



*Training Course:  
Real Estate Development, Investment & Strategy*

*7 - 11 September 2025  
Istanbul (Turkey)  
DoubleTree by Hilton Istanbul Esentepe*

## Training Course: Real Estate Development, Investment & Strategy

Training Course code: SC235089 From: 7 - 11 September 2025 Venue: Istanbul (Turkey) - DoubleTree by Hilton Istanbul Esentepe Training Course Fees: 6000 € Euro

### Introduction:

Welcome to the Real Estate Development, Investment & Strategy training program, proudly brought to you by Global Horizon Training Center. Our center is dedicated to providing high-quality education and professional development opportunities to empower individuals and organizations in the real estate industry. This comprehensive program is designed to equip participants with the knowledge, tools, and strategies necessary to excel in the dynamic world of real estate development, investment, and strategy.

### Objectives:

Throughout this training program, participants will achieve the following objectives:

#### 1. Land and Evolving Asset Classes:

- Understand the fundamentals of different types of land and evolving asset classes in the real estate market.
- Analyze the opportunities and challenges associated with investing in various asset classes.

#### 2. The Role of PropTech in Real Estate Valuation Creation:

- Explore the impact of proptech solutions on real estate valuation.
- Learn how to leverage technology to enhance property assessments and valuation accuracy.

#### 3. Risk Analysis:

- Identify and assess risks inherent in real estate development and investment projects.
- Develop strategies to mitigate and manage risks effectively.

#### 4. Residential Property:

- Gain insights into the residential real estate market.
- Evaluate key factors when analyzing residential properties for investment.

#### 5. Market Analysis Considerations:

- Learn the essentials of conducting comprehensive market analyses.
- Understand how market analysis influences investment decisions.

#### 6. Property Analytics:

- Utilize data analytics to make informed real estate investment choices.
- Explore various tools and techniques for property data analysis.

#### 7. Forecasting:

- Master forecasting methods for real estate market trends and investment returns.
- Apply forecasting to develop long-term strategies.

#### 8. Mortgages and Bank Finance:

- Understand the role of mortgages and bank finance in real estate development.
- Explore different financing options and their implications.

#### 9. Cost of Capital Issues for Real Estate Companies:

- Analyze the cost of capital and its impact on real estate companies.
- Learn strategies to optimize capital structures.

#### 10. Commercial Property - Assessing Income:

- Evaluate income-generating commercial properties.
- Understand factors influencing commercial property valuations.

## Methodology:

Our training program employs a mix of engaging learning methods, including:

- Interactive lectures and presentations by industry experts.
- Case studies and real-world examples to facilitate practical understanding.
- Group discussions and brainstorming sessions.
- Hands-on exercises and simulations to apply theoretical concepts.
- Q&A sessions to address participant queries and concerns.

## Target Audience:

This training program is suitable for:

- Real estate professionals seeking to enhance their skills and knowledge.
- Investors interested in the real estate market.
- Entrepreneurs planning to venture into real estate development.

- Financial analysts and professionals working with real estate companies.
- Individuals aiming to make informed decisions about real estate investments.

## Outlines:

### Day 1:

#### Module 1: Land and Evolving Asset Classes

- Introduction to Real Estate Asset Classes
- Residential Properties: Single-Family vs. Multi-Family
- Commercial Properties: Office, Retail, Industrial, and Mixed-Use
- Emerging Trends in Real Estate Asset Classes

#### Module 2: The Role of Proptech in Real Estate Valuation Creation

- Understanding Proptech and Its Impact on Real Estate
- Automated Valuation Models AVMs and Their Applications
- Pros and Cons of Proptech in Real Estate Valuation

### Day 2:

#### Module 3: Risk Analysis

- Identifying Real Estate Investment Risks
- Risk Assessment Techniques and Tools
- Mitigating Risk through Diversification and Due Diligence

#### Module 4: Residential Property

- Overview of the Residential Real Estate Market
- Key Considerations for Residential Property Investment
- Rental Properties vs. Fix-and-Flip Strategies

### Day 3:

#### Module 5: Market Analysis Considerations

- Conducting Market Research for Real Estate
- Analyzing Market Trends and Demographics
- Understanding Supply and Demand in Real Estate Markets

#### Module 6: Property Analytics

- Data-Driven Decision Making in Real Estate
- Using Property Data to Identify Investment Opportunities
- Implementing Analytics Tools and Platforms

#### Day 4:

#### Module 7: Forecasting

- Techniques for Real Estate Market Forecasting
- Predicting Investment Returns and Property Values
- Assessing Long-Term Real Estate Trends

#### Module 8: Mortgages and Bank Finance

- Types of Mortgages and Their Features
- Real Estate Financing Options and Considerations
- Evaluating Mortgage Risks and Interest Rates

#### Day 5:

#### Module 9: Cost of Capital Issues for Real Estate Companies

- Understanding the Cost of Capital for Real Estate Firms
- Capital Structure Optimization Strategies
- Impact of Cost of Capital on Investment Decisions

#### Module 10: Commercial Property - Assessing Income

- Evaluating Commercial Properties based on Income
- Lease Structures and Tenant Analysis



- Valuation Methods for Income-Producing Properties

## Registration form on the Training Course: Real Estate Development, Investment & Strategy

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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: .....  
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 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: .....  
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### Payment Method

- Please find enclosed a cheque made payable to Global Horizon
- Please invoice me
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### Easy Ways To Register

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