

€ TRAINING

Real Estate and Property Management





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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. is of best practice techniques, national and international experiences.

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.