

With the increasing prevalence of scanning technology, employing keywords in a resume to attract maximum attention - by a human and/or computer scanner - has become a critical component of building an enticing resume. **Keywords are the terms deemed by the employer to representing the essential job attributes.** Each employer, industry and profession has specific keywords. Companies and recruiters search resumes for specific keywords / key phrases to find the candidates with the skills, qualifications and expertise to fulfill the job requirements. Incorporating keywords into a resume and cover letter help you to secure optimum attention and outperform your competition.

The words you select should portray your Value Proposition and match what the employer is seeking. Incorporating job specific and employer pertinent keywords in the top third of page 1 of your resume significantly elevates your chances of attracting the employers' interest in your candidacy. How do you find the "right" keywords to secure maximum attention? Utilize your knowledge of the company, profession, industry and review online postings of similar positions. Each profession has the potential for hundreds of keywords; the list below is just the tip of the iceberg! With the prevalence of electronic search capability, failure to incorporate the "right" keywords is not an option!

Real Estate / Property Management

Acquisitions	Credit Analysis	Portfolio Analysis
Asset Management	Customer Service	Preventative Maintenance
Asset Valuation	Demographic Mapping	Project Management
Business Development	Design & Build	Property Assembly
Capital Budget	Disposition	Property Evaluations
Claims Administration	Facility Management	Property Management
Commercial Development	Financial Analysis	Real Estate Modelling
Commercial Mortgage	Financing	Resource Management
Commissioning	Greenfield Development	RFP / RFI / RFQ
Competitive Analysis	Industrial Development	Risk Management
Competitive Bidding	Land Acquisition	ROA / ROE / ROI
Conflict Resolution	Lease / Rent	Site Remediation
Construction Loans	Marketing	Tenant Relations
Construction Management	Mezzanine Financing	Tradesperson Management
Contact Administration	Municipal Zoning	Valuation Models
Contract Negotiations	Operations Budget	Vendor Management