

REAL ESTATE INVESTING 360 CERTIFICATE

Program Description

Want to speak the language of real estate developers, investors, and property managers?

This program focuses on three key components of commercial real estate that are integral to understanding and navigating this fast-paced industry. You will first explore the development side of commercial real estate, where you will identify how to effectively manage development projects from conception to launch while maximizing value. You will then discover key tools and strategies to enhance your real estate finance and investment decisions and increase the value of your real estate holdings. Finally, you will become well versed in the critical aspects of property management, including property maintenance, leasing strategies, labor code, financial management, renovations, building systems, and sustainability. By the end of this program, you will have the tools and strategies to grow and manage a robust real estate portfolio.

Students will be most successful in this program if they have some familiarity with Microsoft Excel.

Key Takeaways

- Establish a systematic and project-focused commercial building site selection process to efficiently compare potential building sites
- Calculate, create, compile, and organize relevant development project data into a deliverable development package
- Accurately forecast real estate revenues for both new and existing properties
- Determine how to support real estate investment, asset management, disposition, and refinancing decisions
- Build a strategic asset management plan using market analyses, financial analyses, and value-enhancement strategies
- Improve building functionality and performance by directing and monitoring building engineering systems to optimize environmental and financial outcomes

What You'll Earn

- Real Estate Investing 360 Certificate from Cornell's SC Johnson College of Business
- 210 Professional Development Hours (21 CEUs)
- 210 credits towards the BOMI Continuing Professional Development Program (CPD)

Who Should Enroll

- Real estate investors
- Professionals with financial or operational responsibility for real estate, investments, or financing
- People working for (or aspiring to work for) real estate funds, REITs, real estate developers, or real estate advisory firms
- Asset management professionals

Total Investment

9.5 months to complete the program.

How to Enroll

For more information and to enroll, please visit Real Estate Investing 360 Certificate (<https://ecornell.cornell.edu/certificates/real-estate/real-estate-investing-360/>).

Courses

Code	Title	Hours
eCornell SHA581	Introduction to Commercial Real Estate Development	0
eCornell SHA582	Managing Real Estate Development Projects	0
eCornell SHA583	Real Estate Investment Decisions	0
eCornell SHA584	Financing Real Estate Investments	0
eCornell SHA585	Leading Successful Property Management Operations	0
eCornell SHA586	Optimizing Asset Management Strategies	0
eCornell SHA690	Real Estate Site Selection Analysis and Decisions	0
eCornell SHA691	Creating the Real Estate Development Package	0
eCornell SHA692	Preparing and Delivering the Project Pitch	0
eCornell SHA693	Creating the Basis of Design for Real Estate Projects	0
eCornell SHA694	Instilling Resiliency in Real Estate Development Projects	0
eCornell SHA695	Feasibility and Market Analysis	0
eCornell SHA696	Managing Real Property Rights	0
eCornell SHA697	Real Estate Appraisal Process	0
eCornell SHA698	Public Real Estate Capital Markets	0
eCornell SHA699	Real Estate Leases	0
eCornell SHA701	Facilities Management	0
eCornell SHA702	Building Systems, Engineering, and Equipment Management	0
eCornell SHA703	Sustainability in Building Design and Operation	0