MERCURY

Real Estate Development Process

22 – 26 March 2027
Rome (Italy)



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Ref: 16244_1012194 **Date:** 22 – 26 March 2027 **Location:** Rome (Italy) **Fees:** 6200 Euro

Introduction:

The Real Estate Development Process course offers a structured understanding of how real estate projects evolve from concept to completion, equipping professionals with the knowledge and skills to navigate the increasingly complex world of real estate development. Participants will explore market trends, feasibility studies, financing, and valuation strategies that are crucial for informed decision-making.

The Real Estate Development Process program explores each phase of growth, encompassing planning, construction management, regulatory compliance, and successful marketing and sales strategies. Sustainability, innovation, and risk mitigation are central themes integrated throughout the program.

With an emphasis on practical applications, learners will develop tools to manage consultants, optimize project timelines, and align stakeholder expectations. Ultimately, this Real Estate Development Process training course offers a blueprint for achieving success in modern real estate ventures.

Targeted Groups:

This Real Estate Development Process training course targets professionals seeking specialized knowledge and skills:

- Real estate developers are aiming to enhance the delivery of their projects.
- Property managers looking to understand development fundamentals.
- Architects and designers are interested in integrating into development cycles.
- Financial analysts are involved in real estate feasibility and valuation.
- Urban planners focus on coordinating land use and development to ensure efficient and sustainable growth.
- Engineers seeking cross-disciplinary development insights.
- Legal advisors specialize in handling real estate contracts and regulations.
- Marketing and sales professionals promote real estate assets.
- Project managers oversee construction and procurement.
- Consultants working with real estate investors and stakeholders.

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Course Objectives:

Participants will achieve the following objectives by completing the Real Estate Development Process course:

- Understand the phases of real estate development and their interdependencies.
- Analyze property markets and conduct feasibility studies with real-world context.
- Identify optimal site selection strategies and apply highest and best use HBU principles to inform decisions.
- Evaluate development loans, mortgages, and real estate investment risks.
- Interpret local regulations and apply legal compliance in project planning.
- Coordinate effectively with consultants, contractors, and government authorities.
- Prepare and manage real estate development contracts and negotiations.
- Plan procurement and oversee efficient supply chain operations.
- Integrate sustainable and energy-efficient design practices into development.
- Manage construction processes from planning through completion.
- Conduct real estate leasing analysis for income-generating assets.
- Develop effective marketing strategies and branding to position projects for success.
- Develop tailored sales approaches to meet market expectations and close deals.
- Reflect on key success drivers and develop long-term development strategies.

Targeted Competencies:

Participants will gain the following competencies during the Real Estate Development Process program:

- Market research and trend forecasting.
- Real estate financial modeling and risk analysis.
- Site assessment and highest and best use application.
- Regulatory navigation and compliance procedures.
- Contractual negotiation and consultant coordination.
- Procurement and logistics planning in development.
- Construction project management.
- Application of green building and sustainability standards.
- Branding, market positioning, and sales planning.

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Course Content:

Unit 1: Market Analysis:

- Introduction to the Real Estate Development Process:
  - Overview of development lifecycle stages.
  - Key stakeholders and their roles.
- Developers:
  - Role of the developer.
  - Profit goals vs. community benefit.
- Market Analysis Considerations:
  - Demographic research.
  - Demand drivers and competition assessment.
  - Site potential and zoning analysis.

Unit 2: Development Loans, Mortgages, and Valuation:

- Site Selection and HBU Highest and Best Use:
  - Site evaluation metrics.
  - Land use optimization.
- Financial Aspects of Development:
  - Loan types and capital stack.
  - Development budgeting and pro forma analysis.
- Risks and Real Estate:
  - Identifying development risks.
  - Market, legal, financial, and operational risks.

Unit 3: Managing the Development Process:

- The Regulatory Process:
  - Permitting and entitlement stages.
  - Environmental impact studies.
- Working with Consultants:
  - Selecting consultants and contract scopes.
  - Coordination and communication strategies.
- The Contract and Negotiation Process:
  - Drafting effective contracts.
  - Legal frameworks and dispute resolution.
- Procurement and Supply Chain Management:
  - Vendor selection and logistics.
  - Managing timelines and material costs.

Unit 4: Managing the Construction of Real Estate:

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- Design, Architecture, and Building:
  - Project design workflow.
  - Aligning design with functional goals.
- Sustainability and Real Estate Development:
  - LEED and ESG compliance.
  - Sustainable construction practices.
- Construction Management:
  - Scheduling and supervision.
  - Budget control and quality assurance.
- Completion:
  - Final inspections and certifications.
  - Delivering the finished product.
- Leasing Analysis:
  - Tenant mix strategy.
  - Rent structuring and revenue forecasting.

Unit 5: Real Estate Sales and Marketing:

- Principles of Real Estate Marketing:
  - Positioning properties in competitive markets.
  - Creating value propositions.
- Real Estate Branding:
  - Brand development and consistency.
  - Digital marketing and visual identity.
- Analysing the Competition:
  - SWOT analysis in real estate.
  - Market segmentation.
- Real Estate Sales Techniques:
  - Prospecting and pipeline management.
  - Closing techniques and client relations.
- Conclusion:
  - Integrated development review.
  - Strategic development reflections.

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Final Insights & Key Takeaways:

Real estate development is a multifaceted process requiring a deep understanding of market conditions, financial strategy, and regulatory landscapes. This course offers a strategic framework for aligning all development phases, from site selection to successful sales. With practical insights and technical guidance, learners will be able to lead development projects. Effective execution in real estate begins with knowledge—this course delivers exactly that.