



*Training Course:
Real Estate Asset Management*

*10 - 14 May 2027
Casablanca (Morocco)*

Training Course: Real Estate Asset Management

Training Course code: MA234856 From: 10 - 14 May 2027 Venue: Casablanca (Morocco) - Training Course Fees: 4725 € Euro

Introduction

In an increasingly competitive and capital-intensive real estate market, effective asset management is critical to maximizing property value, optimizing returns, and ensuring long-term portfolio sustainability. The [Real Estate Asset Management](#) program is designed to equip professionals with the strategic, financial, and operational capabilities required to manage real estate assets across their full lifecycle.

This program provides a comprehensive understanding of how to align asset performance with organizational investment objectives. Participants will explore key concepts such as portfolio strategy, financial analysis, leasing optimization, risk management, and value enhancement techniques. The course integrates industry best practices with practical tools used by leading real estate firms and institutional investors.

Through real-world case studies and applied exercises, participants will develop the ability to make informed decisions, improve asset performance, and implement effective asset management strategies that drive profitability and long-term growth.

Course Objectives

By the end of this program, participants will be able to:

- Understand the principles and functions of real estate asset management
- Align asset management strategies with investment and organizational objectives
- Analyze financial performance of real estate assets using key metrics ROI, IRR, NPV
- Develop strategies to maximize asset value and income generation
- Optimize leasing, tenant mix, and occupancy levels
- Apply risk management techniques in real estate portfolios
- Evaluate capital expenditure CAPEX and asset repositioning opportunities
- Monitor asset performance and implement improvement plans
- Understand market trends and their impact on asset valuation

Target Audience

This program is designed for:

- Real Estate Asset Managers and Portfolio Managers
- Property Managers and Facility Managers
- Real Estate Investors and Developers
- Finance and Investment Professionals working in real estate
- Urban Planning and Infrastructure Professionals

- Banking and Investment Analysts involved in property financing
- Senior Executives and Decision-Makers overseeing real estate portfolios

Outline

Day 1 - Fundamentals of Real Estate Asset Management

- Introduction to real estate asset management concepts
- Difference Between Asset Management and Property Management
- Real estate lifecycle and value chain
- Types of real estate assets residential, commercial, industrial, mixed-use
- Roles and responsibilities of asset managers
- Key performance indicators KPIs in asset management

Practical Activities:

- Case Study: Asset Lifecycle Analysis
- KPI Identification Exercise

Day 2 - Financial Analysis and Investment Performance

- Financial fundamentals in real estate
- Revenue streams and cost structures
- Key financial metrics:
 - Net Operating Income NOI
 - Return on Investment ROI
 - Internal Rate of Return IRR
 - Net Present Value NPV
- Budgeting and financial forecasting
- Asset valuation methods income, cost, and market approaches

Practical Activities:

- Financial Analysis Workshop
- Property Valuation Case Study

Day 3 - Asset Value Enhancement Strategies

- Strategies to maximize asset value and returns
- Leasing strategies and tenant mix optimization
- Occupancy management and rental growth
- Marketing and positioning of real estate assets
- Asset repositioning and redevelopment strategies
- Managing tenant relationships

Practical Activities:

- Leasing Strategy Simulation
- Tenant Mix Optimization Exercise

Day 4 - Risk Management and Portfolio Optimization

- Identifying risks in real estate investments
- Market, financial, operational, and regulatory risks
- Risk mitigation strategies
- Portfolio diversification and optimization
- Scenario analysis and stress testing
- Compliance and governance in real estate

Practical Activities:

- Risk Assessment Workshop
- Portfolio Optimization Case Study

Day 5 - Strategic Asset Management and Performance Monitoring

- Developing and implementing asset management plans
- Capital expenditure CAPEX planning and management
- Performance monitoring and reporting systems
- Using data and analytics in asset management
- Sustainability and ESG considerations in real estate
- Long-term strategic planning and exit strategies

Practical Activities:

- Asset Management Plan Development
- Final Group Presentation and Review

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

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