

ABOUT ACMA AND ITS FELLOWS

AMERICAN COLLEGE OF MORTGAGE ATTORNEYS

SPONSORSHIP OPPORTUNITIES

2022

acmaatty.org

DEI VISION BY ACMA

ABOUT ACMA AND ITS FELLOWS

Formed in 1974, the American College of Mortgage Attorneys (ACMA) is comprised of approximately 500 lawyers in North America, including Canada, Mexico, Puerto Rico and the U.S. Virgin Islands who are all experts in mortgage law. In 2024, ACMA will celebrate its 50th anniversary as an organization.

Fellows have distinguished themselves as practitioners in the field of real estate finance law through their skills and practice experience, bar association activities, lecturing, authoring articles and program materials, participation in the legislative process, and writing briefs and/or arguing cases that are significant to mortgage transactions.

Fellows share a commitment to provide the best environment in North America for preeminent private practice and in-house commercial real estate finance lawyers to develop professional excellence, trustworthy national business networks and lasting collegial relationships. ACMA and its Fellows are deeply committed to giving back to our profession, improving and reforming laws and procedures affecting real estate secured transactions, and raising the level of professionalism of lawyers practicing in this area.

A Fellow is admitted by invitation only, after a rigorous selection process. Qualified Fellows have substantial experience in commercial real estate finance law and involvement in activities such as publications, speaking and teaching presentations, bar association activities and community involvement.

Our Fellows meet together at two meetings each year – one focusing on continuing legal education and one focusing on management and operations of the college. Additionally, ACMA publishes the *Mortgage Law Summary* every two years, two annual issues of *The Abstract*, an annual Membership Directory and blog posts throughout the year covering the latest legal matters affecting ACMA Fellows and their practice.

DEI VISION BY ACMA

ACMA is committed to assembling the best and brightest real estate finance attorneys for the advancement of the professional and business goals of its Fellows and their clients. In this desire to Partner with the Best®, ACMA actively seeks diversity, equity and inclusion in all forms in its membership to inform our thinking about industry policies, customary practice and the betterment of the communities in which our Fellows serve. As lawyers, we recognize the critical importance of diversity, equity and inclusion, and justice in our organization and our democracy. We reject racism and discrimination of any kind and guard against it, as it jeopardizes the inclusive atmosphere that has been and is cultivated at ACMA, and the close professional relationships and friendships that ACMA Fellows enjoy across many miles and many cultures.

SPONSORSHIPS

SPONSORSHIP BENEFITS

Sponsors will gain exposure to approximately 500 ACMA Fellows, their organizations and firms, and their contacts and spheres of influence

The clients of ACMA Fellows include virtually all parties engaged in real estate and real estate financing transactions: lenders (banks, venture and private equity firms, insurance companies, savings and loan and credit associations, etc. to name a few categories), borrowers, equity investors, developers, contractors, architectural and engineering firms, environmental advisors and remediation specialists, commercial tenants, REITs, hotel management companies, asset managers, property managers, real estate brokers, advisors, consultants and accountants, property inspectors, tax advisors, investment managers, title insurance companies, pension funds, and every other type of company that directly or indirectly participates in the business of real estate and real estate financing matters. ACMA Fellows often influence the way business is conducted by their clients and often participate in the selection or recommendation of multiple types of third-party service providers.

ACMA Fellows are on the cutting edge of the development of new products and creative approaches introduced in the real estate industry. The educational materials developed for ACMA CLE programs are widely distributed and frequently relied upon by Fellows, their colleagues and non-member practitioners to enable them to provide effective and efficient representation of their clients, some of whom may be clients of sponsors as well.

Further, ACMA Fellows are involved in important programs, plans and projects that have a broad influence beyond ACMA. In the recent past, ACMA Fellows have worked on a series of projects analyzing real estate opinion practice and in conjunction with other national real estate groups have produced commentaries establishing consistent national practices for such items. ACMA Fellows also actively collaborate with other groups, including the Real Estate Roundtable, Counselors of Real Estate, the Mortgage Bankers Association, the American Land Title Association, the American College of Real Estate Lawyers, the American College of Commercial Consumer Finance Lawyers and the American Bar Association.

ACMA Resources:

- **Website:** ACMA Fellows can access the organization's website at www.acmaatty.org in both its public-facing sections and its Fellows-only content on a 24-7-365 basis. This allows access to past CLE materials, the ACMA Directory, committees and their work product, ACMA topical blog posts, ACMA's newsletter - *The Abstract*, and current state and federal regulations and laws affecting clients, their activities and counsel. The ACMA website also contains a referral portal through which ACMA Fellows report business referrals to other ACMA Fellows across North America. Sponsorships can provide constant exposure on the website.
- **Directory:** Another key resource for ACMA Fellows is the ACMA Directory. ACMA Fellows can access information online on the ACMA website or via the printed hard copy Directory distributed to every ACMA Fellow. The ACMA Directory allows users to quickly locate ACMA Fellows throughout Canada, the United States, Mexico, Puerto Rico and the U.S. Virgin Islands, including information about ACMA and its Fellows. Sponsors can obtain advertisements in the Directory as well as other acknowledgements throughout the year that provide broad exposure to a target market of key decision-makers and referral sources in the real estate bar throughout the United States.
- **ACMA Mortgage Law Summary:** A unique, widely recognized and highly valued resource of ACMA is its heralded *Mortgage Law Summary* which provides a compendium of mortgage law summaries of the jurisdictions in which ACMA exists - all Canadian provinces, all U.S. states, Puerto Rico, and the U.S. Virgin Islands. This is a book relied upon and reviewed constantly by Fellows, their clients and other recipients throughout North America and is updated by ACMA Fellows and reissued on a two-year cycle.
- **ACMA Meetings:** ACMA holds two meetings annually, the Spring Meeting and the Fall Annual Meeting. These are held at various locations and venues around North America. All sponsors receive recognition and appreciation at the meetings. In addition, sponsors have a significant presence on signage and video displays during the meetings and the ability to display marketing materials and promotional items for Fellows to take.
- **Other Resources:** ACMA provides an iPhone and Android app available for all Fellows who register for its Annual Meeting to download and view all materials, reports, financial statements and meeting agendas. Much of the information that is now accessed from the Directory and website is also available to Fellows via the app. The app is invaluable to Fellows year-round with its most significant impact around the Fall meeting. While attendance varies, there generally are approximately 200 ACMA Fellows in attendance at the Annual Meeting, in addition to approximately 100 spouses and significant others. The app is also used for posting of meeting schedules, push notifications during the meeting, interactions between Fellows, access to written materials, and other real-time communication.

Sponsors can obtain advertisements and exposure on the website, the Directory, the *Mortgage Law Summary* and at ACMA's scheduled Spring and Fall Meetings as well as other acknowledgements throughout the year that provide broad exposure to a target market of key decision-makers and referral sources in the real estate bar throughout North America.

SPONSORSHIP IMPACT

Revenue generated from sponsorships will positively impact ACMA by supporting and furthering its mission and its diversity, equity and inclusion statement, which are to:

- provide the best environment in North America for preeminent private practice and in-house commercial real estate finance lawyers to develop professional excellence, trustworthy national business networks and lasting collegial relationships;
- assemble the best and brightest real estate finance attorneys for the advancement of the professional and business goals of its Fellows and their clients; and
- actively seek diversity, equity and inclusion in all forms in its membership to inform its thinking about industry policies, customary practice and the betterment of the communities in which its Fellows serve.