REAL ESTATE MANAGEMENT

Introduction

The course is set to establish such a concept that can help to understand real estate management in Pakistan with respect to create awareness of;

REQUIREMENTS:

- Real Estate Concepts, Documentation & Practices
- Legal framework
- Marketing framework
- Sale framework
- Real estate professional framework
- Organizational framework

CURRICULUM:

Sr. No.	Contents

1	**REAL ESTATE CONCEPTS, DOCUMENTATION & PRACTICES** • Basic terminologies • Land Measurements & Distribution Ratios • Types of land • Types of ownership and documents of land • Relevant government departments and their scope, functions and limitations • Procedural concept of legalities (work flow) • Types of real estates • Types of projects • Real estate documents and file awareness • Concept of project feasibilities and costing • Understanding of maps and diagrams
2	**LEGAL FRAMEWORK** • General legal concepts • Contract (Contract Act, 1872) • Registration (Registration Act, 1908) • Transfer of Property (Transfer of Property Act, 1882) • Time limitation (The Limitation Act, 1908)

3	**MARKETING FRAMEWORK** • Marketing concepts • Marketing and sale • Marketing and advertisement • Complete marketing process • Modes of marketing ? Oral marketing ? SMS marketing ? Social media marketing ? WhatsApp marketing ? Tele marketing • Effective real estate marketing • Effective utilization of social network • Effective promotional strategies • Effective dealership building • Utilization of customer for multilevel sale • Generation of customer data bank and its effective utilization • Modern concepts of marketing and innovative approaches
4	**SALE FRAMEWORK** • Sale cycle and it’s concepts • Competency of sale person • Qualities of effective sale • Effective sale conversation ○ Effective phonic customer interaction ○ Effective on desk customer interaction ○ Presentation of project and products • Effective site visit and strategies • Customer approach concept based of customer’s preferences • Compressions of product according to customer preferences • Solutions and suggestions based working • Sale maturity tactics • Effective recurring customer interaction • Proactivity and result oriented strategies

5	**REAL ESTATE PROFESSSIONAL FRAMEWORK** • Concepts of real estate professional • Duties, scope and limitations of real estate professional • Communication and behavioral skills • Professional ethics of a real estate professional
6	**ORGANIZATIONAL FRAMEWORK** • Concept of real estate management organization • Hierarchy of sales team • Building of sales team • Training and energizing approaches • Effective utilization of sales team • Concept of motivational tools • Concept of leadership • Effective leadership tools • Effective team management • Concept of problem solving and decision making • Effective dealership utilization • Concept of enhancing sale network

Outcomes:

- Create a rewarding and profitable freelancing business
- Create a side hustle or full-time source of income online
- Leave 9-to-5 for a life of financial, personal, and professional freedom.

BENEFITS:

- Build a ROCKSTAR Freelance Profile
- Find & Closing High-Ticket Clients

- Develop a Millionaire Mindset

Skill-Wise Earnings:

Skill Level	Avg Monthly Salary
Junior	30k-50k
Mid-Level	50k-100k
Advanced	100k-350k
Freelancer	30k-250k

Affiliation & Collaboarations

PBTE

PSDA