MERCURY

Strategic Real Estate Management Training Course

15 – 19 March 2027
Madrid (Spain)



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Ref: 16028_1003303 **Date:** 15 – 19 March 2027 **Location:** Madrid (Spain) **Fees:** 5600 Euro

Introduction to Strategic Real Estate Management Training Course:

The Strategic Real Estate Management training course offers an in-depth examination of urban economics, real estate markets, and valuation methodologies, providing the essential knowledge for successful property management and investment. This training course equips professionals with both practical knowledge and analytical skills to navigate complex real estate environments and make informed decisions.

Participants will gain an understanding of global and Middle Eastern market trends, including forecasting and risk analysis techniques, as well as insights into the latest developments in these markets. The Strategic Real Estate Management program highlights the influence of government policies, housing affordability, and urban planning on property markets. It introduces international valuation standards such as RICS and IFRS, providing a framework for globally recognized practices.

Sustainability and advanced financial modeling are integral components of the curriculum. Learners will develop the ability to conduct robust market analyses and valuations tailored to diverse regional contexts. The Strategic Real Estate Management course prepares professionals to enhance strategic planning and asset management in the real estate sector. The course is essential for those aiming to excel in real estate investment, development, and portfolio management.

Targeted Groups:

This Strategic Real Estate Management training course targets professionals seeking specialized knowledge and skills:

- Real estate professionals are involved in investment, development, and property management.
- Urban planners and city development authorities.
- Government officials are managing housing and infrastructure projects.
- Financial analysts and corporate finance specialists in real estate.
- Certified property appraisers and valuers.
- Legal experts in property and conveyancing law.
- Banking and mortgage professionals focusing on real estate financing.
- Construction managers and real estate project developers.
- Insurance professionals assess property and land risks.
- Academics and researchers in urban economics and real estate markets.

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Course Objectives:

Participants will achieve the following objectives by completing the Strategic Real Estate Management course:

- Explain the key drivers behind urban development and real estate market dynamics.
- Analyze the effects of global economic trends on local and regional real estate markets.
- Apply market study techniques to assess the feasibility of property investments accurately.
- Differentiate between various property valuation standards and methodologies, including those of the RICS and IFRS.
- Assess and mitigate risks associated with real estate projects through strategic analysis and evaluation.
- Develop detailed cash flow models and accurately forecast investment scenarios to ensure optimal financial outcomes.
- Integrate sustainability principles to enhance property performance and valuation.
- Interpret international valuation standards to produce professional and compliant reports.
- Compare real estate regulatory and valuation practices across Middle Eastern and global markets.
- Evaluate the impact of emerging technologies and automation on real estate valuation processes.
- Conduct thorough due diligence and critically review valuation reports for accuracy.
- Utilize site selection analysis and highest and best use principles for optimal investment decisions.

Targeted Competencies:

Participants will gain the following competencies during the Strategic Real Estate Management program:

- Mastery of urban economic theories and real estate development drivers.
- Advanced skills in real estate market analysis, forecasting, and feasibility assessment.
- Proficiency in applying international valuation standards and best practices.
- Ability to develop and interpret complex cash flow and financial models.
- Competence in risk analysis and strategic mitigation for property investments.
- Understanding of legal frameworks and regulatory requirements in real estate management.
- Integration of sustainability and corporate finance into real estate valuation.
- Critical review and due diligence capabilities for valuation reports.
- Practical knowledge of technology applications in modern real estate asset management.

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Course Content:

Unit 1: Urban Economics:

- Define the factors driving city growth and urban development.
- Analyze economic foundations influencing real estate markets and land prices.
- Compare urban development trends between the Middle East and global cities.
- Examine the role of real estate within the global economy and capital markets.
- Assess the impacts of technology and digital transformation on property markets.
- Discuss government policies on housing affordability and urban planning.
- Explore practical urban planning applications affecting real estate landscapes.
- Review property and conveyancing laws pertinent to real estate development.
- Understand the influence of demographic and migration trends on urban growth.
- Evaluate infrastructure development and its effect on real estate demand.
- Assess environmental and sustainability factors shaping urban real estate.

Unit 2: Real Estate Economics Applications in Practice:

- Integrate economic theory into actionable real estate market analysis.
- Conduct detailed, data-driven market studies for property investment.
- Apply forecasting techniques to predict real estate trends.
- Perform site selection analysis based on location, zoning, and infrastructure.
- Utilize the Highest and Best Use concept in investment decision-making.
- Identify and evaluate real estate cash flows to determine the investment's profitability.
- Utilize analytical tools to conduct comprehensive feasibility studies.
- Execute risk assessments using scenario modeling.
- Analyze market cycles and their impact on timing real estate investments.
- Assess the effects of macroeconomic variables on local real estate markets.
- Interpret supply-demand dynamics for various property types.

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Unit 3: Valuation Principles and Standards:

- Analyze key property performance metrics and valuation impacts.
- Discuss governance and ethical issues in real estate valuation.
- Define the purposes of valuation, including investment, financing, and reporting.
- Apply RICS valuation standards, taking into account both global and regional considerations.
- Interpret IFRS accounting standards related to real estate assets and liabilities.
- Compare real estate valuation approaches with corporate finance methods.
- Evaluate sustainability's role in influencing property values.
- Prepare valuation reports aligned with international standards.
- Examine valuation practices specific to Middle Eastern real estate markets.
- Understand the role of professional ethics in valuation.
- Discuss challenges in valuing specialized or unique property types.

Unit 4: Real Estate Valuation Methodologies:

- Assess land and residential property valuation methodologies.
- Utilize hedonic pricing models to measure the value of property attributes.
- Develop detailed Discounted Cash Flow DCF models for income-producing assets.
- Apply the Sales Comparison Approach in diverse real estate markets.
- Evaluate lease terms and tenancy impacts on property valuation.
- Implement the Cost Approach for unique or specialized real estate assets.
- Analyze the relationship between real estate valuation and the cost of capital.
- Understand and apply Real Options theory in valuation scenarios.
- Examine valuation adjustments for risk, liquidity, and market conditions.
- Conduct sensitivity analyses on valuation model inputs.
- Incorporate tax and regulatory impacts into valuation models.

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Unit 5: Real Estate Valuation in Practice:

- Address practical challenges in global real estate valuation projects.
- Apply valuation methods compliant with Middle Eastern legal frameworks.
- Analyze jurisdictional differences in property valuation practices.
- Review building codes, construction standards, and compliance regulations to ensure adherence to relevant guidelines and regulations.
- Identify essential components of a comprehensive valuation report.
- Compare international valuation methodologies across countries.
- Conduct due diligence to verify valuation accuracy and reliability.
- Explore automation and real-time valuation tools in modern practice.
- Assess future trends in real estate valuation and asset management.
- Develop communication strategies for presenting valuation findings.
- Implement ethical guidelines and data governance in valuation processes to ensure transparency and accountability.

Final Insights & Key Takeaways:

The Strategic Real Estate Management training course provides a comprehensive framework for understanding and effectively managing real estate markets and valuations. Participants acquire essential skills to analyze urban economics and apply advanced valuation standards effectively. Emphasis on practical applications prepares learners to navigate the legal, financial, and sustainability challenges associated with property management. The course equips professionals to use technology and automation to enhance real estate asset management. They will make strategic, data-driven decisions that support long-term success in real estate investment.