Real Estate Development Process

11 – 15 April 2027
Amman (Jordan)



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Introduction

Real estate development is a complex process that requires the integration of market analysis, land assessment, financial planning, design, regulatory compliance, construction, marketing, and asset management. Successful development projects depend not only on identifying attractive opportunities, but also on making informed decisions at every stage of the development lifecycle.

This course provides a comprehensive and practical understanding of the real estate development process, taking participants through the key stages involved in transforming a development opportunity into a successful real estate project. It focuses on the interaction between commercial, financial, technical, regulatory, and operational considerations throughout the project lifecycle.

Participants will explore how to evaluate development opportunities, assess market and site conditions, conduct feasibility studies, structure project financing, manage approvals and stakeholders, monitor construction, and prepare projects for successful delivery and operation.

The course also considers the regulatory environment relevant to real estate development in Saudi Arabia, including developer requirements, project licensing, registration considerations, and off-plan development concepts.

Course Objectives

- Understand the complete real estate development lifecycle from concept to completion.
- Identify and evaluate potential real estate development opportunities.
- Analyze market demand, target segments, and competitive positioning.
- Assess land, site, and development potential before investment decisions.
- Understand the key components of real estate development feasibility studies.
- Develop basic financial models and evaluate project profitability.
- Understand the regulatory, approval, and licensing considerations affecting development projects.
- Manage the transition from planning and design into construction and project delivery.
- Identify and manage key risks, stakeholders, and development constraints.



- Understand marketing, sales, leasing, handover, and post-development considerations.
- Apply practical tools to improve development decision-making and project outcomes.

Course Outlines

Day 1: Foundations of Real Estate Development

- Understanding the real estate development lifecycle.
- The role of the developer and key project stakeholders.
- Identifying real estate development opportunities.
- Types of real estate development projects and development models.
- Understanding market drivers and real estate demand.
- Site and land considerations in development decisions.
- Initial opportunity screening and development concept evaluation.
- Case study: Evaluating a potential development opportunity.

Day 2: Market Analysis and Development Feasibility

- Conducting real estate market and demand analysis.
- Identifying target markets, customer segments, and competitive projects.
- Assessing location, accessibility, infrastructure, and surrounding developments.
- Understanding land use, development potential, and site constraints.
- Components of a real estate feasibility study.
- Estimating development costs and potential revenues.
- Financial indicators for evaluating development opportunities.
- Sensitivity analysis and scenario planning.
- Case study: Preparing a preliminary development feasibility assessment.

Day 3: Planning, Regulation, Financing and Project Structuring

- Translating the development concept into a project plan.
- Understanding planning, zoning, approvals, and development requirements.
- Regulatory considerations affecting real estate development projects.
- Developer registration and project licensing considerations.
- Introduction to off-plan development and related requirements.
- Understanding project ownership and development structures.
- Sources and structures of real estate development finance.
- Investor, lender, developer, and partner considerations.
- Identifying regulatory, financial, and contractual risks.
- Case study: Structuring a real estate development project.



Day 4: Design, Construction and Project Delivery

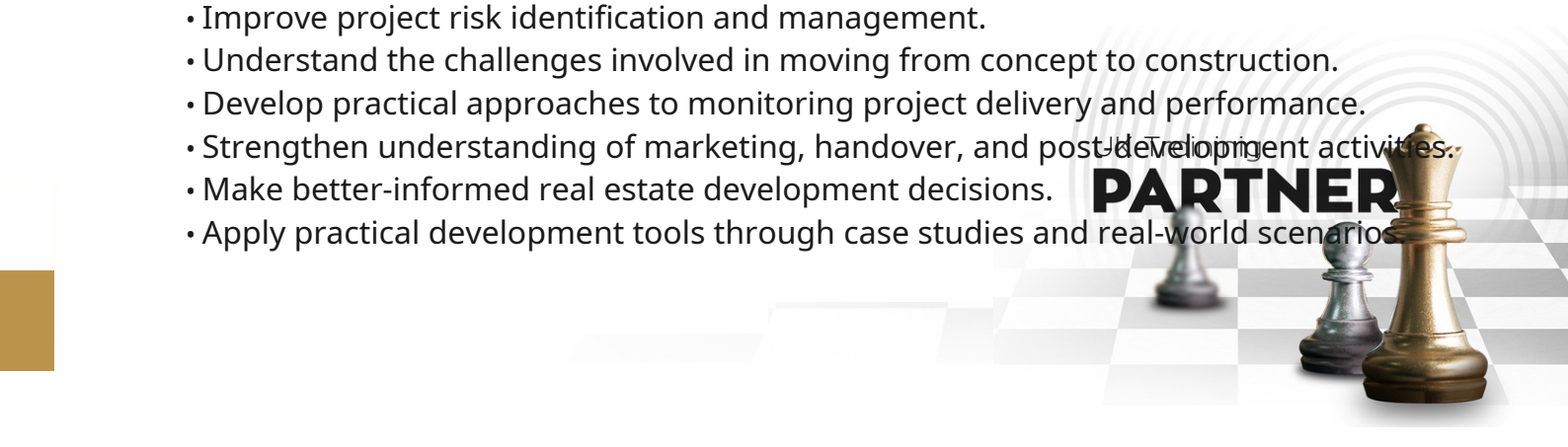
- Moving from feasibility to design and detailed project planning.
- Selecting consultants, contractors, and project delivery partners.
- Understanding the relationship between design, cost, schedule, and quality.
- Construction planning and project monitoring.
- Managing cost, schedule, quality, and scope.
- Identifying and managing construction and development risks.
- Stakeholder coordination and communication throughout project delivery.
- Managing changes, delays, and unexpected development challenges.
- Practical project monitoring tools and performance indicators.
- Case study: Managing a development project during construction.

