REAL ESTATE: MARKET ANALYSIS, APPRAISAL, FINANCE & INVESTMENT



GENTEX®
TRAINING CENTER

GENTEX Training Center LLC | Orlando - FL, USA
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Introduction

Real Estate: Market Analysis, Appraisal, Finance & Investment Training Course takes participants through the whole property investment cycle in one programme. It begins with market research and appraisal, moves into valuation and cash flow modelling, then covers financing structures and investment strategy. Participants learn how evidence feeds a valuation, how a valuation feeds a model, and how a model supports a funding decision. The programme addresses residual land value, debt sizing, covenant testing, portfolio allocation and performance review. Furthermore, it covers risk analysis and reporting to investors and lenders. As a result, delegates can follow a property deal from research to committee approval. Gentex Training Center delivers the programme through live Excel workshops and applied deal case work.

Real Estate: Market Analysis, Appraisal, Finance & Investment Course Objectives

- Conduct property market research and supply, demand and rental analysis.
- Apply the income, comparison and cost valuation approaches.
- Derive capitalisation rates and yields from market evidence.
- Build property cash flow and valuation models in Microsoft Excel.
- Apply discounted cash flow, NPV, IRR and XIRR to property decisions.
- Appraise developments using residual land value methods.
- Structure senior debt, mezzanine finance and equity layers.
- Apply loan-to-value, debt service coverage ratio and debt yield tests.
- Set property investment strategy, allocation and financing policy.
- Test deals with sensitivity analysis and report to committees and lenders.

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Course Methodology

The course combines technical briefings with hands-on research, valuation and modelling workshops and applied deal case studies. Participants research a submarket, value an asset, build a cash flow model and structure a financing package. In addition, structured peer review and committee simulation sharpen judgement, and each day closes with an applied deal task.

Who Should Take This Course

- Real estate investment, valuation and asset management professionals.
- Property finance, credit and lending officers.
- Development and investment analysts.
- Fund, REIT and portfolio strategy staff.
- Corporate finance and treasury professionals with property exposure.
- Accountants, auditors and advisers on property transactions.

Real Estate: Market Analysis, Appraisal, Finance & Investment Course Outlines

Day 1: Market Analysis and Property Valuation

- Property sectors, income characteristics and market cycles.
- Research design, comparable evidence and data quality.
- Supply, demand, vacancy and rental analysis.
- The three valuation approaches: income, comparison and cost.
- Capitalisation rate derivation and yield analysis.

- Reconciling evidence across valuation approaches.
- Workshop: researching a submarket and valuing an asset.

Day 2: Real Estate Financial Modelling

- Model architecture, inputs, calculations and outputs.
- Net operating income build-up and expense recovery.
- Lease cash flow, vacancy and re-letting assumptions.
- Capital expenditure, refurbishment and capital reserves.
- Exit value modelling using exit capitalisation rates.
- Unlevered and levered cash flow construction.
- Workshop: building a ten-year property cash flow model.

Day 3: Development Appraisal and Financing Structures

- Residual land valuation and developer profit on cost.
- Development budgets, phased expenditure and contingency.
- Construction finance, drawdown control and monitoring.
- Senior debt, mezzanine and preferred equity structures.
- Loan-to-value, debt service coverage ratio and debt yield.
- Refinancing into investment debt on completion.
- Workshop: appraising a development and structuring a facility.

Day 4: Investment Strategy and Portfolio Decisions

- Investment objectives, risk appetite and return targets.
- Sector and geographic allocation and diversification limits.

- Core, value-add and opportunistic strategy assessment.
- Screening criteria and investment funnel design.
- Financing policy, gearing limits and liquidity planning.
- Hold-versus-sell, refinancing and capital recycling.
- Workshop: building an allocation plan and screening an acquisition.

Day 5: Risk Analysis, Performance and Deal Presentation

- Sensitivity tables, scenario switches and tornado charts.
- Monte Carlo simulation for rent, cost and exit value uncertainty.
- Portfolio performance measurement and attribution.
- Investment committee papers and lending submissions.
- Reporting strategy, risk and performance to investors.
- Presenting a property investment case under challenge.
- Workshop: presenting a full property investment case to a panel.

Conclusion

By successfully completing Real Estate: Market Analysis, Appraisal, Finance & Investment Training Course, participants will have acquired the knowledge to research, value, model, fund and manage property investments. They will understand market analysis, valuation approaches, cash flow modelling, development appraisal, financing structures, portfolio strategy and risk analysis, and they will know how to present a property case with evidence. As a result, delegates support property decisions end to end. Gentex Training Center builds the programme around current market practice.

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FAQs for the Real Estate: Market Analysis, Appraisal, Finance & Investment course

Q1 What is the "Real Estate: Market Analysis, Appraisal, Finance & Investment" course about?

It follows the full property investment cycle. You learn market research and valuation approaches, Excel cash flow and valuation modelling, development appraisal, debt and equity structuring, investment strategy and portfolio allocation, risk analysis and committee reporting.

Q2 What are the key benefits of the "Real Estate: Market Analysis, Appraisal, Finance & Investment" course?

You gain one continuous view from research to funding rather than four disconnected skills. You also improve valuation evidence quality, model accuracy and debt sizing, allocate capital across sectors with discipline, test deals under sensitivity, and present investment cases that pass committee and lender review.

Q3 What skills will I gain from the "Real Estate: Market Analysis, Appraisal, Finance & Investment" course?

You will gain property market analysis and valuation, real estate financial modelling in Microsoft Excel, real estate development appraisal and financing structuring, and property investment strategy, portfolio allocation and risk analysis.

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Q4 What tools, methods, or standards are covered in the "Real Estate: Market Analysis, Appraisal, Finance & Investment" course?

The course covers market research design and comparable evidence analysis, supply, demand and rental metrics, the income, comparison and cost valuation approaches, capitalisation rate, equivalent yield and reversionary yield analysis, Microsoft Excel functions including IF, SUMIFS, INDEX, MATCH, XLOOKUP, CHOOSE and OFFSET, net operating income and exit capitalisation rate modelling, discounted cash flow with NPV, IRR and XIRR, residual land valuation and developer profit on cost, loan-to-value, debt service coverage ratio and debt yield debt sizing, cash sweep and distribution lock-up mechanics, mezzanine and preferred equity structuring, strategic allocation and diversification limit setting, one-way and two-way data tables, tornado charts and Monte Carlo simulation, performance attribution, and RICS Red Book and International Valuation Standards reporting requirements.

Q5 How is the "Real Estate: Market Analysis, Appraisal, Finance & Investment" course applied in real-world practice?

Graduates apply it to research submarkets and assemble comparable evidence, value assets for acquisition, disposal, lending or reporting, build property cash flow and valuation models, appraise development sites, structure debt and equity for a deal, set sector and geographic allocation targets, test covenant headroom under stress, and prepare investment papers for committees, investors and lenders.