:** Bisnow, Biscred & SelectLeaders is an annual partner of Project Destined, who works to teach the fundamentals of commercial real estate to students from underrepresented communities within the industry, and helps mold them into owners and stakeholders in the communities they live.

**Hiring Our Heroes:** Bisnow, Biscred & SelectLeaders is part of a cutting edge initiative that connects military spouses to our workplace. Hiring Our Heroes is a nationwide initiative of the U.S. Chamber of Commerce Foundation to help veterans, transitioning service members, military spouses, and caregivers find meaningful employment.

**Bisnow's DEI Data Series** is an ongoing investigative news project that examines the diversity of the boards and executive leadership of the biggest companies in commercial real estate. Over the years, this award-winning series has amassed a cache of data that continues to shine a spotlight on racial and gender inequality at the highest ranks of the industry. [➤](#)

**BisLearn:** The purpose of BisLearn is to provide a workshop style meeting for the entire organization to come together to learn and engage with one another. These 30 minute meetings will be held quarterly and are completely voluntary. We aim to create an environment that is conducive to knowledge sharing, open dialogue, and fun breakout activities.

Bisnow, Biscred & SelectLeaders believe in DEI internally with our employees, as well as, externally with our clients. Our goal is to provide a diverse panel of thought leaders at every event. At Bisnow, we also have a specific initiative to raise awareness and celebrate those CRE companies that value diversity and go the extra mile. [➤](#)



# BENEFITS

We offer 5 medical healthcare plans with a monthly price range of \$140-\$360 (employee only level). Bisnow is committed to offering its employees a comprehensive benefits package at a competitive cost including:



Medical, Dental and Vision Insurance

*Effective the 1st of the month following your start date.*



Short and Long Term Disability Insurance

*This includes maternity and paternity leaves as well.*



401K



Flexible Spending Account

*Dependent Care Account*



Dependent Care Account



Health Savings Account



Unlimited Vacation Days



7 Days Paid Sick Leave



9 Paid Holidays



Referral Bonus Program



Various Other Benefits

# AWARDS (PAST 6 YEARS)

## 2023

- Most Loved Workplace Certification Winner [➤](#)
- GOLD WINNER: As Wall Street Nudges The Nation Toward Rentership, Community Resentment And Pushback Are Building, NAREE's 73rd Annual Real Estate Journalism Award, 2023
- BRONZE WINNER: SPECIAL REPORT: CRE Made Limited Progress On Diversity In 2022. Advocates Worry Momentum Is Waning, NAREE's 73rd Annual Real Estate Journalism Award, 2023
- HONORABLE MENTION: Two Years Of Pandemic Changed Everything For Women In CRE, NAREE's 73rd Annual Real Estate Journalism Award, 2023
- BRONZE WINNER: Renting For Life Will Change Society — For Better And For Worse, NAREE's 73rd Annual Real Estate Journalism Award, 2023
- Best Residential Real Estate Collection: BRONZE WINNER, NAREE's 73rd Annual Real Estate Journalism Award, 2023
- Best Residential Real Estate Collection: BRONZE WINNER, NAREE's 73rd Annual Real Estate Journalism Award, 2023
- Best Commercial Real Estate Collection: HONORABLE MENTION, NAREE's 73rd Annual Real Estate Journalism Award, 2023
- Best Online Commercial Real Estate Story: HONORABLE MENTION, NAREE's 73rd Annual Real Estate Journalism Award, 2023
- HONORABLE MENTION: 'One Crisis After Another': How Covid Has Turned Affordable Housing Development Into A High-Wire Act, NAREE's 73rd Annual Real Estate Journalism Award, 2023
- HONORABLE MENTION: Data Centers Don't Have To Be Water Hogs. But Even In A Record Drought, Some Still Are, NAREE's 73rd Annual Real Estate Journalism Award, 2023
- Best Multi-Platform Package: HONORABLE MENTION: Bisnow's 2022 DEI Data Series, NAREE's 73rd Annual Real Estate Journalism Award, 2023

## 2022

- Best Podcast or Radio - Office Politics — Needless Construction And Architectural Arrogance: Climate Crisis And The Future Of Work, NAREE's 72nd Annual Real Estate Journalism Award, 2022
- Best International Real Estate Story - How The World's Most Expensive Apartment Building Became A Lightning Rod For How We Feel About The Super Rich, NAREE's 72nd Annual Real Estate Journalism Awards, 2022
- Best Online Residential, Mortgage or Financial Real Estate Story Bronze Winner, NAREE's 72nd Annual Real Estate Journalism Awards, 2022
- Best Team Report - Special Report: New Analysis Shows Uneven Progress Toward Diversity At CRE's Biggest Firms, NAREE's 72nd Annual Real Estate Journalism Awards, 2022
- Best International Real Estate Story - Dark Days For London's Transport Infrastructure: Why Property Needs To Wake Up Honorable Mention, NAREE's 72nd Annual Real Estate Journalism Awards, 2022

