

REAL ESTATE PROPERTY MANAGEMENT CERTIFICATE

Program Description

Anyone involved in decisions surrounding real estate investing, or its development, financing, or management, needs to be conversant in and informed about property management. To be successful in real estate, you need to organize the daunting and often seemingly chaotic real estate processes into a clear, logical, and coherent whole.

This program provides you with the knowledge and skills you need to fully understand the integral components of the real estate business. By exploring a potential asset from the perspective of the owner as well as the property manager, you will acquire a robust skill set pertaining to the development process, project planning, and project implementation. You will begin by looking at the distinctions among different types of property maintenance issues and how to best address them in order to reduce expenses and environmental impact. Next, you will examine the role of the asset manager along with best practices for developing an asset management strategy based on the type of asset and the owner's objectives. Using market analysis, you will acquire the skills to determine a leasing strategy to optimize revenue. The coursework will equip you with the tools you need to address property management issues including labor, code, financial management, and renovations, as well as the opportunity to explore some of the common issues and solutions associated with building systems. At the conclusion of the program, you will determine a comprehensive sustainability strategy for a property and identify the necessary steps to align it with day-to-day operations.

Key Takeaways

- Examine the role of a real estate asset manager, including the management approach and how to plan the phases of a project
- Analyze a property to identify issues, differentiate among types of maintenance activities, and determine best practices for each
- Build a strategic asset management plan using market analyses, financial analyses, and value-enhancement strategies
- Develop a robust tool kit of management skills to deal with property management issues
- Evaluate your market and position your real estate asset within current lease trends and term expectations to optimize your occupancy and lease rates
- Improve building functionality and performance by directing and monitoring building engineering systems to optimize environmental and financial outcomes
- Explore decision making around outsourcing, joint maintenance, and leasing strategies

What You'll Earn

- Real Estate Property Management Certificate from Cornell SC Johnson College of Business
- 60 Professional Development Hours (6 CEUs)
- 60 credits towards the BOMI Continuing Professional Development Program (CPD)

Who Should Enroll

- Property managers
- Real estate investors, developers, and financiers
- Aspiring or current professionals at real estate investment trusts (REITs) or advisory firms
- Anyone affiliated with the creation and use of real estate as a financial asset

Total Investment

3 months to complete the program.

How to Enroll

For more information and to enroll, please visit Real Estate Property Management Certificate (<https://ecornell.cornell.edu/certificates/real-estate/real-estate-property-management/>).

For the best experience in this program it is recommended to take these courses in the order that they appear.

Courses

Code	Title	Hours
eCornell SHA585	Leading Successful Property Management Operations	0
eCornell SHA586	Optimizing Asset Management Strategies	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