

Seminar Schedule

SECTION 1. (Morning)

Overview
Sign in Orientation (Classroom Rules and Procedures)
Part 1. Real Estate Markets and Market Analysis
Introduction to Market Analysis Market Value Appraisals and Property Use Purposes of Market Analysis Types of Market Analysis Break Levels of Market Analysis Use of Market Analysis in Appraisals How to Determine the Adequacy of Market Analysis in an Appraisal The Structure of Market Analysis

Part 2. Basic Trend Analysis
Data Analysis in Marketability Studies Market Analysis and Statistics Measures of Central Tendency: Mean, Median, and Mode Break Measures of Dispersion: Range and Standard Deviation Graphing Data Simple Linear Regression Short Trends Guidelines for Use of Projection Methods Alternative Market Analysis Tools LUNCH

SECTION 2. (Afternoon)

Part 3. Level B Marketability Study: Office Property

Overview of Case Study Property
The Six-Step Process for a Level B Marketability Study for Office Properties
Step 1: Analyze Property Productivity
Step 2: Delineate the Market Areas
Step 3: Measure Current Demand; Project Demand
Step 4: Measure Current Supply
Step 5: Calculate Residual Demand
Step 6: Project Subject Capture
Break

Part 4. Level B Marketability Study: Suburban Residential Subdivision Property

Introduction: Marketability Studies for Residential Subdivisions
Case Study: The Oaks—Suburban Residential Subdivision
Step 1: Analyze Property Productivity
Step 2: Delineate the Market Areas
Break
Step 3: Measure Current Demand; Project Demand
Step 4: Measure Current Supply
Step 5: Calculate Residual Demand
Step 6: Project Subject Capture
Adjourn