Training course on Real Estate Feasibility Analysis and Site Selection

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

Real Estate Feasibility Analysis and Site Selection is a foundational and indispensable discipline for anyone seeking to successfully navigate the complex landscape of real estate development. It involves a deep understanding of market dynamics, financial viability, regulatory frameworks, and physical site characteristics to determine the highest and best use of a property and identify its optimal location. For developers, investors, and project leaders, mastering these principles is paramount for making informed decisions, mitigating inherent risks, optimizing project value, and ultimately delivering projects that are not only profitable but also contribute positively to the built environment. Failure to conduct a rigorous feasibility analysis or select an appropriate site can lead to significant financial losses, project delays, regulatory challenges, and damage to reputation. Training Course on Real Estate Feasibility Analysis and Site Selection is meticulously designed to equip with the advanced theoretical insights and intensive practical tools necessary to excel in Real Estate Feasibility Analysis and Site Selection. We will delve into sophisticated methodologies for conducting thorough market research and demand analysis, master the intricacies of financial modeling and valuation techniques tailored for development projects, and explore cutting-edge approaches to strategic site assessment, highest and best use analysis, and navigating complex legal and environmental considerations. A significant focus will be placed on understanding the nuances of different property types, evaluating development potential, leveraging planning tools for value creation, and ensuring compliance with evolving market and regulatory landscapes. By integrating industry best practices, analyzing real-world complex feasibility and site selection case studies, and engaging in hands-on market analysis, financial modeling, and strategic site evaluation exercises, attendees will develop the strategic acumen to confidently identify, assess, and select prime real estate opportunities, fostering unparalleled risk mitigation, value creation, and investment success, and securing their position as indispensable assets in the forefront of strategic real estate development.

Programme Curriculum

Training Course on Real Estate Feasibility Analysis and Site Selection

Introduction

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Training Course on Real Estate Feasibility Analysis and Site Selection is meticulously designed to equip with the advanced theoretical insights and intensive practical tools necessary to excel in **Real Estate Feasibility Analysis and Site Selection**. We will delve into sophisticated methodologies for **conducting thorough market research and demand analysis**, master the intricacies of **financial modeling and valuation techniques tailored for development projects**, and explore cutting-edge approaches to **strategic site assessment, highest and best use analysis, and navigating complex legal and environmental considerations**. A significant focus will be placed on understanding the nuances of different property types, evaluating development potential, leveraging planning tools for value creation, and ensuring compliance with evolving market and regulatory landscapes. By integrating industry best practices, analyzing real-world complex feasibility and site selection case studies, and engaging in hands-on market analysis, financial modeling, and strategic site evaluation exercises, attendees will develop the strategic acumen to confidently identify, assess, and select prime real estate opportunities, fostering unparalleled **risk mitigation, value creation, and investment success**, and securing their position as indispensable assets in the forefront of **strategic real estate development**.

Course Objectives

Upon completion of this course, participants will be able to:

1. Analyze the fundamental purpose and components of a comprehensive **real estate feasibility study**.
2. Master techniques for **market analysis**, including demographic, economic, and supply/demand forces.
3. Conduct rigorous **site analysis and evaluation** based on physical, locational, and regulatory factors.
4. Apply the principles of **Highest and Best Use (HBU) analysis** to determine optimal property utilization.
5. Develop sophisticated **financial models and projections** to assess project viability and profitability.
6. Comprehend and navigate the complexities of **zoning, land use regulations, and entitlements** for site selection.
7. Understand the critical aspects of **environmental due diligence and regulatory compliance** for development sites.
8. Identify and assess various **real estate development risks** (market, financial, legal, construction, environmental).
9. Leverage **Geographic Information Systems (GIS) and other technology tools** for enhanced site selection.
10. Formulate strategies for **community engagement and stakeholder management** during site acquisition and planning.
11. Evaluate the impact of **infrastructure and transportation** on site suitability and development potential.
12. Design a holistic framework for **real estate feasibility analysis and strategic site selection**.
13. Position themselves as informed decision-makers capable of identifying and pursuing viable real estate opportunities.

Target Audience

This course is designed for professionals involved in identifying, evaluating, and acquiring real estate development opportunities:

1. **Real Estate Developers:** Seeking to refine their project origination and evaluation skills.
2. **Investment Analysts:** Focusing on pre-acquisition due diligence and financial viability.
3. **Land Acquisition Managers:** Responsible for identifying and securing suitable development sites.
4. **Real Estate Project Managers:** Needing a deep understanding of project initiation phases.
5. **Urban Planners (Private Sector):** Collaborating with developers on site-specific challenges.
6. **Architects & Engineers:** Focusing on site constraints and opportunities impacting design.
7. **Real Estate Appraisers/Valuers:** Enhancing their HBU analysis and market understanding.
8. **Real Estate Brokers/Agents:** Advising clients on development potential and investment opportunities.

Course Duration: 10 Days

Course Modules

Module 1: Foundations of Real Estate Feasibility Analysis

- Defining a real estate feasibility study: purpose, scope, and key components.
- The iterative nature of feasibility analysis in the development process.
- Understanding the highest and best use concept as the cornerstone of feasibility.
- The decision-making framework: Go/No-Go criteria and risk tolerance.
- Overview of essential data sources and information gathering for analysis.

