BLACKBIRD FOR TRAINING

Strategic Real Estate Management

18 – 22 April 2027
Istanbul (Turkey)



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Introduction

Strategic Real Estate Management is essential for organizations seeking to maximize the value, efficiency, and long-term performance of real estate assets. Effective real estate management requires an integrated understanding of market dynamics, strategic planning, investment decisions, asset performance, development opportunities, risk management, governance, and sustainability.

This advanced one-week programme is designed to provide participants with a comprehensive understanding of the principles and practices of strategic real estate management. The course focuses on developing effective real estate strategies, analyzing market conditions, managing real estate assets and portfolios, evaluating investment and development opportunities, and improving organizational performance.

The programme also addresses the strategic role of real estate within the public sector and regulatory environment, with particular relevance to organizations involved in managing, regulating, developing, and supporting the growth of the real estate sector.

Participants will explore practical approaches for aligning real estate strategies with organizational objectives, improving asset utilization, managing risks, evaluating investment opportunities, measuring performance, and creating sustainable long-term value.

Course Objectives

By the end of this course, participants will be able to:



- Understand the strategic principles and foundations of modern real estate management.
- Develop real estate strategies aligned with organizational objectives and long-term priorities.
- Analyze real estate market trends, supply, demand, and investment opportunities.
- Apply strategic approaches to real estate asset and portfolio management.
- Evaluate real estate investment and development opportunities.
- Understand key principles of real estate valuation and financial analysis.
- Identify, assess, and manage strategic real estate risks.
- Establish effective performance measures and Key Performance Indicators KPIs for real estate assets and portfolios.
- Apply governance and compliance principles to real estate management.
- Integrate sustainability, ESG, technology, and innovation into real estate strategies.
- Use data and market intelligence to support strategic real estate decision-making.
- Develop practical strategies for maximizing the long-term value and performance of real estate assets.

Course Outlines

Day 1: Foundations of Strategic Real Estate Management

- Principles, scope, and evolution of strategic real estate management.
- The strategic role of real estate in organizational and economic development.
- Differences between operational property management and strategic real estate management.
- Key components of an effective real estate strategy.
- Aligning real estate objectives with organizational and national priorities.
- Strategic planning approaches for real estate organizations.
- Understanding the real estate ecosystem and key stakeholders.
- Real estate market fundamentals and market structures.
- Factors influencing real estate supply, demand, pricing, and investment.
- Real estate market cycles and emerging market trends.
- Using market intelligence to support strategic planning.
- Identifying opportunities and challenges within changing real estate markets.

Day 2: Real Estate Asset, Portfolio & Investment Management



- Principles of strategic real estate asset management.
- Asset lifecycle management and optimization.
- Assessing asset performance and strategic importance.
- Managing underperforming, non-core, and surplus real estate assets.
- Fundamentals of real estate portfolio management.
- Portfolio composition, diversification, and strategic asset allocation.
- Portfolio optimization and value enhancement.
- Acquisition, retention, redevelopment, and disposal strategies.
- Principles of real estate investment management.
- Evaluating real estate investment opportunities.
- Understanding risk and return in real estate investment.
- Real estate valuation principles and approaches.
- Using valuation information in strategic decision-making.
- Financial indicators for evaluating real estate investments.

Day 3: Real Estate Development & Financial Decision-Making

- Understanding the real estate development lifecycle.
- Identifying and assessing development opportunities.
- Land development potential and strategic site analysis.
- Market feasibility and demand assessment.
- Financial feasibility of real estate development projects.
- Revenue, operating costs, cash flows, and development returns.
- Discounted Cash Flow DCF analysis.
- Net Present Value NPV and Internal Rate of Return IRR.
- Investment appraisal and project selection techniques.
- Sensitivity and scenario analysis for real estate decisions.
- Assessing development risks and project constraints.
- Strategic approaches to maximizing development value.
- Public and private sector considerations in real estate development.
- Stakeholder management throughout the development process.

Day 4: Real Estate Risk, Governance & Performance Management



- Understanding strategic real estate risk management.
- Identifying market, financial, operational, legal, regulatory, and development risks.
- Risk assessment, prioritization, and mitigation strategies.
- Scenario planning and stress testing for real estate portfolios.
- Building resilience into real estate strategies.
- Principles of real estate governance and accountability.
- Governance structures and strategic decision-making.
- Regulatory and compliance considerations in real estate management.
- Transparency, accountability, and ethical real estate management.
- Stakeholder management and institutional coordination.
- Establishing real estate Key Performance Indicators KPIs.
- Financial and non-financial performance measures.
- Measuring asset and portfolio performance.
- Benchmarking and performance comparison.
- Developing effective real estate performance dashboards.
- Using performance information to improve strategic decision-making.

