BAYFIELD



An Introduction to Real Estate

Public & In-house training: One day

Available Methods Of Delivery

Classroom Online Self-Study

A one-day course to provide a general overview of the structure of the Real Estate sector. This course is designed to equip Real Estate Services and support personnel in the principles of Real Estate Investment strategy and Analysis. By the end of the course delegates should be very familiar with the needs of Real Estate sector and the basics of Real Estate economics.

On this course, you will...

- Learn the concept of Real Estate as an Asset Class and understand the size, structure, and breakdown of the UK Real Estate Market
- Learn and analyse the link between the different parts of the property market
- Learn and use basic real estate concepts: Take-up, Yield, Cap rate, etc…
- Learn and conduct basic risk and return analysis
- Review the specific details of different agents within the field, using CVs and related Qualifications

Who will benefit from this course?

- Professionals outside the field who work with other professionals in the Real Estate Sector
- Customer Service Employees who interacts with Real Estate Firms
- Junior employees in the HR department of Real Estate Firms to better understand the skills required within the field
- Professionals in other sector interested in changing their career path to the Real Estate sector
- Recent Graduates interested in entering the field of Real Estate with little prior knowledge

Course Outline

DAY ONE

Morning

Real Estate or Property?

- **What is Real Estate?**
  - Physical Characteristics
  - Investment Characteristics
- **Why buy Real Estate?**
- **How big is the UK Real Estate Market?**
  - Total size and size of various sub sectors
- **Key Real Estate Market Locations, Sale Prices and Rents**
- **The Property Market System**
  - The Occupier Market
  - The Investment Market
  - The Property Development Market
  - The Land Market
  - How the four markets interact and make money
- **How to calculate Sale Price and Real Estate Returns**
- **How to read a Real Estate market report**
- **How many famous properties do you know?**
  - How much did they cost to build?
  - Who occupies these buildings?
  - Are they good value for money?

Afternoon

Who works in Real Estate and what do they do?

- **Typical Real Estate CVs**
  - Education and Experience
  - Professional bodies and accreditations
  - Typical career paths
- **Real Estate Professionals and the Real Estate Lifecycle**
  - The Investment Lifecycle
  - The Development Lifecycle
- **Real Estate Companies**
  - Types of property company
  - Organisational structure
  - Typical wages and employment benefits
  - Accessibility, CSR and Diversity
  - Related industries
- **Real Estate Networks**
- **The future of Real Estate**

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