

Course : Setting up and managing a real estate development project

Mastering economic balances, risks, and trade-offs
Practical course - 2d - 14h00 - Ref. IMQ
Price : 1680 € E.T.

NEW

In a more complex and selective market, successfully completing a real estate development project requires mastering the entire process: land acquisition, feasibility studies, legal and financial structuring, balance sheet management, marketing, and project management through to delivery and closing.

Teaching objectives

At the end of the training, the participant will be able to:

- ✓ Identify the key stages of a promotional campaign and the roles of the various stakeholders
- ✓ Master the fundamentals of land acquisition and feasibility analysis
- ✓ Preparing and reviewing a developer's financial statement and understanding its economic balance
- ✓ Define the criteria and tools for financing and monitoring a project
- ✓ Identify the key regulatory and tax factors in 2026 that affect the financial viability of a transaction
- ✓ Manage the transaction throughout its entire duration, from marketing to closing

Intended audience

Directors and program managers, operations managers, and financial managers; investors and public sector representatives; real estate and construction professionals leading or supporting a project

Prerequisites

None

Course schedule

PARTICIPANTS

Directors and program managers, operations managers, and financial managers; investors and public sector representatives; real estate and construction professionals leading or supporting a project

PREREQUISITES

None

TRAINER QUALIFICATIONS

The experts leading the training are specialists in the covered subjects. They have been approved by our instructional teams for both their professional knowledge and their teaching ability, for each course they teach. They have at least five to ten years of experience in their field and hold (or have held) decision-making positions in companies.

ASSESSMENT TERMS

The trainer evaluates each participant's academic progress throughout the training using multiple choice, scenarios, hands-on work and more. Participants also complete a placement test before and after the course to measure the skills they've developed.

1 Overview and Key Players in a Promotional Campaign

Compétences visées

- Gain a thorough understanding of the key stages of a project, from land acquisition to delivery
- Identify the key players and their roles: developer, local government, financier, project manager, contractors, and buyers
- Defining the market context: economic conditions, selectivity, and financing constraints

Activités pédagogiques

- Small-group work on reviewing existing documents

2 Develop a Land Acquisition Strategy and Feasibility Study

Compétences visées

- Sourcing and Securing Land: Approaches, Letter of Intent, Conditions Precedent
- Conduct studies before proceeding with the acquisition: urban planning (local land-use plan, permits), technical, market
- Ensuring the Project's Reliability: From the Preliminary Planning Outline to the Initial Assessment
- Assess the impact of recent changes in urban planning law on buildability and exemptions from the Local Urban Planning Plan (PLU)

Activités pédagogiques

- Conduct a study based on a real-world case

3 Compare the developer's financial statements and economic balances

Compétences visées

- Structuring a developer's financial statement: land-related expenses, construction costs, fees, financial expenses, and profit margin.
- Define key metrics: profit margin, internal rate of return, completion risk
- Conducting a Critical Analysis of a Balance Sheet and Identifying Opportunities for Improvement

Activités pédagogiques

- Case Study: Developing and Analyzing a Simplified Developer Financial Statement

TEACHING AIDS AND TECHNICAL RESOURCES

- The main teaching aids and instructional methods used in the training are audiovisual aids, documentation and course material, hands-on application exercises and corrected exercises for practical training courses, case studies and coverage of real cases for training seminars.
- At the end of each course or seminar, ORSYS provides participants with a course evaluation questionnaire that is analysed by our instructional teams.
- A check-in sheet for each half-day of attendance is provided at the end of the training, along with a course completion certificate if the trainee attended the entire session.

TERMS AND DEADLINES

Registration must be completed 24 hours before the start of the training.

ACCESSIBILITY FOR PEOPLE WITH DISABILITIES

Do you need special accessibility accommodations? Contact Mrs. Fosse, Disability Manager, at psh-accueil@orsys.fr to review your request and its feasibility.

4 Establishing a Financing Framework Within the Regulatory and Tax Framework

Compétences visées

- Determine the financing structure for operations: equity, debt, pre-commercial financing, GFA
- Implement monitoring tools: projected financial statements, cash flow, and budget control
- Using Tax and Demand Incentives: The Impact of the “Jeanbrun” Program (Private Landlord Status, Depreciation for Unfurnished Rentals) on Marketing and Product Positioning.
- Gain an understanding of the balance between interest rates, costs, and sales volume

Activités pédagogiques

- Case Study of a Specific Situation

5 Market and manage the project through to completion

Compétences visées

- Forecast the commercial launch, pre-launch activities, sales pace, and impact on financing
- Managing the Operation: Metrics, Key Considerations, and Risk Management
- Planning for Project Completion: Acceptance, Delivery, Legal Warranties, and Insurance (DO, TRC, Professional Liability)
- Complete the operation and provide a debriefing

Activités pédagogiques

- Develop a commercial launch plan

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Dates and locations

REMOTE CLASS

2026 : 14 Dec.

2027 : 22 Mar., 28 June, 20 Sep., 13 Dec.

PARIS LA DÉFENSE

2026 : 14 Dec.

2027 : 22 Mar., 28 June, 20 Sep., 13 Dec.