Day 5: Sustainable, Digital & Future-Oriented Real Estate Management

- Strategic approaches to sustainable real estate management.
- Integrating Environmental, Social, and Governance ESG considerations into real estate strategies.
- Energy efficiency, resource optimization, and sustainable asset management.
- Climate and environmental risks affecting real estate assets.
- Building resilient and future-ready real estate portfolios.
- The role of technology and data in modern real estate management.
- Real estate analytics and market intelligence.
- Data-driven asset and portfolio management.
- Digital transformation and PropTech applications.
- Smart buildings and technology-enabled real estate.
- Forecasting and scenario modelling for future real estate decisions.
- Emerging trends shaping the future of real estate.
- Strategic innovation in real estate management.
- Developing long-term real estate strategies.
- Translating strategic objectives into practical action plans.
- Integrating strategy, investment, development, risk, performance, and sustainability into an effective real estate management framework.

Why Attend This Course: Wins & Losses!



Attending this course offers significant benefits to your professional and organizational effectiveness:

- **Strengthen strategic real estate capabilities:** Develop a broader understanding of how real estate can contribute to organizational and long-term strategic objectives.
- **Improve asset and portfolio performance:** Learn practical approaches for optimizing assets, improving utilization, and maximizing portfolio value.
- **Make better investment decisions:** Apply valuation, financial analysis, investment appraisal, and risk-return concepts to real estate decisions.
- **Enhance development planning:** Understand how to identify development opportunities, assess feasibility, and maximize development potential.
- **Strengthen risk management:** Learn how to identify and mitigate market, financial, operational, regulatory, and development risks.
- **Improve governance and accountability:** Understand the importance of governance, transparency, compliance, and stakeholder management in real estate.
- **Measure real estate performance:** Develop effective KPIs and performance measures to evaluate assets, portfolios, and strategic initiatives.
- **Support sustainable real estate management:** Integrate ESG, resilience, energy efficiency, and sustainability into long-term real estate strategies.
- **Embrace digital transformation:** Understand how data analytics, PropTech, smart buildings, and digital tools are changing real estate management.
- **Improve strategic decision-making:** Use market intelligence, financial information, performance data, and scenario analysis to make informed real estate decisions.
- **Create long-term value:** Develop integrated strategies that support the sustainable growth, efficiency, and value of real estate assets and portfolios.
- **Professional certification:** Receive a professional certificate upon successful completion of the programme, supporting participants' professional development in strategic real estate management.

This course will provide participants with the knowledge, frameworks, and practical tools required to manage real estate strategically, improve asset and portfolio performance, evaluate opportunities, manage risks, and support sustainable long-term value creation.

Conclusion

Strategic Real Estate Management is increasingly important for organizations responsible for managing, developing, regulating, and maximizing the value of real estate assets. Effective strategic management requires an integrated approach that connects market intelligence, investment, asset management, development, risk, governance, performance, sustainability, and technology.



This one-week advanced programme provides participants with a practical and comprehensive framework for making better real estate decisions and developing strategies that support long-term organizational and sector-wide objectives.

By combining strategic planning with financial analysis, market assessment, asset and portfolio management, risk management, performance measurement, sustainability, and digital transformation, participants will be equipped to contribute more effectively to the strategic management and development of the real estate sector.

F & Q

5 Questions & Answers

1. What is Strategic Real Estate Management?

Strategic Real Estate Management is the process of planning, managing, optimizing, and developing real estate assets and portfolios to support long-term organizational objectives and maximize value.

2. Why is real estate market analysis important for strategic decision-making?

Market analysis helps organizations understand supply, demand, pricing, market trends, risks, and investment opportunities, enabling them to make better-informed real estate decisions.

3. What are the key factors considered when evaluating a real estate investment?

Key factors include expected returns, cash flows, property value, market conditions, investment risks, development potential, operating costs, and financial indicators such as NPV and IRR.

4. How can organizations improve the performance of their real estate portfolios?

They can improve performance through asset optimization, portfolio diversification, effective asset allocation, performance monitoring, redevelopment, acquisition or disposal decisions, and continuous risk management.

5. How do sustainability and technology support modern real estate management?

Sustainability helps improve resource efficiency, resilience, and long-term asset value, while technology and data analytics support better forecasting, performance monitoring, market analysis, and strategic decision-making.

