

STATEMENT OF PURPOSE GUIDELINES

The statement of purpose is your opportunity to sell yourself in the application process.

Questions to ask yourself before you write:

- What is special, unique, distinctive, and/or impressive about you or your life story? What details of your life, personal or family, people or events that have shaped you or influenced your goals and help set you apart from other applicants?
- When did you become interested in the field of real estate and development, particularly in emerging communities? What have you learned about it (and about yourself) that has further stimulated your interest and reinforced your conviction that you are well suited to this field? What insights have you gained?
- How did you enter the real estate field—through education, seminars, internships, family business, and other experiences?
- What experience have you had related to urban revitalization or community development activities?
- What entrepreneurial endeavors have you undertaken?
- What are your career goals? How do you think the Ross Program will help you achieve those goals?
- Have you had to overcome any unusual obstacles or hardships (for example, economic, familial, or physical) in your life?
- What personal characteristics (drive, perseverance, instinct) do you possess that are right for success in the field?
- What skills (for example, leadership, communicative, analytical) do you possess?
- What is your skill level with Excel spreadsheets? Basic, Intermediate, Expert?
- Have you prepared real estate cash flow statements or constructed pro-formas?
- What are the most compelling reasons you can give for the admissions committee to be interested in you?

Be honest, genuine and to the point. We are seeking to know you better and to ascertain that you are a good candidate for the program with the capacity and desire to take on this challenge. Limit to two pages, 12 font, and single space, in PDF.