



For Immediate Release

NAIOP NJ Officially Rebrands to the Commercial Real Estate Development Association, New Jersey Chapter (CREDA NJ)

Organization Celebrates New Era with Kickoff Celebration

EAST BRUNSWICK, N.J. (July 7, 2026) – NAIOP NJ has officially become the [Commercial Real Estate Development Association, New Jersey Chapter \(CREDA NJ\)](#), commensurate with a rebrand across the organization and its 55 local chapters. The chapter commemorated its new era with a highly attended celebration and kickoff event on July 1.

Though the name has changed, the core mission of CREDA NJ remains the same: to elevate the state's commercial real estate development industry by providing advocacy, education, research and connections to foster business opportunities. The organization and its members continue to share a commitment to supporting the development of vibrant spaces that create an enduring, positive impact on communities throughout New Jersey.

"The commercial real estate industry has transformed considerably since our New Jersey chapter was formed over 55 years ago," said Dan Kennedy, CREDA NJ CEO. "Simply put, we outgrew our old name. The 'Commercial Real Estate Development Association' clearly states where our values lie and the depth of asset classes we represent. This new name reflects how far our members have grown beyond the words that once defined us and better represents the expanded scope of the CRE industry's work today."

The chapter is at the forefront of advocating for the interests of the state's commercial real estate industry in Trenton. The organization has proven itself ready to inform objectively on how policies should be implemented, giving CREDA NJ a valuable seat at the table. It will continue to foster impactful relationships, giving members optimism for what's ahead.

“New Jersey’s commercial real estate industry represents some of the most complex, impactful development happening anywhere in the country,” said CREDA NJ President Matt Schlindwein, PE, Greek Real Estate Partners. “CREDA NJ gives our chapter a name that matches that reality. This rebrand strengthens our voice with legislators and policymakers and makes clear to anyone outside the industry exactly who we are and what we stand for.”

The shift to CREDA NJ reflects a push towards building an association to support the future of the commercial real estate industry. Through the advancement of adaptive reuse, data centers, life sciences, mixed-use, and the increased role of artificial intelligence, the chapter is positioned to attract the next generation of developers, owners and professionals who will define what commercial real estate looks like for years to come.

CREDA NJ is a leading chapter of the nation’s premier trade association for commercial real estate developers, owners, investors and other professionals. As a highly respected industry resource with 850+ members serving all asset classes, CREDA NJ positions commercial real estate leaders to build vibrant spaces that create positive impacts on the state’s communities. For more information, visit credanj.org.

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[About CREDA NJ](#)

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Access CREDA NJ media assets [here](#).

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