

# REAL ESTATE FUNDAMENTALS

## **COURSE OVERVIEW**

This foundation course provides a comprehensive introduction to the real estate industry. Participants will explore real estate asset classes, market structures, key stakeholders, and the complete property lifecycle. The program establishes essential knowledge and terminology required for professionals entering or working within the real estate sector. Through interactive sessions and practical examples, participants will build a solid understanding of how real estate markets function and the factors that drive property values and investment decisions.

## **TARGET COMPETENCIES**

- Real Estate Fundamentals
- Asset Classification
- Stakeholder Identification
- Property Lifecycle
- Market Dynamics

## **COURSE OBJECTIVES**

By completely attending this course, participants will be able to:

- Differentiate between real estate asset classes and their characteristics
- Identify key stakeholders and their roles within the real estate ecosystem
- Explain the stages of the property lifecycle from acquisition to disposition
- Apply fundamental real estate terminology in professional contexts
- Recognize market dynamics and factors influencing property values

## **TARGET AUDIENCE**

This course is designed for individuals entering the real estate industry or those seeking to formalize their foundational knowledge. It is suitable for:

- New entrants to real estate organizations
- Professionals transitioning into real estate roles
- Government officials involved in real estate regulation
- Support staff in development, investment, or management firms

# COURSE METHODOLOGY

This course combines interactive lectures, case studies, group discussions, and practical exercises to reinforce learning outcomes.

## COURSE OUTLINE

### REAL ESTATE FUNDAMENTALS

- Introduction to Real Estate
  - Definition and economic significance of real estate
  - Real estate as an investment vehicle
- Real Estate Terminology
  - Key financial metrics and their application
  - Space measurement standards
  - Common lease and transaction terminology
- Industry Standards
  - Professional ethics and conduct
  - Regulatory compliance requirements

### ASSET CLASSIFICATION

- Residential Assets
  - Single-family and multifamily properties
  - Mixed-use residential developments
  - Investment characteristics and risk profiles
- Commercial and Retail Assets
  - Office buildings and business parks
  - Retail formats and tenant considerations
- Industrial and Hospitality Assets
  - Warehouses and distribution centers
  - Hotels and serviced apartments

### STAKEHOLDER IDENTIFICATION

- Developers and Investors
  - Role of developers in project delivery
  - Investor types and investment objectives
- Service Providers
  - Brokers, valuers, and consultants
  - Legal and financial advisors
  - Project and construction managers
- Regulatory Bodies
  - Land departments and planning authorities
  - Real estate regulatory agencies

### PROPERTY LIFECYCLE

- Acquisition and Development
  - Land identification and site selection
  - Due diligence and feasibility analysis
  - Design, approvals, and construction phases
- Operations and Management
  - Lease-up strategies and tenant mix
  - Property management and maintenance
- Disposition Strategies
  - Exit timing and market considerations
  - Sale, refinancing, and restructuring options

### MARKET DYNAMICS

- Supply and Demand Factors
  - Population growth and urbanization trends
  - Economic drivers and employment patterns
- Ownership Frameworks
  - Freehold and leasehold structures
  - Usufruct and ownership arrangements
  - Foreign ownership considerations
- Emerging Trends
  - Sustainability and green building mandates
  - Smart cities and technology integration