Training Course on Real Estate Development Process

Professional Development Training Course Outline

Category	Real Estate Institute	**Duration**	10 Days
Base Fee	$3,000 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

The **real estate development process** is a complex yet rewarding journey, transforming raw land or existing structures into valuable assets. This course provides a comprehensive understanding of this multifaceted field, equipping participants with essential knowledge in **land acquisition**, **project financing**, **construction management**, and **property marketing**. Mastering these key stages is crucial for success in the competitive real estate market. Participants will learn to navigate **market analysis**, **feasibility studies**, and **regulatory approvals**, ensuring projects are viable and compliant. This training emphasizes practical application through case studies and real-world scenarios, fostering the skills needed to excel in **property development** and contribute to sustainable urban growth.

This intensive program delves into the critical aspects of **real estate investment**, **risk management** , and **sustainable development practices**. Understanding **financial modeling**, **zoning regulations**, and **stakeholder management** are integral components of successful project execution. The course also covers the importance of **effective communication**, **negotiation skills**, and adapting to **emerging market trends**. By focusing on a holistic approach, participants will gain the expertise to identify opportunities, mitigate challenges, and deliver successful real estate projects that meet both financial and societal needs, ultimately becoming proficient **development managers** and leaders in the industry

Programme Curriculum

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Course Objectives

1. Understand the full lifecycle of real estate development, from initial concept to project completion and management.
2. Conduct thorough market analysis and feasibility studies to identify viable development opportunities.
3. Master land acquisition strategies, including site selection, negotiation, and due diligence.
4. Navigate the complex regulatory and entitlement processes, including zoning, permits, and environmental approvals.
5. Develop comprehensive project financing plans, exploring various funding sources and financial modeling techniques.
6. Implement effective design and planning principles, considering architectural, engineering, and sustainability aspects.
7. Manage the construction process efficiently, ensuring quality, budget control, and adherence to timelines.
8. Develop and execute successful marketing and sales strategies for diverse real estate projects.
9. Understand the principles of property management and asset optimization for long-term value creation.
10. Analyze and mitigate potential risks associated with each stage of the real estate development process.
11. Incorporate sustainable and environmentally responsible practices in development projects.
12. Enhance negotiation and communication skills essential for interacting with stakeholders and partners.
13. Apply learned concepts through real-world case studies and practical exercises to reinforce understanding.

Organizational Benefits

- Enhanced project planning and execution capabilities leading to more successful developments.
- Improved decision-making in real estate ventures based on thorough analysis and understanding.

- Better alignment of development strategies with financial and organizational objectives.
- Increased proficiency among employees involved in development activities, [1] fostering expertise.
- Enhanced collaboration and communication among cross-functional teams working on projects.
- Reduced project risks and cost overruns through proactive planning and management.
- Greater competitiveness in the real estate market by leveraging up-to-date knowledge and skills.
- Improved compliance with regulatory and legal requirements, minimizing potential liabilities.
- Higher employee morale and job satisfaction through professional development opportunities.

Target Audience

1. Aspiring real estate developers and entrepreneurs
2. Real estate professionals.
3. Urban planners and municipal officials.
4. Architects, designers, and construction professionals
5. Project managers and development consultants.
6. Financial analysts and investment professionals.
7. Government officials
8. Anyone interested in understanding the complexities and nuances of real estate development.

Course Outline

Module 1: Introduction to Real Estate Development

- Overview of the real estate development industry and its importance.
- Key stakeholders involved in the development process (developers, investors, etc.).
- Different types of real estate development: residential, commercial, industrial, mixed-use.
- The various stages of the real estate development lifecycle: from concept to completion.
- Understanding the role of market research and feasibility studies in initial assessment.

Module 2: Market Analysis and Feasibility Studies

- Techniques for conducting thorough real estate market research and analysis.
- Identifying key market drivers, trends, and competitive landscapes.
- Performing financial feasibility studies to determine project viability and profitability.
- Analyzing supply and demand dynamics in different property sectors.
- Assessing potential risks and returns associated with development projects.

Module 3: Land Acquisition and Site Selection

- Strategies for identifying and evaluating potential development sites.
- Understanding land use regulations, zoning laws, and environmental considerations.
- Negotiation techniques for land acquisition and securing favorable terms.
- Conducting due diligence to assess site suitability and potential challenges.
- Exploring options for land assembly and dealing with multiple landowners.

Module 4: Regulatory and Entitlement Processes

- Navigating local, regional, and national regulatory frameworks for development.
- Understanding zoning ordinances, building codes, and permitting requirements.
- The process of obtaining necessary approvals and entitlements for projects.

- Addressing environmental impact assessments and mitigation strategies.
- Building relationships with regulatory agencies and community stakeholders.