Day 5: Marketing, Handover and Post-Development Management

- Developing the marketing and commercialization strategy.
- Positioning the completed or developing project in the market.
- Sales, leasing, and customer engagement considerations.
- Understanding handover and project completion processes.
- Managing defects, quality issues, and customer expectations.
- Evaluating project performance against original objectives.
- Post-development asset and operational considerations.
- Measuring financial and operational success.
- Lessons learned and continuous improvement.
- Developing an integrated real estate development roadmap.
- Final case study: From development opportunity to completed project.

Why Attend This Course: Wins & Losses!

- Gain a complete understanding of the real estate development lifecycle.
- Learn how to evaluate development opportunities before committing resources.
- Improve market analysis and feasibility assessment skills.
- Understand the financial factors that influence development decisions.
- Strengthen awareness of regulatory and licensing requirements.
- Learn how to coordinate commercial, technical, financial, and regulatory considerations.
- Improve project risk identification and management.
- Understand the challenges involved in moving from concept to construction.
- Develop practical approaches to monitoring project delivery and performance.
- Strengthen understanding of marketing, handover, and post-development activities.
- Make better-informed real estate development decisions.
- Apply practical development tools through case studies and real-world scenarios.



Conclusion

The **Real Estate Development Process** course provides participants with an integrated view of how real estate projects are conceived, evaluated, structured, developed, delivered, and ultimately brought to the market. Rather than focusing on a single stage of development, the course connects the commercial, financial, technical, regulatory, and operational elements that determine project success.

Through practical case studies, structured discussions, and development scenarios, participants will gain the ability to assess opportunities, understand project feasibility, recognize key risks, and contribute more effectively to real estate development decisions.

Whether participants are involved in real estate regulation, development, investment, project management, or related activities, this course provides a practical foundation for understanding the full development journey and supporting successful real estate projects.

Frequently Asked Questions

1. What is the real estate development process?

The real estate development process is the sequence of activities involved in transforming a development opportunity into a completed and operational real estate project. It generally includes opportunity identification, market analysis, feasibility, planning, approvals, financing, design, construction, marketing, handover, and post-development management.

2. Why is feasibility analysis important before starting a development project?

Feasibility analysis helps determine whether a proposed project is commercially, financially, technically, and practically viable. It allows developers and investors to identify potential risks, estimate costs and revenues, test different scenarios, and make informed investment decisions before committing significant resources.

3. What are some of the key regulatory considerations in real estate development?

Regulatory considerations may include land and property documentation, development approvals, building requirements, licensing, developer registration, project licensing, and requirements applicable to specific development models such as off-plan sales and leasing. In Saudi Arabia, these requirements are governed by relevant laws and regulations overseen by the competent authorities.

4. What are the main risks that can affect a real estate development project?



Common risks include inaccurate market assumptions, land and site constraints, cost increases, financing challenges, approval delays, construction delays, contractor performance, changes in demand, sales or leasing performance, and regulatory or compliance issues. Effective risk management requires identifying these risks early and continuously monitoring them throughout the project lifecycle.

5. What will participants be able to do after completing the course?

Participants will be able to understand and assess the major stages of real estate development, evaluate development opportunities, contribute to feasibility studies, recognize financial and regulatory considerations, understand project delivery requirements, identify key risks, and support better decision-making throughout the development lifecycle.

