

Certificate in Real Estate Process for Development & Investment (REPD)

Implement Effective Procedures For Successful Development And Investment In A Competitive Real Estate Market



Top Learning Objectives:

1. **Achieve** a thorough understanding of the entire real estate development and investment processes, as well as the roles of project stakeholders
2. **Appreciate** the scope of marketing and sales for real estate development and investment
3. **Gain** extensive knowledge of the commercial and legal issues and opportunities for the property industry
4. **Develop** the ability to identify and negotiate important aspects of real estate contracts
5. **Learn** how to assess the full range of risks in any real estate proposition for successful portfolio management

23 – 26 April 2018*

Dusit Thani Hotel, Dubai, UAE

10 – 13 December 2018*

Dusit Thani Hotel, Dubai, UAE



Delegates are requested
to bring their laptop
(with a USB port) to the
course

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Informa's training programmes and solutions are delivered by renowned industry experts and thought leaders with extensive practical experience. Our courses are stimulating, comprehensive and well structured, allowing delegates to enhance their professional development and capability.

We are a leading training provider in the Middle East, with a portfolio of subject matter across the following sectors:

- Audit, Risk & Governance
- Business Operations
- Engineering, Operations & Maintenance
- Finance
- Healthcare
- Human Resources
- IT
- Leadership & Management
- Marketing, Sales & Communications
- Oil & Gas
- Procurement & Supply
- Professional Development
- Project Management
- Real Estate
- Strategy Management
- Telecoms

Course Requirements And Certificates

Delegates must meet two criteria to be eligible for an Informa Certificate of Completion for a course:

1. Satisfactory attendance – delegates must attend all sessions of the course. Delegates who miss more than 2 hours of the course sessions will not be eligible to sit the course exam
2. Successful completion of the course assessment

Delegates who do not meet these criteria will receive an Informa Certificate of Attendance. If delegates have not attended all sessions, the Certificate will clearly state the number of hours attended.

Course Assessment

Assessment will be ongoing and based on in-class participation.

Course Requirement

Delegates are requested to bring their laptop (with a USB port) to the course.

Meet Your Expert Course Leader



Dr. Julian Spencer Roche

Finance Training Consultant, Australia and UK

From an old real estate family in the UK, Dr. Julian Roche worked as an economist for DRI McGraw-Hill and as a partner in a real estate development company with

US investments before launching his own real estate consultancy specialising in global data provision. Later he spent five years as a senior consultant to a venture capital company in the UK, where he advised on corporate structure, flotations, trade sales and business valuations. He has also published several books on real estate derivatives and business valuations, and has presented real estate courses internationally for over 10 years.

In ONE word, here's how previous delegates described Dr. Julian and his real estate courses:

"Knowledgeable"

Maher Hamze, Senior Associate, **Mercer**, KSA

"Excellent"

Rafeeg Abdalla, CFO, **Olaya Real Estate Company**, KSA

"Outstanding"

Andres Rodenas de la Vega, Investment Manager, **International Petroleum Investment Company (IPIC)**, UAE

Who Should Attend

This course is designed for all property professionals who participate in the development process and those who finance, manage, buy or sell real estate, including:

- Architects
- Urban Planners
- Real Estate Managers
- Real Estate Analysts and Investors
- Real Estate Planners and Developers
- Property Owners and Managers
- Government Officials and Regulators
- Lawyers
- Accountants
- Valuers
- Mortgage Brokers, Bankers and Lenders
- Investment Bankers/Managers, Venture Capitalists, and Private Equity Specialists
- Finance Managers and Analysts

Delegates are expected to possess basic understanding of principles of real estate development and investment.

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Course Timings: Registration will be at 08:00 on Day One. Course sessions will start promptly at 08:30 and end at 14:30. There will be breaks for refreshments at approximately 10:30 and 12:30 and lunch will be served at the end of each day's session.

Course Overview

In all countries, real estate accounts for a vast proportion of non-petroleum economic activity and constitutes approximately one-third of all capital assets. You simply cannot ignore it as a business opportunity.

An understanding of how real estate properties are conceptualised, designed, built, managed and marketed is essential to making intelligent decisions to finance, manage, sell or buy real estate assets. And in the Gulf region, the thriving property market provides considerable opportunities for real estate development and investment – but only for those who are well-informed and make smart business decisions, which is exactly what this course is designed to help you become and achieve.

The course will address all the actual elements of real estate development, from research and planning through to development and marketing. It contains numerous case studies from the Gulf and worldwide to focus on all the key issues real estate stakeholders need to know.

Course Methodology

An extensive use of case studies will be incorporated to illustrate the Course Leader's teachings and the principles covered. Delegates will also have opportunities to participate in group exercises and discussions, as well as build various Excel models.

