



*Training Course:
Executive Leadership in Real Estate*

*10 - 14 August 2026
Trabzon (Turkey)*

Training Course: Executive Leadership in Real Estate

Training Course code: SC1958 From: 10 - 14 August 2026 Venue: Trabzon (Turkey) - Training Course Fees: 6300 € Euro

Introduction:

The Executive Leadership in Real Estate training program is designed to provide comprehensive knowledge and practical skills to CEOs in the real estate industry. This program builds upon the CEO's existing expertise and focuses on key areas such as project execution, financial analysis, credit risk management, and strategic marketing. By the end of the program, participants will be equipped with advanced strategies and techniques to effectively lead and manage their organizations.

Objectives:

- Enhance project execution capabilities for successful real estate services.
- Strengthen financial analysis skills to make informed business decisions.
- Develop expertise in credit risk management to mitigate financial risks.
- Gain insights into strategic marketing planning for business-to-business operations.
- Foster leadership qualities and inspire a high-performance organizational culture.

Target Audience:

- CEOs: Chief Executive Officers responsible for overall strategic direction, business growth, and organizational performance in real estate companies.
- Senior Executives: Top-level leaders overseeing key functions such as project execution, financial performance, and operational efficiency.
- Top-Level Management Personnel: Decision-makers responsible for aligning business strategy with market demands and ensuring sustainable development.
- Real Estate Professionals: Individuals involved in project execution, development planning, and delivery of real estate projects.
- Financial & Credit Risk Professionals: Personnel responsible for financial analysis, credit assessment, and risk management within real estate operations.
- Marketing & Business Development Executives: Professionals focused on strategic marketing, client acquisition, and market positioning in the real estate sector.

Outlines:

Day 1:

Real Estate Project Execution

- Introduction to effective project management methodologies

- Best practices for executing real estate services projects
- Case studies and success stories in real estate project execution
- Developing a project execution framework for the organization

Day 2:

Financial Analysis and Risk Management

- Advanced financial statement analysis techniques
- Evaluating feasibility studies and financial projections
- Credit risk analysis and management in real estate lending
- Tools for cash flow analysis and financial modeling

Day 3:

Credit Risk Management

- Understanding credit risk in real estate transactions
- Techniques for assessing and managing credit risks
- Establishing credit policies and procedures
- Negotiating and mitigating credit risk in real estate deals

Day 4:

Strategic Marketing for Business-to-Business Operations

- Creating effective marketing plans for business-to-business engagements
- Identifying target markets and customer segmentation strategies
- Leveraging digital marketing and social media platforms
- Measuring marketing performance and ROI

Day 5:

Leadership and Organizational Excellence

- Leadership principles and strategies for CEOs



- Building and nurturing high-performance teams
- Cultivating a culture of innovation and continuous improvement
- Change management and navigating industry challenges

Registration form on the Training Course: Executive Leadership in Real Estate

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

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Payment Method

- Please find enclosed a cheque made payable to Global Horizon
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3 Oudai street, Aldouki,
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