Module 5: Project Financing and Capital Stacking

- Identifying various sources of funding for real estate development projects.
- Understanding different financing instruments: debt, equity, mezzanine financing.
- Developing financial models and projections to attract investors and lenders.
- Strategies for capital stacking and securing the optimal mix of funding.
- Managing financial risks and ensuring project financial sustainability.

Module 6: Design and Planning Principles

- Understanding the role of architects, engineers, and other design professionals.
- Principles of effective site planning, architectural design, and engineering.
- Incorporating sustainable design and green building practices.
- Balancing aesthetic considerations with functionality and market appeal.
- The importance of master planning for large-scale developments.

Module 7: Construction Management

- Overview of the construction phase and key activities involved.
- Selecting and managing contractors, subcontractors, and suppliers.
- Developing project schedules, budgets, and quality control measures.
- Ensuring compliance with safety regulations and building codes.
- Utilizing project management software and techniques for efficient execution.

Module 8: Property Marketing and Sales

- Developing comprehensive marketing strategies for different property types.
- Utilizing online and offline marketing channels to reach target audiences.
- Effective sales techniques and managing the sales process.
- Understanding legal and ethical considerations in real estate marketing.
- Building relationships with potential buyers and closing deals successfully.

Module 9: Property Management and Asset Optimization

- Principles of effective property management for residential and commercial properties.
- Tenant relations, lease administration, and property maintenance.
- Strategies for maximizing property value and optimizing asset performance.
- Financial management and reporting for property operations.
- Understanding long-term asset management strategies and disposition options.

Module 10: Risk Management in Real Estate Development

- Identifying potential risks at each stage of the development process.
- Strategies for assessing, analyzing, and mitigating various types of risks (market, financial, etc.).
- Developing contingency plans and risk management frameworks.
- Understanding the role of insurance and legal considerations in risk mitigation.
- Learning from past project successes and failures in risk management.

Module 11: Sustainable Real Estate Development

- The importance of sustainability in modern real estate development.
- Understanding green building certifications and standards (e.g., LEED).
- Incorporating energy efficiency, water conservation, and sustainable materials.
- The economic and social benefits of sustainable development practices.
- Future trends and innovations in sustainable real estate.

Module 12: Negotiation and Communication Skills

- Developing effective negotiation strategies for land acquisition, financing, and sales.
- Improving communication skills for interacting with diverse stakeholders.
- Techniques for conflict resolution and building strong working relationships.
- Presentation skills for conveying project proposals and updates.
- The importance of clear and concise documentation and reporting.

Module 13: Real Estate Law and Regulations

- Overview of key legal principles governing real estate development.
- Understanding property rights, contracts, and conveyancing.
- Compliance with fair housing laws and other relevant legislation.
- The role of legal counsel in real estate transactions and development.
- Staying updated on changes in real estate law and regulations.

Module 14: Technology and Innovation in Real Estate Development

- Exploring the impact of technology on the real estate industry.
- Utilizing digital tools for market analysis, project management, and marketing.
- Understanding the role of proptech and innovative solutions.
- The potential of smart buildings and IoT in real estate.
- Adapting to technological advancements in the development process.

Module 15: Case Studies in Real Estate Development

- Analyzing successful and unsuccessful real-world real estate development projects.
- Identifying key factors that contributed to project outcomes.
- Applying learned concepts and frameworks to case study analysis.
- Discussing best practices and lessons learned from various development scenarios.
- Developing critical thinking and problem-solving skills through case analysis.

Training Methodology

The training course will employ a blended learning approach, incorporating:

- **Interactive lectures** with real-world examples and case studies.
- **Group discussions and collaborative activities** to foster peer learning.
- **Practical exercises and simulations** to apply learned concepts.
- **Case study analysis** of diverse real estate development projects.
- **Guest speaker sessions** with industry experts and practitioners.
- **Optional site visits** to ongoing or completed development projects (if feasible).
- **Online resources and learning materials** for self-paced study.
- **Q&A sessions** to address participant queries and encourage interaction.

Register as a group from 3 participants for a Discount

Send us an email: info@fineskilltrainingcenter.org or call *+254769199797*

Certification

Upon successful completion of this training, participants will be issued with a globally- recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price
23 Nov 2026	04 Dec 2026	Online	$2,000
23 Nov 2026	04 Dec 2026	Physical	$3,000
23 Nov 2026	04 Dec 2026	Physical	$6,000
23 Nov 2026	04 Dec 2026	Physical	$6,000
23 Nov 2026	04 Dec 2026	Physical	$12,000
23 Nov 2026	04 Dec 2026	Physical	$9,000
23 Nov 2026	04 Dec 2026	Physical	$12,000
23 Nov 2026	04 Dec 2026	Physical	$12,000

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