MERCURY

Assessing Commercial Real Estate Investments and Markets

31 January – 4 February 2027
Online



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Ref: 15876_1084671 **Date:** 31 January – 4 February 2027 **Location:** Online **Fees:** 1900 Euro

Introduction:

Commercial real estate CRE investment offers significant opportunities for generating returns, but successful investment decisions require a deep understanding of market dynamics and asset types. The Assessing Commercial Real Estate Investments and Markets course provides an overview of how to assess commercial real estate investments and evaluate the markets in which they operate.

Participants will explore key factors influencing property value, including location, market trends, economic indicators, and financial metrics. By mastering these assessment techniques, investors and professionals can make informed decisions that align with their financial goals and risk tolerance, ensuring the sustainable growth of their portfolios in the competitive real estate sector.

The Assessing Commercial Real Estate Investments and Markets course offers comprehensive insights into commercial real estate assessment and the intricacies of evaluating commercial real estate investments. Participants will learn how to evaluate commercial real estate investments, covering diverse types and their role in shaping the commercial real estate market. It delves into the environmental assessment of commercial real estate, highlighting the importance of sustainability in investment decisions.

Critical skills addressed are understanding commercial real estate market trends and identifying the fastest-growing commercial real estate markets. The Assessing Commercial Real Estate Investments and Markets training explores capital markets commercial real estate definition to ensure participants grasp the industry's financial dynamics. Effective commercial real estate marketing strategies are included to help navigate competitive markets. They will excel in the evolving landscape of commercial real estate markets.

Targeted Groups:

- Real Estate Investors.
- Commercial Property Developers.
- Financial Analysts in Real Estate.
- Portfolio Managers.
- Property Valuers and Appraisers.
- Real Estate Brokers and Agents.
- Corporate Real Estate Managers.
- Private Equity Firms and Investment Managers.
- Real Estate Consultants and Advisors.
- Government and Public Sector Real Estate Professionals.

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Course Objectives:

At the end of this Assessing Commercial Real Estate Investments and Markets course, the participants will be able to:

- Understand key factors influencing commercial real estate market dynamics.
- Develop skills to assess the financial viability of real estate investments.
- Learn techniques for property valuation and market trend analysis.
- Gain expertise in evaluating risk and return on commercial properties.
- Master the use of economic indicators in investment decision-making.
- Learn how to create financial models for commercial real estate.
- Analyze lease agreements and their impact on property value.
- Apply market knowledge to make informed investment decisions.
- Understand legal and regulatory frameworks affecting real estate investments.
- Enhance portfolio management skills in the context of commercial real estate.

Targeted Competencies:

By the end of this Assessing Commercial Real Estate Investments and Markets training, the participants competencies will be able to:

- Market Analysis and Trend Identification.
- Financial Modeling and Investment Analysis.
- Property Valuation Techniques.
- Risk Assessment and Mitigation Strategies.
- Lease and Contract Evaluation.
- Understanding of Economic Indicators.
- Portfolio Management and Diversification.
- Legal and Regulatory Knowledge in Real Estate.
- Investment Decision-Making Processes.
- Real Estate Financial Statement Interpretation.

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Course Content:

Unit 1: Introduction to Commercial Real Estate Market Fundamentals:

- Understand the different types of commercial real estate office, retail, industrial, multifamily, etc..
- Learn how supply and demand dynamics affect the market.
- Explore key factors influencing real estate prices, such as location, interest rates, and economic conditions.
- Understand the role of government policies and urban development in real estate markets.
- Introduction to real estate investment trust REIT structures and their market impact.
- Learn about market cycles and how they influence investment decisions.

Unit 2: Financial Metrics for Assessing Real Estate Investments:

- Learn about key financial metrics such as Net Operating Income NOI, Capitalization Rate Cap Rate, and Cash-on-Cash Return.
- Understand how to calculate internal rate of return IRR and return on investment ROI.
- Master the use of financial statements to evaluate real estate deals.
- Study debt financing and the impact of leverage on returns.
- Learn how to analyze operating expenses and determine potential profitability.
- Understand the importance of cash flow management in investment decisions.

Unit 3: Property Valuation Techniques:

- Explore different methods of property valuation: a cost approach, a sales comparison approach, and an income capitalization approach.
- Learn how to adjust comparable sales data for property valuation.
- Understand how to apply income capitalization to estimate property value based on future income streams.
- Study market-driven pricing models and their relevance in real estate valuation.
- Understand the impact of property condition, age, and improvements on valuation.
- Learn how to use cap rates to assess commercial property value.

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Unit 4: Risk Assessment and Mitigation in Commercial Real Estate:

- Identify and analyze risks specific to commercial real estate investments.
- Understand market risk, liquidity risk, and operational risk in property investments.
- Learn how to evaluate tenant creditworthiness and its impact on investment stability.
- Study diversification strategies to mitigate risks in commercial property portfolios.
- Understand legal and environmental risks, including zoning, regulations, and compliance.
- Learn about insurance and other financial instruments for risk mitigation.

Unit 5: Economic and Market Indicators for Investment Decisions:

- Learn how to use economic indicators like GDP, unemployment, and interest rates to assess market conditions.
- Understand the role of demographic trends in shaping commercial real estate demand.
- Study the impact of inflation and monetary policy on real estate markets.
- Explore the importance of supply and demand data in forecasting market trends.
- Understand how to use market research and data analytics tools to monitor and predict market shifts.
- Learn how to apply local market knowledge in global real estate investment strategies.