

STRATEGIC REAL ESTATE MANAGEMENT



GENTEX[®]
TRAINING CENTER



Introduction

Strategic Real Estate Management Training Course prepares professionals to manage property as a strategic asset rather than a fixed cost. Participants learn how to align real estate portfolios with business needs, evaluate occupancy and location decisions, and manage property performance over the long term. The program combines portfolio strategy with valuation, leasing, and facilities management practice. As a result, learners gain the ability to make property decisions that support operations and protect capital. Furthermore, the course strengthens financial analysis, risk governance, and sustainability planning for real assets.

Strategic Real Estate Management Course Objectives

- Align real estate strategy with business strategy and operational requirements.
- Apply portfolio analysis techniques including space utilisation and location review.
- Evaluate property performance with net operating income (NOI), cap rates, and yield measures.
- Apply valuation methods: income approach, market comparison, and cost approach.
- Assess lease versus buy decisions with NPV, IRR, and total cost of ownership.
- Structure leases with rent reviews, incentives, and break clauses.
- Manage facilities operations with service level agreements and asset maintenance.
- Apply real estate risk management with risk registers and concentration analysis.
- Assess sustainability performance using green building standards such as LEED and BREEAM.
- Measure real estate KPIs including occupancy cost, utilisation rate, and space per employee.

Course Methodology



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- Interactive sessions built on real estate portfolio and property cases.
- Workshops on portfolio analysis, valuation methods, and lease structuring.
- Group work on lease versus buy decisions and space planning.
- Hands-on practice with NOI, cap rate, and occupancy cost calculations.
- Simulation of portfolio reviews, lease negotiations, and relocation decisions.
- Facilitator feedback and peer review on real estate strategy proposals.

Who Should Take This Course

- Corporate real estate and property managers.
- Facilities and workplace managers in large organizations.
- Real estate investors, asset managers, and portfolio analysts.
- Finance and business partnering professionals supporting property.
- Leasing, valuation, and property advisory specialists.
- Consultants supporting real estate strategy and relocation.

Strategic Real Estate Management Course Outlines

Day 1: Real Estate Strategy and Business Alignment

- Real estate as a strategic asset and cost centre.
- Aligning property strategy with business and workforce plans.
- Location strategy, proximity, and network planning.
- Portfolio analysis and rationalisation opportunities.
- Space standards, utilisation, and workplace trends.
- Governance, accountability, and policy frameworks.
- Case study: a corporate portfolio rationalised for savings.





Day 2: Valuation and Financial Analysis

- Property valuation concepts and market fundamentals.
- The income approach, market comparison, and cost approach.
- Net operating income (NOI), cap rates, and yield measures.
- Discounted cash flow for property investments.
- Lease versus buy decisions with NPV, IRR, and total cost of ownership.
- Operating expenses, service charges, and recoverable costs.
- Workshop: appraising a property acquisition decision.

Day 3: Leasing, Occupancy, and Space Management

- Lease structures: gross, net, and full-service leases.
- Rent reviews, escalations, incentives, and break clauses.
- Negotiating lease terms and tenant improvements.
- Space planning, churn management, and utilisation studies.
- Workplace strategy, hybrid work, and desk ratios.
- Relocation planning and business continuity for premises.
- Exercise: negotiating a lease renewal or relocation.

Day 4: Facilities Operations and Asset Performance

- Facilities management scope and service delivery models.
- Service level agreements and performance measurement.
- Planned and reactive maintenance and asset lifecycle.
- Hard services and soft services management.
- Health, safety, and statutory compliance for buildings.

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- Energy management and operating cost control.
- Simulation: managing a building performance issue.

Day 5: Risk, Sustainability, and Portfolio Governance

- Real estate risk registers and portfolio concentration analysis.
- Market, credit, and operational risk in property portfolios.
- Green building standards: LEED and BREEAM concepts.
- Energy performance, carbon reporting, and retrofit planning.
- Real estate KPIs: occupancy cost, utilisation, and space per employee.
- Portfolio governance, review cycles, and reporting to leadership.
- Capstone: presenting a strategic real estate management plan.

Conclusion

By successfully completing Strategic Real Estate Management, participants will gain a practical command of real estate strategy, valuation, leasing, and facilities operations. They will acquire skills in portfolio analysis, property financial appraisal, lease negotiation, and sustainability reporting. Gentex Training Center designs the program to help professionals manage property as an asset that supports business performance and protects long-term value.

FAQs

Q1 What is the "Strategic Real Estate Management" course about?



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It covers how to manage property as a strategic asset rather than a fixed cost. The course spans real estate strategy, portfolio and location analysis, property valuation, lease structuring and negotiation, facilities operations, and sustainability and risk governance.

Q2 What are the key benefits of the "Strategic Real Estate Management" course?

You gain the ability to make property decisions that support operations and protect capital. The course improves portfolio analysis, sharpens lease versus buy judgement, strengthens lease negotiation, reduces occupancy cost, and gives leadership clear evidence on real estate performance.

Q3 What skills will I gain from the "Strategic Real Estate Management" course?

You will develop four core skills: real estate strategy and portfolio analysis, property valuation and financial appraisal, lease structuring and negotiation, and facilities operations with sustainability and risk governance.

Q4 What tools, methods, or standards are covered in the "Strategic Real Estate Management" course?

The course covers the income approach, market comparison, and cost approach to valuation, net operating income (NOI), cap rates, yield measures, discounted cash flow, NPV and IRR appraisal, total cost of ownership, lease structures with rent reviews and break clauses, service level agreements, asset lifecycle maintenance, risk registers, the LEED and BREEAM green building standards, and real estate KPIs such as occupancy cost and utilisation rate.





Q5 How is the "Strategic Real Estate Management" course applied in real-world practice?

Participants apply it to real work such as reviewing a corporate property portfolio, appraising a lease versus purchase decision, negotiating a lease renewal, and planning an office relocation. The same methods support energy retrofit planning and property performance reporting to leadership.