

# € TRAINING

Real Estate and Property Management



3 - 7 June 2024  
Casablanca (Morocco)  
New Hotel



# Real Estate and Property Management

REF: M1290 DATE: 3 - 7 June 2024 Venue: Casablanca (Morocco) - New Hotel Fee: 3685 Euro

## 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.