Course Outline

Day One

Real Estate Development And Investment

Development, Investment And Why Real Estate Matters

- What real estate is and its significance worldwide and in the Gulf
- Definitions and differences – types of real estate, development and investment
- Global position by sector and activity
- Real estate development, investment and management within the larger global economy
- Management and HR
- Key stakeholders within the property industry
- Property professionals and their role

Case Studies: The Royal Institute of Chartered Surveyors (RICS) and the Urban Land Institute

- Financing property purchase
- The emerging role of technology in real estate

Case Study: Where are we headed with malls in the Middle East?

- Chinese Walls and comparative analysis

The Stages Of The Development And Investment Process

- Introduction to the real estate development process
- The raw materials – land and demographics
- History of real estate development

Case Study: Crippling mistakes in real estate development – what can Gulf developers learn from mistakes elsewhere?

- The role of market research and forecasting
- Flow diagrams of real estate development

Real Estate Investment

- Why invest?
- Major international investors – their objectives, needs and strategies

Case Study: Generational issues in real estate investment – the needs of institutional investors

- Performance monitoring

Developers

- Types of developers – public and private
- Size and financial credibility of developers by project
- Developers and their partners
- The role of the public sector and its influence on developer strategy
- Success criteria for developers

Case Study: Key international developers, their projects and international diversification

Working With Consultants

- The theory and practice of outsourcing
- Understanding the role of consultants in different organisations
- Establishing clarity in consultant assignments
- Consultant selection
- Costing consultancy
- Legal aspects of consultancy

Case Study: Comparing consultancy reports for real estate sectors

The Land Bank

- Land zoning and the decision for development – examples from the region
- Land prices and the cost of holding land
- Opportunity costs
- Land ownership obligations
- Enhancing land – services and base construction
- Subdividing and selling off

Case Study: How large should the land bank be? A comparison of best practice and achieved returns

Day Two

Land, Highest And Best Use (HBU), And Feasibility Studies

Site Analysis For Development

- Criteria for site analysis
- Methodology of site analysis
- Due diligence
- The creation of demand – how long can it work?

Case Study: Analysing a potential real estate construction site

Site Selection For Investment And Development

- Bid-rent curves and 'natural' zoning
- Linkage and transfer costs
- Comparative review of sites

Case Study: Evidence of site selection and profitability – the relevance of location to profitability and how it is changing

Highest And Best Use

- Concept and applicability

Case Study: Examples of HBU analysis

Project Feasibility

- Technical feasibility
- Financial and commercial viability
- Role of competitors
- Integration with other projects and capital rationing
- Differences between investment and development feasibility studies

Case Study: Comparing projects for feasibility

Group Exercise: Developing a comparative feasibility study financial analysis for presentation to a bank

Development Simulations For Real Estate Investment And Development

- Role of modelling Net Operating Income (NOI) and its components
- Estimating operating expenses

- Comparing sales methods – mortgage vs. instalment sales
- Risk modelling, certainty equivalents and available software
- Achieved pricing and time value of money
- Implications of funding strategies
- Interlocking projects
- Sale exchanges
- Portfolio management
- Property lifecycles and value

Case Study: A comparative review – creating unique value and the real options in real estate development

- Working with government
- Land development and infrastructure

Case Study: Real estate laws and their dependence on local legal systems – differences between the Gulf and elsewhere

- Forecasting sales and revenue
- Calculating cost of sales and overhead
- Rolling, incremental, flexible and zero-based budget methodologies
- Budget coordination – creating the master budget
- Limiting factors

Group Exercise: Budget setting for a real estate development based on cost analysis

Day Three

Legal And Construction Issues

Property And Conveyancing Law

- Legal principles, structure, court and devolution
- Legal issues for property professionals

Case Studies: Examples of legal issues for property development and investment

- Law of contract
- Tort law, nuisance and negligence
- Land law, property rights and obligations
- Title and boundaries
- Easements and their significance
- Applied property law; legal issues in building and construction; planning and development; liabilities for developers, owners and occupiers

The Contract And Negotiation Process

- Participating parties
- Legal aspects of real estate development
- Types of contracts
- Contract negotiation
- The role of lawyers
- Signature and action on contracts

Case Study: Examples of legal action involving developers and contractors

Design, Architecture And Building

- Critical issues of architecture
- Role of environmental analysis
- Health and safety analysis
- Tenant modifications and costs
- Infrastructural issues

The Regulatory Process

- The role of government and local government
- Development permits
- Regulation – what do developers need to know and do?

