



*Training Course:  
Real Estate Asset Management*

*17 - 21 February 2025  
Madrid (Spain)  
Pestana CR7 Gran Vía*

## Training Course: Real Estate Asset Management

Training Course code: MA234856 From: 17 - 21 February 2025 Venue: Madrid (Spain) - Pestana CR7 Gran Vía Training Course Fees: 5500 € Euro

### Introduction

Real estate asset management involves treating corporate real estate as an asset—something that adds value to the balance sheet or benefit—the company’s operations. Instead of looking at the needs of facilities, it looks at how facilities contribute to the success of the company through a fiscal lens. In many ways, real estate asset management bisects property management and financial focuses, which makes it important to staff a professional who can liaise between these core focuses.

This training program focus on three key areas of asset optimization:

- Revenue generation.
- Risk mitigation
- Cost or loss savings

### Objectives

- Familiarity with the skills and experience required of an Asset Manager
- Clearer knowledge of the general goals of the Asset Manager
- Greater awareness of the advantages and disadvantages of an internal, third party, and fund structure
- Asset Management mandate models
- Deeper knowledge of the challenges facing asset managers and the interplay of asset managers with other organizational functions
- Ability to identify the key performance indicators used by the asset manager in performing his or her function

### Target Audience

- Asset managers looking to deepen their understanding and are keen to study and interact with other professionals involved in asset management
- Real estate professionals wishing to pursue a career in asset management
- Owners looking to gain a better understanding of the advantages and disadvantages of different asset management mandates

- Investors looking to invest in a real estate fund or engage third-party asset managers
- Legal, accounting, banking, finance, and advisory client service professionals looking to broaden their understanding of their clients' needs
- Brokers, analysts, property managers, leasing specialists, and others looking for an opportunity to broaden their knowledge in this field

## COURSE CONTENT

- Overview of the asset management function
- Portfolio management
- Review of budgeting and planning processes
- Mergers and acquisitions
- Evaluating hold/sell decisions
- Public and private financing
- Build vs. buy decision making parameters
- Valuation analysis
- Client services and reporting

## Registration form on the Training Course: Real Estate Asset Management

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Complete & Mail or fax to Global Horizon Training Center (GHTC) at the address given below

### Delegate Information

Full Name (Mr / Ms / Dr / Eng): .....  
 Position: .....  
 Telephone / Mobile: .....  
 Personal E-Mail: .....  
 Official E-Mail: .....

### Company Information

Company Name: .....  
 Address: .....  
 City / Country: .....

### Person Responsible for Training and Development

Full Name (Mr / Ms / Dr / Eng): .....  
 Position: .....  
 Telephone / Mobile: .....  
 Personal E-Mail: .....  
 Official E-Mail: .....

### Payment Method

- Please find enclosed a cheque made payable to Global Horizon
- Please invoice me
- Please invoice my company

### Easy Ways To Register

Telephone:  
+201095004484 to  
provisionally reserve your  
place.

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registration  
form to: +20233379764

E-mail to us :  
info@gh4t.com  
or training@gh4t.com

Complete & return the  
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