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# Real Estate Market Analysis and Evaluation

28 June – 2 July 2027
Bangkok (Thailand)



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## Introduction

The real estate market operates in a dynamic environment shaped by economic conditions, changing demand, investment trends, regulatory developments, and infrastructure growth. Success in real estate requires more than market knowledge; it depends on the ability to analyze market conditions, evaluate opportunities, manage risks, and make informed investment decisions.

This intensive 1-week Real Estate Market Analysis and Evaluation course provides a comprehensive and practical understanding of the principles, tools, and techniques required to analyze real estate markets effectively. Participants will explore market research, supply and demand, pricing trends, property valuation, financial analysis, investment evaluation, risk assessment, and market forecasting.

The program integrates real estate market analysis with financial and investment principles, enabling participants to assess market opportunities, evaluate property values, identify potential risks, and develop informed strategies that support effective real estate investment and business decisions.

## Additional Course Objectives

- Develop a strong understanding of real estate market dynamics and key market drivers.
- Strengthen the ability to conduct effective real estate market research and analysis.
- Analyze supply, demand, pricing trends, rental rates, and competitive conditions.
- Apply practical approaches to property valuation and market assessment.
- Evaluate real estate investment opportunities using financial and market indicators.
- Identify and assess key market, financial, development, and operational risks.
- Understand the impact of economic conditions, demographics, infrastructure, and regulations on real estate markets.
- Develop practical techniques for forecasting real estate market trends.
- Improve the ability to analyze investment returns, costs, and financial feasibility.
- Prepare professional real estate market analysis and evaluation reports.

## Day 1 - Real Estate Market Analysis and Market Intelligence



- Fundamentals and structure of real estate markets.
- Real estate market cycles and key market characteristics.
- Economic and demographic factors affecting real estate.
- Key indicators for measuring real estate market performance.
- Real estate market research methods and data sources.
- Collecting and interpreting real estate market data.
- Location analysis and factors influencing property values.
- Developing effective market intelligence for real estate decisions.

**Day 2 - Supply, Demand, Pricing & Competitive Market Analysis**

- Principles of real estate supply and demand analysis.
- Assessing current and future property supply.
- Residential, commercial, industrial, and specialized property markets.
- Property prices, rental rates, occupancy, and market growth.
- Competitive market analysis and benchmarking.
- Existing, planned, and pipeline development analysis.
- Identifying market gaps and emerging opportunities.
- Buyer, tenant, and investor behavior analysis.
- Evaluating market positioning and competitive advantages.

**Day 3 - Property Valuation, Financial Analysis & Investment Evaluation**

- Principles and approaches to real estate valuation.
- Sales comparison, cost, and income approaches.
- Market value and investment value assessment.
- Revenue, operating expenses, and cash flow analysis.
- Capitalization rates and key investment indicators.
- ROI, IRR, NPV, and investment performance analysis.
- Financial feasibility analysis for real estate projects.
- Acquisition, development, and investment opportunity assessment.
- Practical property investment analysis.

**Day 4 - Real Estate Risk Management, Feasibility & Strategic Decision-Making**



- Identifying real estate market and investment risks.
- Market, financial, development, operational, and regulatory risk assessment.
- Risk-return analysis and investment decision-making.
- Sensitivity analysis and scenario planning.
- Real estate project feasibility assessment.
- Impact of interest rates, inflation, financing costs, and economic cycles.
- Location and development-related risks.
- Strategies for mitigating real estate investment risks.
- Practical case studies involving real estate investment decisions.

**Day 5 - Market Forecasting, Emerging Trends & Professional Practice**

- Techniques for forecasting real estate market trends.
- Scenario analysis and future market projections.
- Impact of infrastructure and urban development on property values.
- Digital transformation and data analytics in real estate.
- PropTech, AI, and emerging real estate technologies.
- Identifying future investment opportunities and market disruptions.
- Preparing professional real estate market analysis reports.
- Presenting market findings and investment recommendations.
- Developing practical action plans for improved real estate decision-making.

**Why Attend This Workshop? Wins & Losses!**

- Develop advanced skills in real estate market analysis, valuation, and investment evaluation.
- Strengthen the ability to interpret market data and identify market trends.
- Improve decision-making when evaluating real estate investment opportunities.
- Develop stronger capabilities in assessing supply, demand, pricing, and competition.
- Enhance the ability to evaluate property values, returns, and investment risks.
- Improve strategies for managing real estate market and investment risks.
- Strengthen professional judgment when assessing complex real estate opportunities.
- Gain practical insight into international approaches to real estate market analysis and investment evaluation.

**Outcomes**



- Enhance the ability to conduct comprehensive real estate market analysis.
- Improve the interpretation of economic, financial, demographic, and property market indicators.
- Strengthen capabilities in property valuation and financial feasibility analysis.
- Develop practical expertise in evaluating real estate investment opportunities.
- Improve the ability to assess supply, demand, pricing, rental, and competitive conditions.
- Strengthen decision-making when managing real estate investment risks and uncertainty.
- Improve the ability to forecast market trends and evaluate future opportunities.
- Develop effective strategies for identifying market gaps and emerging investment opportunities.
- Strengthen confidence in preparing and presenting professional real estate market assessments.
- Apply recognized practices in market research, valuation, investment analysis, risk management, and forecasting.

**Conclusion**

Successful real estate decisions require professionals to combine market intelligence, financial understanding, valuation expertise, risk awareness, and strategic judgment. Organizations and investors increasingly depend on professionals who can analyze market conditions, evaluate opportunities, identify risks, and translate market data into valuable business insights.

The Real Estate Market Analysis and Evaluation course equips participants with practical knowledge and strategies for managing the complete real estate analysis and evaluation process. By integrating market research, supply and demand analysis, property valuation, financial evaluation, risk management, and market forecasting, participants will be better prepared to evaluate opportunities, manage investment exposure, and contribute to successful and sustainable real estate outcomes.

**FAQ**

**1. What does the course cover?**

The course covers real estate market research, supply and demand analysis, pricing and rental trends, competitive market analysis, property valuation, financial analysis, investment evaluation, risk management, market forecasting, and strategic decision-making.

**2. Will the course cover property valuation?**



Yes. Participants will examine key valuation methodologies, including the sales comparison, cost, and income approaches, as well as market value, investment value, capitalization rates, and financial indicators.

**3. Will I learn how to evaluate real estate investment opportunities?**

Yes. The course covers revenue and cash flow analysis, ROI, IRR, NPV, financial feasibility, risk-return analysis, sensitivity analysis, and scenario planning.

**4. Does the course address real estate market trends and forecasting?**

Yes. Participants will learn to analyze market data, identify emerging trends, assess market cycles, and develop forecasts and scenarios to support future real estate decisions.

**5. Who should attend this course?**

This course is designed for real estate professionals, property and asset managers, investment professionals, developers, financial analysts, valuation professionals, urban planners, portfolio managers, consultants, corporate executives, and professionals involved in real estate investment, development, analysis, valuation, or strategic decision-making.