## 2021

- Best International Commercial Real Estate B2B Platform 2021, Media Innovator Awards from CV Magazine, 2021
- Gold for Best Online CRE Story: 90% Of Major Brokerage Leadership Is White, And That's 'Definitely A Problem', NAREE's 71st Annual Real Estate Journalism Award, 2021
- Gold for Best Team Report: Buy Now, Pay Later? Rising Profits Whip Rising Seas For U.S. Real Estate (For Now), NAREE's 71st Annual Real Estate Journalism Award, 2021
- Silver for Best Collection of Work by an Individual Covering CRE., NAREE's 71st Annual Real Estate Journalism Award, 2021
- Silver for Best E-Newsletter by an Individual: Felonious CPA Seeks Millions In Lawsuits Involving Jorge Perez, Stephen Ross, NAREE's 71st Annual Real Estate Journalism Award, 2021
- Silver for Best Online CRE Story: Suburban Cities Are Working To Shut Down Hotels Keeping The Most Vulnerable People Housed, NAREE's 71st Annual Real Estate Journalism Award, 2021

- Silver for Best International Real Estate Story: ‘Australia Is On Fire. We Must Do Things Differently.’, NAREE’s 71st Annual Real Estate Journalism Award, 2021
- Silver for Best Team Report: ‘There’s No Bailout For Landlords’: What To Expect As Anxious April Begins, NAREE’s 71st Annual Real Estate Journalism Award, 2021
- Honorable Mention for Best E-Newsletter by an Individual: These Nobel Prize Winners Think You’re Selling Your Real Estate Badly, NAREE’s 71st Annual Real Estate Journalism Award, 2021
- Honorable Mention for Best Breaking News Story: Georgia’s Reopening Has Been ‘A Disaster’ For Some Retailers Desperate For Revenue, NAREE’s 71st Annual Real Estate Journalism Award, 2021
- Honorable Mention for Best Team Report: ‘There Is Blood In The Streets’ In Manhattan’s Luxury Apartment Market, NAREE’s 71st Annual Real Estate Journalism Award, 2021

## 2020

- Best E-Newsletter by an Individual Journalist Bronze Winner, NAREE’s 70th Annual Real Estate Journalism Award, 2020
- Best Online Commercial Real Estate Story Gold Winner (tie): “Incentives, Investigations and the Growing Distrust of Real Estate Campaign Donations”, NAREE’s 70th Annual Real Estate Journalism Award, 2020
- Best Online Commercial Real Estate Story (tie): “Inside the Wild Legal Battle Over EB-5 Fraud, Defamation and a \$2.5B Times Square Project”, NAREE’s 70th Annual Real Estate Journalism Awards, 2020
- Best Audio or Video Report – Online or Broadcast Honorable Mention, NAREE’s 70th Annual Real Estate Journalism Award, 2020
- Best Breaking Real Estate News Story Honorable Mention, NAREE’s 70th Annual Real Estate Journalism Award, 2020
- Best International Real Estate Story Honorable Mention, NAREE’s 70th Annual Real Estate Journalism Award, 2020
- Best in Business Awards - Best Real Estate Story, Society of American Business Editors and Writers (SABEW), 2020

## 2019

- Best Online Commercial Real Estate Story Gold Winner, NAREE's 69th Annual Real Estate Journalism Award, 2019
- Best Online Commercial Real Estate Story Silver Winner, NAREE's 69th Annual Real Estate Journalism Award, 2019
- Best Real Estate Newsletter Silver Winner, NAREE's 69th Annual Real Estate Journalism Award, 2019
- Best Real Estate Column Silver Winner, NAREE's 69th Annual Real Estate Journalism Award, 2019
- Best Online Residential, Mortgage or Financial Real Estate Story Bronze Winner, NAREE's 69th Annual Real Estate Journalism Award, 2019

## 2018

- Best Collection of Work by an Individual Covering Commercial Real Estate, NAREE's 68th Annual Real Estate Journalism Award, 2018
- Best Online Commercial Real Estate Story Honorable Mention, NAREE's 68th Annual Real Estate Journalism Award, 2018
- Best Newsletter – Real Estate Gold Winner, NAREE's 68th Annual Real Estate Journalism Award, 2018
- Best Newsletter – Real Estate Silver Winner, NAREE's 68th Annual Real Estate Journalism Award, 2018

