



For Immediate Release

At 55 Years, NAIOP New Jersey Recommits to Advocacy, Education and Partnership with New Four-Year Strategic Plan

Thoughtful Approach Yields Blueprint for Chapter's Impact

EAST BRUNSWICK, N.J., (Nov. 17, 2025) – Fifty-five years since [NAIOP, The Commercial Real Estate Development Association – New Jersey Chapter's](#) founding, and with the organization's annual fall membership drive in full swing, the chapter of 850+ members continues to look forward as the commercial real estate industry evolves. And it remains committed to supporting the development of vibrant spaces that create an enduring, positive impact on communities throughout the state.

That core objective is central in NAIOP NJ's new Four-Year Strategic Plan, a thoughtful program that leverages the chapter's key values and purpose to elevate its members and the industry as a whole. NAIOP NJ President Matt Schlindwein, PE, of Greek Real Estate Partners, traces the group's lasting spirit of integrity, innovation and collaboration to the regional, family-owned businesses that set the foundation for New Jersey's dynamic commercial real estate marketplace.

"These now multi-generational legacy companies can be credited for establishing the close-knit community that remains, decades later, the lifeblood of NAIOP NJ," Schlindwein said. "That sentiment has carried forward as the developer community – and NAIOP membership – has expanded to include national firms, REITs, institutions and others."

When Dan Kennedy assumed his position as NAIOP NJ CEO in 2023, he encouraged a study that would inform a new master plan for the chapter. "We owe our members transparency on how we are running this organization, and the Four-Year Strategic Plan is going to be instrumental for achieving that," said Kennedy. "Advocacy is the foundation of NAIOP NJ, but the membership, networking, education and hospitality all matter as well, and we will continue to emphasize these pillars over the next four years."

The resulting plan focuses on six main goals:

- **Advocacy:** To strengthen NJ's leadership in advocating for the CRE industry at both the state and local levels, ensuring representation across all asset classes.
- **Member Value:** To increase understanding of its members and competition, including the diversification of membership.

- **External Branding & Positioning:** To position NAIOP NJ as the leading association for commercial real estate professionals.
- **Industry Perception:** To improve understanding and knowledge among New Jersey lawmakers, local government officials and media of laws and regulations that govern land use and economic development incentive programs.
- **Higher Education & Research:** To enhance strategic partnerships with leading higher education institutions and NAIOP Corporate Research.
- **Community Action:** To revitalize community action efforts within the Chapter.

An overarching goal, one long held by NAIOP NJ, is a commitment to investing in and fostering the development of the chapter's future leaders and the region's commercial real estate workforce. Schlindwein, himself, is a prime example of this potential. He is the first former member of the organization's Developing Leaders, a group for professionals age 35 and younger, to be elected chapter president.

"Matt's journey from a Developing Leader to chapter president is a testament to his dedication and drive, and to one of NAIOP's core commitments: supporting rising talent," Kennedy said. "This is the key to ensuring the long-term strength and relevance of our industry."

"As someone who came up through the Developing Leaders program, I know firsthand how critical it is to create meaningful pathways for young professionals," said Schlindwein. "We're not just preparing the next generation – we're empowering them to lead today. That means giving them a seat at the table, access to mentorship, and opportunities to shape the future of our industry."

Schlindwein emphasized that attracting and retaining younger members is not just a priority – it's essential to the long-term vitality of the organization. "We're evolving our programming to meet younger professionals where they are – offering more flexible networking formats, targeted leadership development, and stronger connections to universities and emerging talent pipelines," he added. "We want NAIOP NJ to be the place where young professionals feel seen, supported, and inspired to grow."

Kennedy noted the chapter's Four-Year Strategic Plan coincides with a pivotal time for NAIOP, as the national organization gears up for its mid-2026 rebrand as The Commercial Real Estate Development Association. The plan's progress will continue to be shared with chapter members, and a comprehensive assessment is anticipated in early 2028. The full details of NAIOP NJ's Four-Year Strategic Plan are available at naiopnj.org/strategicplan.

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