MERCURY

# Strategic Real Estate Asset Management

14 – 18 June 2027
Barcelona (Spain)



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**Ref:** 16223_1078638 **Date:** 14 – 18 June 2027 **Location:** Barcelona (Spain) **Fees:** 5600 Euro

## Introduction:

Strategic Real Estate Asset Management is a vital discipline in maximizing the long-term value, profitability, and sustainability of real estate portfolios. This course provides professionals with practical tools, insights, and frameworks for optimizing asset performance and decision-making across diverse property types. Participants will explore industry-leading strategies related to lifecycle planning, investment performance, capital expenditure optimization, and risk-adjusted returns.

By integrating financial modeling, portfolio analysis, and market intelligence, attendees will be equipped to manage assets in line with strategic organizational goals. The Strategic Real Estate Asset Management course addresses governance, regulatory frameworks, and ESG Environmental, Social, Governance considerations relevant to real estate assets.

Whether managing single assets or diversified portfolios, this Strategic Real Estate Asset Management program bridges operational insights with strategic vision. This program is ideal for professionals looking to develop agile, data-driven, and value-maximizing approaches to real estate asset management.

## Targeted Groups:

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

- Real estate asset managers.
- Property portfolio managers.
- Investment and financial analysts.
- Corporate real estate professionals.
- Urban planners and infrastructure specialists.
- Government real estate administrators.
- Developers and property owners.
- Real estate consultants and advisors.
- Facilities and operations managers.
- Banking and insurance professionals are involved in real estate.
- Strategic planning and business development executives.

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## Course Objectives:

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

- Understand core concepts of real estate asset lifecycle and value creation.
- Analyze and interpret performance metrics and key asset KPIs.
- Apply financial and market analysis to optimize asset-level decisions.
- Develop strategic plans for long-term asset positioning.
- Identify risks and opportunities within property portfolios.
- Integrate sustainability and ESG factors into asset strategies.
- Align asset goals with broader organizational objectives.
- Evaluate the impact of capital improvements on ROI.
- Use scenario planning to assess future asset performance.
- Communicate asset strategies effectively to stakeholders.
- Make data-informed decisions across different market cycles.
- Utilize real estate benchmarking tools and analytics platforms.
- Create effective disposition and acquisition strategies.
- Design leasing strategies that support income maximization.
- Support innovation and digital transformation in asset management.

## Targeted Competencies:

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

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- Strategic thinking in real estate asset allocation.
- Analytical interpretation of real estate financial data.
- Capital planning and investment optimization.
- Asset lifecycle forecasting and scenario modeling.
- ESG integration and risk mitigation.
- Stakeholder communication and presentation skills.
- Use of real estate tech and data platforms.
- Portfolio performance benchmarking and evaluation.
- Value-add strategy design and implementation.

## Course Content:

### Unit 1: Fundamentals of Strategic Asset Management in Real Estate:

- Define the scope and role of real estate asset management.
- Identify different asset classes and property types.
- Understand the asset lifecycle from acquisition to disposition.
- Differentiate between asset management and property management.
- Examine key drivers of asset performance and value.
- Discuss governance frameworks for real estate assets.
- Review organizational strategies and their influence on assets.
- Understand compliance requirements and regulatory risks.
- Analyze the role of asset managers in corporate real estate strategy.

### Unit 2: Asset Financial Performance and Market Analysis:

- Interpret real estate financial statements and KPIs.
- Calculate net operating income, IRR, cash-on-cash, and cap rates.
- Use discounted cash flow DCF for valuation and forecasting.
- Apply scenario analysis and stress testing to investment decisions.
- Assess market conditions using absorption rates and vacancy trends.
- Utilize benchmarking tools to compare asset performance.
- Understand debt structures and financing implications.
- Evaluate the impact of inflation and interest rate changes.
- Align financial objectives with portfolio risk profiles.

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## Unit 3: Strategic Planning and Portfolio Optimization:

- Set asset-level and portfolio-wide strategic objectives.
- Prioritize assets using a matrix of performance and potential.
- Develop hold-sell strategies based on lifecycle performance.
- Design capital improvement programs and investment phasing.
- Balance income generation and capital appreciation goals.
- Allocate resources across multi-asset portfolios efficiently.
- Implement portfolio rebalancing strategies.
- Incorporate macroeconomic forecasts into asset planning.
- Structure joint ventures and partnerships for asset growth.

## Unit 4: ESG, Sustainability, and Technological Transformation:

- Integrate ESG metrics into asset decision-making.
- Evaluate green certifications and their value impact.
- Design energy-efficient and sustainable asset interventions.
- Understand tenant demand shifts toward ESG-compliant properties.
- Use smart building technologies for operational efficiency.
- Leverage proptech and digital twins in asset performance tracking.
- Implement data-driven ESG reporting systems.
- Analyze the effect of climate risk on long-term asset strategy.
- Explore government incentives for sustainable real estate.

## Unit 5: Strategic Leasing, Disposition, and Stakeholder Communication:

- Formulate leasing strategies aligned with asset goals.
- Assess tenant creditworthiness and lease structuring options.
- Manage tenant retention and lease rollover risk.
- Plan and execute effective asset disposition strategies.
- Understand buyer profiles and due diligence requirements.
- Prepare investor and stakeholder reports with actionable insights.
- Use visualization tools for portfolio storytelling.
- Communicate asset performance across financial and operational teams.
- Align communication with investor, regulatory, and internal priorities.

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## Final Insights & Key Takeaways:

Strategic Real Estate Asset Management is essential for organizations aiming to maximize the long-term value and performance of their real estate portfolios. Through a structured and comprehensive learning journey, participants will build capabilities in strategic planning, performance optimization, and risk mitigation. The course emphasizes data-driven decision-making, sustainable practices, and technological integration. Upon completion, professionals will be equipped to drive value and innovation in dynamic real estate markets.