

Real Estate Feasibility Study

Seminar Outline

► Overview:

Great ideas inspire new real estate projects. But, not all projects are practical. A feasibility study conducted before any work has begun can reveal sufficient market opportunity or uncover potential problems for a property – market, finance or political difficulties that may doom a new real estate project. A feasibility study will typically include consideration of multiple stakeholders in most projects – for real estate; this includes the developers, end users, corporate sponsors, local residents and governments, and investors, among others.

Using the concepts presented in this webinar, the economic developer faced with a limited study budget can prepare and conduct his/her own. Those with the ability to pay for a third party evaluation benefit, too – by being better prepared to develop Request for Proposals and to judge the quality of the final report.

► Objectives:

Participants completing this course will understand:

- Develop the right property strategy
- Enhance the value of your estate
- Allows you to take into consideration legal, economic, technological, and other factors.

► Who should attend:

- Market & Financial Analysts
- Economists & Engineers
- Social Scientists
- Project Managers, Project Directors, General Managers
- Brokers, Builders, Lenders, Housing Analysts and Investors.
- People looking at real estate as their occupation, profession or line of business activity.

► Structure:

This is 2 days seminar. The course material provided includes all presentation materials, notes and additional handouts..

► **Contents:**

1. Geographical & Demographic Analysis

- Insights into the links between human population and the cultural, economic, geographic, and other social attributes present in a given area.

2. Mobility factors

- Interviews with area real estate professional and civic officials are combined with our past experience in determining mobility patterns.
- Mobility analysis can help pinpoint where the majority of tenants

3. Area perceptions

- Conducting interviews with area officials, project managers, and real estate professionals.
- Help determine mobility patterns.

4. Market & Property analysis

- Comparative market analysis or CMA.
- SWOT Analysis
- Familiarizing with the nature & condition of a building, and its relative market position.

5. Demand & Supply Projections

- Forecasting involves: both informal methods (educated guesses) & quantitative methods (historical data).
- Pricing decisions, in assessing future capacity requirements
- Estimate of the supply, cost, and availability of new resources

6. Risk Management

- Considers actual threats
- Avoiding the risk
- Retaining the risk
- Reducing the risk
- Transferring the risk
- Social Scientists



► Training Style:

The approach to this workshop adopts a facilitative style, where the trainer leads the participants to the objectives set out at the beginning of the session through coordinating input and moderating activities. The workshop will be conducted in a relaxed environment that makes it interactive. This is not a lecture, but rather a workshop that is supposed to effectively enhance the skills of the participants.

The workshop aims to link real life to recommended methods and demonstrate how in the reality of every person's life, it is possible to apply these skills and what a big difference that will make to the person's productivity.