REAL ESTATE MARKET ANALYSIS & APPRAISAL



GENTEX®
TRAINING CENTER

GENTEX Training Center LLC | Orlando - FL, USA
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Introduction

Real Estate Market Analysis & Appraisal Training Course builds the research and valuation discipline that property decisions depend on. Participants learn to read a submarket before committing capital, and to value assets with evidence rather than assumption. The programme covers market research methods, supply and demand modelling, rental evidence analysis, the three valuation approaches, yield analysis, discounted cash flow and appraisal reporting. Furthermore, it addresses valuation uncertainty, comparable adjustment and professional standards. As a result, delegates can produce market analysis and valuations that stand up to client, lender and audit review. Gentex Training Center delivers the programme through research workshops and applied appraisal case work.

Real Estate Market Analysis & Appraisal Course Objectives

- Design property market research programmes and evidence collection.
- Analyse supply, demand, vacancy and absorption in a submarket.
- Model rental levels, incentives and effective rent from comparables.
- Interpret property cycles and forecast short-term market movement.
- Apply the income, comparison and cost valuation approaches.
- Derive capitalisation rates and yields from market evidence.
- Build discounted cash flow valuations in Microsoft Excel.
- Analyse leases and value income streams and lease events.
- Assess valuation uncertainty and apply sensitivity testing.
- Prepare appraisal reports aligned with RICS and IVS standards.

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Course Methodology

The course combines technical briefings with hands-on research and valuation workshops and applied case studies. Participants analyse a submarket, assemble comparable evidence and produce a valuation report with supporting assumptions. In addition, structured peer review sharpens judgement, and each day closes with an applied research or appraisal task.

Who Should Take This Course

- Property valuers, appraisers and chartered surveyors.
- Real estate research and market analysis professionals.
- Investment analysts and acquisition appraisal staff.
- Lenders, credit analysts and loan review officers.
- Developers, landlords and property fund staff.
- Accountants, auditors and advisers relying on valuations.

Real Estate Market Analysis & Appraisal Course Outlines

Day 1: Market Research Design and Data Sources

- Purpose, scope and questions for property market research.
- Primary and secondary data sources and evidence hierarchies.
- Comparable evidence collection and verification.
- Occupier and investor market research approaches.
- Survey design, sampling and data quality control.
- Geospatial and location analysis techniques.

- Workshop: designing a market research programme for a submarket.

Day 2: Supply, Demand and Rental Analysis

- Stock, take-up, vacancy and absorption metrics.
- Development pipeline and future supply assessment.
- Occupier demand drivers by sector and location.
- Rental evidence analysis and headline versus effective rent.
- Incentive quantification: rent-free periods and capital contributions.
- Forecasting rental movement and absorption rates.
- Workshop: analysing a submarket and forecasting rents.

Day 3: Valuation Approaches and Market Evidence

- Income approach: capitalisation of net income.
- Comparison approach and adjustment techniques.
- Cost approach and depreciated replacement cost.
- Deriving capitalisation rates from comparable transactions.
- Yield analysis: initial, equivalent and reversionary yields.
- Reconciling valuation evidence across approaches.
- Workshop: valuing a property using all three approaches.

Day 4: Lease Analysis and Discounted Cash Flow Valuation

- Lease data review and tenancy schedule analysis.
- Rent review, indexation and turnover rent valuation.
- Weighted average unexpired lease term and income durability.

- Discounted cash flow valuation model construction.
- Exit capitalisation rate selection and reversionary value.
- Sensitivity, scenario and break-even analysis.
- Workshop: building a property DCF valuation model.

Day 5: Valuation Uncertainty, Standards and Reporting

- Sources of valuation uncertainty and market conditions.
- Special assumptions, departures and disclosure duties.
- RICS Red Book and International Valuation Standards requirements.
- Development appraisal and residual land valuation reporting.
- Report writing, basis of value and assumption documentation.
- Presenting and defending a valuation under challenge.
- Workshop: preparing and presenting a valuation report to a panel.

Conclusion

By successfully completing Real Estate Market Analysis & Appraisal Training Course, participants will have acquired the knowledge to research property markets and value assets with defensible evidence. They will understand research design, supply and demand analysis, rental evidence, the three valuation approaches, yield analysis, discounted cash flow and reporting standards, and they will know how to explain a valuation under challenge. As a result, delegates support property decisions with stronger analysis. Gentex Training Center builds the programme around current research and valuation practice.

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FAQs for the Real Estate Market Analysis & Appraisal course

Q1 What is the "Real Estate Market Analysis & Appraisal" course about?

It covers property market research and asset valuation together. You learn research design and evidence collection, supply and demand and rental analysis, the income, comparison and cost approaches, yield analysis, Excel discounted cash flow valuation and valuation reporting.

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

You gain the ability to support a valuation with research rather than assertion. You also improve comparable evidence quality, interpret submarket conditions before committing capital, select yields from real transactions, test valuations for uncertainty, and produce reports that pass professional and lender review.

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

You will gain property market research design and comparable evidence analysis, supply, demand and rental analysis, property valuation using the income, comparison and cost approaches, and discounted cash flow valuation and valuation reporting.

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

The course covers research design and evidence hierarchy methods, take-up, vacancy and absorption metrics, development pipeline assessment, net effective rent and incentive quantification, income capitalisation and net operating income, comparable adjustment techniques, depreciated replacement cost, capitalisation rate derivation, initial, equivalent and reversionary yield analysis, weighted average unexpired lease term calculation, discounted cash flow valuation with NPV and IRR, exit capitalisation rate selection, sensitivity and break-even analysis, RICS Red Book and International Valuation Standards requirements, and special assumption and departure disclosure duties.

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

Graduates apply it to carry out submarket research and rental evidence studies, value assets for acquisition, disposal, lending or financial reporting, analyse lease income profiles, derive and justify yields, build DCF valuations, test values for uncertainty, prepare valuation reports with documented assumptions, and defend valuations in client, lender and audit reviews.