

€ TRAINING

Real Estate and Property Management





Real Estate and Property Management

Introduction:

This training program is a comprehensive initiative designed to equip participants with the knowledge and skills necessary to excel in various roles within the real estate industry. Through a combination of theoretical learning and practical exercises, participants gain expertise in areas such as property investment, management, leasing, and asset optimization.

Program Objectives:

At the end of this program, the participants will be able to:

- Demonstrate comprehensive knowledge of real estate investment strategies, property acquisition, and due diligence procedures.
- Implement effective property management practices, including tenant relations, maintenance, and financial management.
- Develop and execute marketing and leasing strategies to attract and retain tenants.
- Apply advanced asset management techniques to optimize property value and portfolio performance.
- Navigate legal and regulatory frameworks governing real estate transactions and property operations.
- Utilize project management skills to oversee property development, renovation, and improvement projects.
- Effectively communicate and collaborate with stakeholders, including tenants, owners, contractors, and regulatory agencies.
- Analyze market trends and data to make informed decisions regarding real estate investments and property management strategies.

Targeted Audience:

- Property Managers and Property Administrators.
- Residential Managers.
- Real Estate Managers, Consultants, Brokers, and Management Executives.
- Shopping Center Managers.
- Leasing Managers, Building Managers, Site Managers, and Housing Managers, Facilities Managers, Plant Managers, and Project Managers.
- Landlords.



- Building Maintenance Managers and Contract Managers for Commercial, Residential, Industrial, and Governmental Assets.

Program Outlines:

Unit 1:

Real Estate Investment Strategies:

- Identifying investment opportunities in real estate.
- Evaluating property potential and market analysis.
- Financial analysis and risk assessment in real estate investment.
- Understanding real estate financing options.
- Developing investment strategies tailored to individual goals.
- Implementing risk mitigation techniques in real estate investment.

Unit 2:

Property Acquisition and Due Diligence:

- Conducting property due diligence.
- Legal considerations in property acquisition.
- Financial analysis of property acquisition.
- Environmental and regulatory assessments.
- Evaluating property condition and potential renovations.
- Negotiating terms and closing property acquisitions.

Unit 3:

Property Operations and Maintenance:

- Implementing effective property management practices.
- Tenant relations and lease management.
- Routine maintenance and repairs.
- Budgeting and financial management for property operations.

- Compliance with property regulations and codes.
- Implementing sustainable and energy-efficient property practices.

Unit 4:

Real Estate Marketing and Leasing:

- Developing marketing strategies for property listings.
- Advertising and promotion of rental properties.
- Screening and selecting tenants.
- Negotiating lease terms and agreements.
- Lease management and enforcement.
- Handling tenant disputes and evictions.

Unit 5:

Real Estate Asset Management:

- Setting performance objectives and benchmarks for real estate assets.
- Monitoring and analyzing property performance metrics.
- Implementing strategies to optimize property value and returns.
- Portfolio diversification and risk management.
- Strategic planning for long-term asset growth.
- Disposition strategies for underperforming assets.