

PROSPECTUS

Introduction to Property 2023

Basic in-house training for non-surveyors
working in property organisations



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INTRODUCTION

Organisations perform better when the people working within them have a common understanding of company purpose and understand how their individual and team roles contribute.

It is common for real estate organisations to employ professionals that are critical to their success but who do not have a property background or a surveying qualification. This may include, to name a few: finance professionals; Non-Executive Directors; Executive Assistants; or business development and client relations professionals.

This introductory one-day training course is designed to provide background information on the property market and how it works, the role(s) and objectives of the employer organisation within that context, as well as the specific roles of different teams within the employer organisation.

An overview of the property market is given and, critically, an understanding will be gained in respect of how non-surveying staff contribute to the success of the employer business. Our experience shows that this, in turn, improves employee motivation and enhances performance.

The is a basic course run as a structured discussion, with an emphasis on it being an enjoyable way to learn more about the employer organisation and the factors which lead to its success. The course can be run over two half days or one whole day. A condensed, half day version can also be delivered.

Depending on the size of the employer organisation, the course can be run on an ad hoc basis, or as a standard and regular feature of induction training.



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OBJECTIVES

The overall aim of this course is to enhance the motivation and performance of non-surveying staff working within property organisations.

The objectives are:

- To provide market context for non-surveying professionals working in property organisations with a simple overview of the property market and how it functions.
- To deepen understanding of the employer organisation's commercial objectives and how these are achieved through the work that it does, whether that is the real estate products it creates and/or the services that it provides.
- To help employees find out more about the range of work undertaken by the organisation, how that fits within the wider market context, and the role of the different teams within the organisation.
- To help employees discover how to find out more information, how make to make their work more interesting and rewarding, and how to increase their impact.

This course is delivered by a single trainer in a discussion-based format for groups of up to 12 people.



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Sample AGENDA

The course content would be tailored to align with the specific role of the client organisation within the property market; we work closely with our clients to understand and reflect their objectives, structure and ways of working to ensure that bespoke content fits and resonates. The sample agenda set out below should therefore be seen as indicative:

Session 1

- A high-level overview of the property market – where do developers get their money from and what are investors and occupiers looking for from property?
- Stages of the property development process – who is involved, what do they do and what are their objectives?
- Land law and conveyancing – what is the legal process and how can non-surveying staff be involved?
- Familiarity with property jargon – a team quiz tackling commonly used terms.

Session 2

- The role of the organisation – where does the employer organisation fit into the market context explained in Session 1; what does it do and for whom?
- Understanding what makes the employer organisation successful, including examination of project and corporate case studies from the client.
- Explaining key property disciplines, such as valuation, asset and property management, transactions and investment management, leasing and planning.
- Considering how changing market conditions can impact on property organisations and the work they do.
- Q&A / Summary



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PRICING

■ **Full course:**

One full day or two half-day sessions – £3,750 (excluding VAT)

■ **Sprint version:**

One half-day session – £2,500 (excluding VAT)

CONTACT

Don't hesitate to get in touch if you'd like to learn more about our Introduction to Property training, or our wider real estate education services, and how we could help you and your organisation to achieve the best possible results.

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For deeper learning using a greater range and depth of teaching techniques and resources, why not check out the Real Estate Fundamentals course from our sister firm, Hillbreak.



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