# Advanced Real Estate Sales and Investment Strategies Training Course



26 - 30 Oct 2026

Lisbon

4500 € (Per Person)

Ref: #SAL3796_130027

## Course Introduction / Overview:

This comprehensive training course provides a deep dive into the interconnected worlds of high-stakes real estate sales and strategic property investment. In today's dynamic and often volatile market, success requires more than just basic sales skills; it demands a sophisticated understanding of financial analysis, market trends, risk management, and portfolio diversification. This program is meticulously designed to bridge that gap, transforming participants from sales agents into strategic advisors and savvy investors. Drawing upon foundational principles articulated by experts like Dr. Peter Linneman in his seminal work, "Real Estate Finance and Investments: Risks and Opportunities," the course integrates proven sales methodologies with rigorous investment analysis techniques. Participants will explore the entire lifecycle of a real estate transaction, from advanced lead generation and digital marketing to complex negotiation and closing processes. BIG BEN Training Center has developed this curriculum to empower professionals with the dual expertise needed to not only close deals effectively but also to identify, evaluate, and capitalize on lucrative investment opportunities, ensuring long-term success and wealth creation in the competitive real estate sector. This course is the definitive guide for mastering both the art of the sale and the science of property investment.

## Target Audience / This training course is suitable for:

- Real Estate Agents and Brokers.
- Property Investors and Aspiring Investors.
- Real Estate Consultants and Advisors.
- Investment Analysts and Portfolio Managers.
- Property Developers and Project Managers.
- Bankers and Mortgage Lenders.
- Financial Planners advising on real estate assets.
- Corporate Real Estate Managers.
- Legal Professionals in the real estate sector.

## Target Sectors and Industries:

- Real Estate Brokerage and Agencies.
- Property Development and Construction.
- Investment Banking and Private Equity.
- Commercial and Retail Banking.
- Asset and Wealth Management Firms.
- Insurance Companies.
- Governmental bodies and Public Housing Authorities.
- Corporate Real Estate Divisions.
- Real Estate Technology (PropTech) Companies.

## Target Organizations Departments:

- Sales and Business Development.
- Marketing and Communications.
- Investment and Acquisitions.
- Asset Management and Portfolio Management.
- Finance and Accounting.
- Legal and Compliance.
- Client Relations and Customer Service.
- Property Management.
- Research and Analysis.

## Course Offerings:

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

- Develop and implement advanced sales and negotiation strategies for high-value properties.
- Conduct comprehensive financial analysis and due diligence for potential real estate investments.
- Master property valuation techniques, including comparative market analysis and income approach.
- Create effective digital marketing campaigns to generate qualified leads and enhance property visibility.
- Analyze market trends and economic indicators to make informed investment decisions.

- Structure real estate deals and understand various financing options, including creative financing.
- Manage a diversified real estate investment portfolio to optimize returns and mitigate risks.
- Navigate the legal and regulatory complexities of real estate transactions.
- Leverage PropTech tools to improve efficiency in sales and investment processes.
- Build and maintain long-term client relationships for repeat business and referrals.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive, practical, and engaging, ensuring that participants can immediately apply their learning in real-world scenarios. This course moves beyond traditional lectures to foster a dynamic learning environment. We utilize a blend of expert-led presentations, in-depth case study analyses of successful and failed real estate deals, and interactive group discussions that encourage peer-to-peer learning. A significant portion of the course is dedicated to hands-on workshops, where participants will practice property valuation, create investment proposals, and develop marketing plans. Role-playing exercises will simulate complex client negotiations and deal-closing scenarios, providing a safe space to refine critical communication and persuasion skills. Participants will receive constructive feedback from both the instructor and their peers. The curriculum integrates the latest market data and technological tools, ensuring the content is current and relevant. Our approach emphasizes problem-solving and strategic thinking, empowering participants with the confidence and competence to excel in the competitive real estate market.

## Course Agenda (Course Units):

### Unit One Foundations of the Modern Real Estate Market

- Fundamentals of Real Estate Economics and Market Cycles.
- Key Terminology in Sales and Investment.
- The Real Estate Sales Process from Prospecting to Closing.
- Understanding Different Property Types: Residential, Commercial, and Industrial.
- Ethical Practices and Professional Standards in Real Estate.
- The Role of a Real Estate Professional as a Consultant.
- Introduction to Real Estate Law and Contracts.

## Unit Two Mastering Real Estate Sales and Marketing

- Advanced Lead Generation and Prospecting Techniques.
- Crafting a Compelling Value Proposition for Buyers and Sellers.
- Digital Marketing Strategies: SEO, SEM, and Social Media for Real Estate.
- Client Relationship Management (CRM) for Long-Term Success.
- Psychology of Negotiation and Advanced Persuasion Tactics.
- Effective Property Showings and Open House Strategies.
- Handling Objections and Closing High-Value Deals.

## Unit Three Real Estate Investment Analysis and Valuation

- Principles of Real Estate Investment and Wealth Creation.
- Time Value of Money and Discounted Cash Flow (DCF) Analysis.
- Key Investment Metrics: Cap Rate, Cash-on-Cash Return, and IRR.
- Comprehensive Property Valuation Methods.
- Conducting Thorough Due diligence on Investment Properties.
- Risk Assessment and Mitigation Strategies in Real Estate.
- Analyzing and Interpreting Market Research and Data.

## Unit Four Financing, Legal, and Transaction Management

- Conventional and Unconventional Real Estate Financing Options.
- Understanding Mortgages, Liens, and Title Insurance.
- The Legal Framework of Real Estate Transactions.
- Reviewing and Drafting Purchase Agreements and Contracts.
- The Closing Process: Steps, Documentation, and Best Practices.
- Tax Implications of Real Estate Sales and Investments.
- Navigating Zoning Laws and Land Use Regulations.

## Unit Five Advanced Investment Strategies and Portfolio Management

- Developing a Personal Real Estate Investment Strategy.
- Introduction to Real Estate Investment Trusts (REITs) and Syndications.
- Strategies for Building and Diversifying a Real Estate Portfolio.
- Property Management Essentials for Maximizing ROI.
- The Impact of PropTech and Innovation on the Real Estate Industry.
- Sustainable and Green Real Estate Investment Trends.
- Exit Strategies for Real Estate Investments.

# FAQ:

### Qualifications required for registering to this course?

There are no requirements.

### How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

## Something to think about:

In an era of increasing PropTech disruption, how can traditional real estate principles and modern technological innovations be synergistically leveraged to maximize investment returns while mitigating market volatility?

## What unique qualities does this course offer compared to other courses?

This course distinguishes itself by uniquely integrating two critical, yet often separated, disciplines: advanced sales psychology and rigorous investment analysis. Unlike programs that focus solely on sales techniques or investment theory, this curriculum provides a holistic, 360-degree perspective on the real estate market. Participants learn not only how to effectively market and sell a property but also how to evaluate it as a strategic asset within a broader financial portfolio. The methodology emphasizes practical application over abstract theory, utilizing real-world case studies and interactive simulations that mirror the complexities of actual market scenarios. Furthermore, the content is forward-looking, dedicating significant time to the impact of PropTech, sustainable investing, and innovative financing models that are reshaping the industry. This dual-focus approach empowers participants with a versatile and robust skill set, enabling them to act as trusted advisors who can guide clients through both the emotional journey of a purchase and the logical analysis of a long-term investment, a combination that fosters unparalleled client loyalty and professional success.