MERCURY

# Real Estate Development, Investment & Strategy

28 December 2026 – 1 January 2027
Madrid (Spain)



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# Real Estate Development, Investment & Strategy

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## Introduction

The Real Estate Development, Investment & Strategy course provides participants with the knowledge and tools to navigate the real estate market successfully. It explores investment analysis, development planning, and strategic decision-making. Participants will learn how to evaluate properties, assess risks, and optimize returns. The program emphasizes market trends, financial modeling, and sustainable development practices. It combines theoretical frameworks with practical insights to enhance strategic thinking. Graduates will make informed, high-impact decisions in real estate development and investment.

## Targeted Groups

This Real Estate Development, Investment & Strategy targets professionals seeking specialized knowledge and skills:

- Real estate developers
- Property investors
- Urban planners
- Financial analysts
- Investment managers
- Real estate consultants
- Project managers
- Professionals seeking career advancement in property development

## Course Objectives

Participants will achieve the following objectives by completion of Real Estate Development, Investment & Strategy:

- Understand key principles of real estate development and investment.
- Evaluate market trends and identify profitable opportunities.
- Develop financial models for property valuation.
- Assess risks and implement mitigation strategies.
- Apply strategic planning in property projects.
- Understand legal, regulatory, and zoning requirements.
- Integrate sustainable practices in development planning.
- Make informed decisions to maximize investment returns.

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## Targeted Competencies

Participants will gain the following competencies during the program:

- Conduct market and feasibility studies.
- Analyze investment opportunities efficiently.
- Apply financial modeling for real estate projects.
- Understand legal frameworks and zoning laws.
- Implement risk management strategies.
- Plan development projects strategically.
- Enhance negotiation and decision-making skills.
- Integrate sustainability in property development.

## Studying Scenarios

In this training, participants will develop their skills through the analysis of the following scenarios:

- Evaluating potential land acquisitions for development.
- Assessing residential and commercial property investments.
- Calculating returns on mixed-use projects.
- Planning urban development strategies.
- Conducting risk analysis for high-value investments.
- Creating investment portfolios for property assets.
- Examining case studies of successful and failed developments.

## Course Content

### Unit 1: Real Estate Market Fundamentals

- Introduction to real estate markets
- Types of real estate properties
- Market demand and supply analysis
- Trends in residential and commercial sectors
- Understanding the property lifecycle
- Identifying investment opportunities
- Real estate terminology and concepts

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## Unit 2: Investment Analysis & Financial Planning

- Property valuation techniques
- Cash flow and ROI calculations
- Investment risk assessment
- Financing options for projects
- Portfolio diversification strategies
- Scenario-based financial planning
- Market comparison and benchmarking

## Unit 3: Development Planning & Project Management

- Site selection and feasibility studies
- Regulatory and zoning compliance
- Development project lifecycle
- Cost estimation and budgeting
- Scheduling and resource allocation
- Stakeholder management
- Monitoring and controlling projects

## Unit 4: Strategic Decision-Making in Real Estate

- Strategic investment frameworks
- Risk management strategies
- Market entry and exit decisions
- Negotiation techniques for acquisitions
- Decision-making under uncertainty
- Long-term planning for property portfolios
- Evaluating strategic alternatives

## Unit 5: Sustainability & Emerging Trends

- Sustainable development practices
- Green building standards
- Technology integration in real estate
- Smart city initiatives
- Impact of economic trends on property markets
- Future of real estate investment strategies
- Adapting to demographic and market shifts

# Final Insights & Key Takeaways

Participants will leave the course with actionable strategies for real estate investment and development. They will be able to apply analytical and strategic skills to achieve successful outcomes in the property market.