Module 2: Market Analysis: Demand Side

- Conducting comprehensive demographic analysis: population growth, age cohorts, household formation.
- Analyzing economic indicators: employment trends, income levels, retail sales.
- Identifying target markets and customer segments for proposed developments.
- Forecasting future demand for specific property types (residential, commercial, industrial, hospitality).
- Techniques for primary market research (surveys, focus groups) and secondary data analysis.

Module 3: Market Analysis: Supply Side & Competitive Landscape

- Assessing existing property supply: inventory, vacancy rates, absorption rates.
- Analyzing pipeline development: proposed, under construction, recently completed projects.
- Competitive analysis: identifying direct competitors, their features, pricing, and market share.
- Benchmarking against comparable properties (comps) for rent and sales price projections.
- Identifying market gaps and opportunities for differentiation.

Module 4: Site Analysis: Physical & Locational Attributes

- Physical characteristics: topography, soil conditions, geotechnical considerations, flood plains.
- Utilities availability and capacity: water, sewer, electricity, gas, internet.
- Transportation and access: road networks, public transit, pedestrian/bike paths.
- Site visibility, frontage, and accessibility for target users.
- Environmental considerations at the site level (e.g., wetlands, historical features).

Module 5: Site Analysis: Regulatory & Political Context

- In-depth analysis of zoning ordinances: permitted uses, density, height, setbacks, parking.

- Understanding comprehensive plans, master plans, and specific area plans.
- Local government structure, planning department processes, and political landscape.
- Assessing potential for rezoning, variances, or special use permits.
- Identifying community sentiment and potential for public opposition.

Module 6: Highest and Best Use (HBU) Analysis

- Applying the four tests of HBU: Legally Permissible, Physically Possible, Financially Feasible, Maximally Productive.
- Analyzing HBU for vacant land vs. improved properties.
- Considering alternative uses and their implications for value.
- The role of HBU in property valuation and development strategy.
- Case studies illustrating HBU determination for complex sites.

Module 7: Financial Feasibility Modeling: Revenue & Expenses

- Developing detailed pro forma financial models for various development scenarios.
- Projecting potential revenue streams: rental income, sales proceeds, ancillary income.
- Estimating operating expenses: property taxes, insurance, utilities, maintenance, management fees.
- Understanding hard costs (construction) and soft costs (design, permits, financing, marketing).
- Building robust assumptions and sensitizing key variables.

Module 8: Financial Feasibility Modeling: Funding & Returns

- Sources of capital: equity (developer, institutional, private), debt (construction, permanent).
- Modeling loan terms, interest rates, debt service, and equity waterfalls.
- Calculating key investment metrics: Net Present Value (NPV), Internal Rate of Return (IRR), Cash-on-Cash Return, Payback Period.
- Conducting sensitivity analysis to assess impact of market changes (e.g., rent, cap rates, construction costs).
- Understanding the developer's profit expectations and hurdle rates.

Module 9: Environmental Due Diligence & Risk Mitigation

- Phase I Environmental Site Assessments (ESAs): scope, methodology, red flags.
- When to proceed to Phase II ESAs and remediation considerations.
- Understanding hazardous materials, contamination, and regulatory requirements (e.g., CERCLA).
- Strategies for mitigating environmental risks and liabilities.
- The role of environmental consultants and legal counsel.

Module 10: Legal, Entitlement & Regulatory Risk Management

- Understanding the entitlement process: applications, public hearings, agency approvals.
- Identifying potential legal challenges: appeals, litigation, zoning changes.
- Managing regulatory uncertainty and evolving compliance requirements.
- Strategies for negotiating development agreements and exactions.
- Best practices for record-keeping and due diligence to minimize legal exposure.

Module 11: Technology Tools for Feasibility & Site Selection

- Leveraging Geographic Information Systems (GIS) for spatial analysis and data visualization.
- Utilizing specialized real estate analytics platforms for market data and forecasting.
- Property management software integration for operational data insights.

- Building Information Modeling (BIM) for early-stage design and cost estimation.
- AI and machine learning applications for predictive analysis in site selection.

Module 12: Advanced Strategies & Case Studies

- Feasibility for mixed-use developments and complex urban regeneration projects.
- Adaptive reuse feasibility: converting existing structures to new uses.
- The impact of sustainable development and ESG criteria on feasibility.
- Review of successful and unsuccessful real-world feasibility studies and site selections.
- Developing a comprehensive, actionable feasibility report for internal and external stakeholders.

Training Methodology

- **Interactive Workshops:** Facilitated discussions, group exercises, and problem-solving activities.
- **Case Studies:** Real-world examples to illustrate successful community-based surveillance practices.
- **Role-Playing and Simulations:** Practice engaging communities in surveillance activities.
- **Expert Presentations:** Insights from experienced public health professionals and community leaders.
- **Group Projects:** Collaborative development of community surveillance plans.
- **Action Planning:** Development of personalized action plans for implementing community-based surveillance.
- **Digital Tools and Resources:** Utilization of online platforms for collaboration and learning.
- **Peer-to-Peer Learning:** Sharing experiences and insights on community engagement.
- **Post-Training Support:** Access to online forums, mentorship, and continued learning resources.

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

- Participants must be conversant in English.
- Upon completion of training, participants will receive an Authorized Training Certificate.
- The course duration is flexible and can be modified to fit any number of days.
- 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

Start Date	End Date	Location	Price
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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