



Project & Contract Management

Real Estate and Land asset Management Strategies

Course Introduction

The field of real estate and land asset management is one of the vital areas that plays a huge role in achieving economic growth and financial sustainability for both individuals and organizations. Let these the training course provides participants with a deep understanding of effective real estate asset management strategies Analysis, evaluation and strategic planning techniques

Improving real estate asset management strategies

Studies show that improving real estate asset management strategies can increase returns by up to 30 %. Acquire the necessary skills in this The field contributes to improving investment decisions and increasing operational efficiency, which positively reflects on the financial performance of organizations Through this training program, participants will acquire the knowledge and skills necessary to achieve success and excellence in the field of real estate and land asset management, contributing to achieving sustainable development and achieving the desired financial returns

Target Audience

- Property and asset managers
- Investors in the sector Real estate
- Employees of financial institutions Investment companies
- Managers, engineers and planners Urbanists
- Those interested in developing their management skills Real estate and land assets

Learning Objectives

- Understand the basics and concepts of real estate and land asset management
- Apply effective strategies for the analysis and valuation of real estate assets
- Develop strategic plans to manage real estate assets and achieve the desired financial returns
- The use of modern tools and techniques in the management of real estate assets
- Improving investment decision-making processes related to real estate assets
- Enhance the ability to negotiate and communicate effectively in the real estate field

Course Outline

- **Day 01**

- Introduction to real estate and land asset management**

- The problem of defining real estate and land assets
 - The importance of Real Estate Asset Management in the economy
 - Basic concepts of asset management

- **Day 02**

- Analysis and valuation of real estate assets**

- The tools and techniques of evaluation
 - The structure of international evaluation standards
 - The need to apply assessment tools in real-world situations

- **Day 03**

- Strategic planning and risk management**

- The task of developing asset management strategies
- Real estate risk analysis and management
- The use of advanced software in strategic planning

• **Day 04**

Asset management techniques and tools

- The use of technology in asset management
- In Land Management
- Geographic Information Systems
- Artificial intelligence and Big Data applications in asset management

• **Day 05**

Real estate asset investment strategies, negotiation and communication skills

- Analysis of return on investment (ROI)
- Real estate portfolio management
- The art of real estate negotiation
- Building relationships and networks in real estate

Case studies and practical applications

- Real-life case studies
- How to apply real estate asset management strategies

Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
April 7, 2025	April 11, 2025	5 days	4250.00 \$	UAE - Dubai
Aug. 18, 2025	Aug. 22, 2025	5 days	4250.00 \$	UAE - Dubai
Dec. 1, 2025	None	None days	5950.00 \$	Switzerland - Zurich