Construction Management

- Key phases of construction
- Costs and risks of construction
- Actual vs. budget
- Calculating and interpreting variances
- Diagnosing the cause of variances
- Reforecasting
- Dos and don'ts of budgeting
- Timelines and project management
- Disaster management and recovery

Case Study: Latest developments in construction management software

Completion

- Timelines for development
- Integrating commercial and construction activity
- Signing off on project stages
- Portfolio management

Case Study: Examples of real estate project management software

Day Four

Managing And Marketing Real Estate

Business Management

- Strategic business planning processes
- Business lifecycle
- Analysing industry trends
- Real estate in a corporate portfolio

Case Study: Examples of real estate investment and occupancy strategies for companies in the Gulf

Tenant Issues

- Housing and tenant management
- Islamic property legal issues
- Security deposits and other negotiation issues

Group Exercise: Handling tenant negotiations

Property And Facilities Management

- Introduction to property management
- History of the profession – key property management companies

Case Study: What does Asteco do?

Advanced Operations And Facilities Management

- Principles of construction and maintenance
- Planning and monitoring
- Working with contractors and consultants
- Purchase and inventory supplies
- Risk management
- Property inspection
- Work order; maintenance requests and logs; task lists
- Plumbing and electrical repairs, and mechanical services
- Dos and don'ts of maintenance
- Typical maintenance problems/solutions
- Occupant support services; premises support services; resource decision-making

Case Studies: Software systems for property management

- Sustainability and investment
- Increasing energy efficiency
- Green building certification and strategies
- Service Level Agreements (SLAs)

Marketing Strategies

- Marketing theory and practice
- Key marketing objectives
- The role of advertising
- Costing marketing and cost-effective marketing

Group Exercise: Developing a marketing programme for a development project

- The role of branding in real estate development

Case Studies: Examples of real estate marketing for different types of development

Identifying And Managing Risk

- Risk typology – insurable, derivative-manageable and bearable risks
- Insurance packages and issues with insurance
- Derivatives and their use
- Assessing and managing risks in development and investment

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WAYS TO REGISTER

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If you have 6 or more people interested in attending, and would like to customise this training course to suit your team and business, contact our Training Consultants on **+971 4 407 2624** or email **cts@informa.com**

Course	Course Fee Before 12 February 2018	Course Fee Before 19 March 2018	Final Fee
Certificate in Real Estate Process for Development & Investment (REPD) 23 – 26 April 2018* (BC7073)	US\$ 3,995	US\$ 4,495	US\$ 4,995
Course	Course Fee Before 1 October 2018	Course Fee Before 5 November 2018	Final Fee
Certificate in Real Estate Process for Development & Investment (REPD) 10 – 13 December 2018* (BC7291)	US\$ 3,995	US\$ 4,495	US\$ 4,995

DISCOUNTS AVAILABLE FOR 2 OR MORE PEOPLE

CALL: +971 4 335 2483
E-MAIL: a.watts@informa.com

All registrations are subject to our terms and conditions which are available at www.informa-mea.com/terms. Please read them as they include important information. By submitting your registration you agree to be bound by the terms and conditions in full.

Course fees include documentation, luncheon and refreshments. Delegates who attend all sessions and pass the course examination will receive an Informa Certificate of Completion.

***Book and pay full fee for two colleagues and the third attends for FREE.**
*Not applicable in conjunction with corporate discounts.
Payment to be settled before start of the course to avail the offer.
The 3 for 2 offer is valid on full price final fee registration only.*

**Pricing excludes 5% VAT, which
will be charged where
applicable**

DELEGATE DETAILS

First Name:	Surname:	
Job Title:		
Company:		
Address:		
Postal Code:	Country:	City:
Tel:	Mobile:	Fax:
Email:		

PAYMENTS

A confirmation letter and invoice will be sent upon receipt of your registration. Please note that full payment must be received prior to the event. Only those delegates whose fees have been paid in full will be admitted to the event.

AVOID VISA DELAYS – BOOK NOW

Delegates requiring visas should contact the hotel they wish to stay at directly, as soon as possible. Visas for non-GCC nationals may take several weeks to process.

CANCELLATION

- If you are unable to attend, a replacement delegate will be welcomed in your place. If you cancel your registration 57 days or more before the event, you will receive a refund minus a 10% cancellation fee (plus VAT where applicable). Cancellation after 56 days before the event or if you fail to attend the event will be 100% payable. All cancellations must be sent by email to register-mea@informa.com marked for the attention of Customer Services Cancellation.
- All registrations are subject to acceptance by Informa Middle East which will be confirmed to you in writing.
- Due to unforeseen circumstances, Informa reserves the right to cancel the course, change the programme, alter the venue, speaker or topics.
- For full details, please visit www.informa-mea.com/terms-and-conditions-for-delegates

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EVENT VENUE

Dusit Thani Hotel, Dubai, UAE
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ACCOMMODATION DETAILS

We highly recommend you secure your room reservation at the earliest to avoid last minute inconvenience. You can contact the Hospitality Desk for assistance on:
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