

**By Crickett Gibbons**



Healthy, fun activities include the 30-day plank challenge.

# CREA

## INVESTING IN RELATIONSHIPS

“What I tell individuals when they come in is that if your sole purpose in life is to spend time and dedicate it to CREA, that’s fantastic, but this isn’t probably the place for you. I want your focus to be more on your life balance, on your family and your friends because that’s what makes for a healthy individual coming into work each day.”

– Jeffrey Whiting  
*president and CEO*  
[www.creallc.com](http://www.creallc.com)

Talk Like a Pirate Day is celebrated company-wide at CREA, with clients also receiving pirate “booty.”

### Creating affordable housing:

- Established in Indianapolis in 2001 as City Real Estate Advisors, a department of City Securities Corp.; acquired by Omni Holdings LLC in 2016
- Raised and closed more than \$4.3 billion in low-income housing tax credits since 2001; funds are distributed into affordable housing projects

### Growing impact:

- Headquartered in Indianapolis with six additional offices
- 70 of 97 full-time equivalent employees based in Indiana
- Averaged 10% employee growth annually over last five years
- Manages assets of affordable housing properties (over 37,000 homes) in 46 states and the U.S. Virgin Islands
- Expanding headquarters by 10,000 square feet to accommodate growth

### Fun fact:

Keeps Razor scooters for employees to use to get around the Indianapolis office

### Building relationships:

- Includes clients in fun celebrations, like sending pies on Pi Day and Cap’n Crunch, Pirate’s Booty, eye patches and bandanas for International Talk Like a Pirate Day

“People aren’t going to remember the transactions you close. Us and 40 other competitors in our space, we all close transactions. ... But they don’t send pies out. They don’t send pirate gear out. It’s showing you care.”

- Welcomes the summer solstice with an outdoor afternoon event
- Builds a float for the Indianapolis St. Patrick’s Day parade
- Shows the NCAA tournament and holiday movies in the large “living room” area, including *Groundhog Day* on repeat

“If you’re engaged with your fellow co-workers, you’re more likely to collaborate. And collaboration is key for us here in the company, across all the different spectrums of what we do.”

