Course Description
According to the College of Charleston Undergraduate Course Catalogue this courses is:
“A study of real estate markets introducing a comprehensive approach to market analysis for commercial and residential projects. At the micro-level, this approach accommodates feasibility studies, site selection proposals, as well as highest and best use analysis. At the macro-level, skills are introduced to forecast market direction in real estate.”

Learning Objectives: This course is designed to provide the students with the tools needed to research and analyze the market for making single-family, multi-family, industrial, office, retail, hotel/motel, and mixed-use/special-use real estate investment decisions. Material covered will provide the students with the fundamental analytical techniques that will then be applied to case studies for several property types. The real estate market here in Charleston is a terrific laboratory and local guest speakers as well as a competitive market analysis of a local project will provide students with current examples that will provide a greater depth of understanding of the various market segments.

After completing this course, the student should be able to:
1. Understand the fundamentals of real estate market analysis including how to delineate a market area, study demand and supply for various product types, assess marketability, collect reliable data, and understand quantitative research;
2. Know how to find sources for information about real estate markets and different types of properties;
3. Understand how market analysis fits into the investment and development process as a way to improve decision making at each stage;
4. Have demonstrated the ability to research, analyze, and differentiate issues that affect the markets for one of the following types of real estate: single-family, multi-family, industrial, office, retail, or mixed-use/special-use real estate.

Prerequisite
Junior standing; ACCT 203, 204, ECON 200, 201, MATH 104 or 250; or permission of the instructor.

Required Resources:
2) Access to and working knowledge of Microsoft Office Products
The textbook is a primary source of information. The lectures, in some cases, will follow the text, but in other cases, may be drawn from other sources. You should know both the textbook and the lectures. In addition, supplementary materials will be posted on Oaks that will be useful in the competitive market analysis projects.

**Useful Resources:**

1. Wall Street Journal, New York Times, Financial Times or other major newspaper
2. Post and Courier
3. Other Real Estate Related Press that will be highlighted in class

**School of Business Learning Goals**

This course directly addresses the Learning Goals established by the School of Business:

**COMMUNICATION SKILLS:** Students will demonstrate the ability, via both written and spoken word, to effectively present, critique, and defend ideas in a cogent, persuasive manner. Implementation: Final project includes interviews with real estate professionals, a written executive summary and a presentation to the class with a panel of judges that will choose the best presentations. Demonstration of Achievement: Each student will be assessed on their abilities in both written and oral presentations in the final project of the class.

**QUANTITATIVE FLUENCY:** Students will demonstrate competency in logical reasoning and data analysis skills. Implementation: Students will be required to analyze market conditions and rental rates as well as their impact on the valuation of the property with the alternative uses. Demonstration of Achievement: Students will be assessed on the quantitative analysis in their projects and their ultimate conclusions on the use they have chosen for their assigned projects.

**SYNTHESIS:** Students will demonstrate the ability to integrate knowledge from multiple disciplines incorporating learning from both classroom and non-classroom settings in the completion of complex and comprehensive tasks. Implementation: The final project is designed for students to apply data they have gathered on the legal and political attributes, the market conditions as well as the financial aspects of the alternative uses for the given project. Demonstration of Achievement: Students will be assessed on their final project on their ability to understand the various disciplines impacting the project including legal, political, financial, and market feasibility.

**Course Work**

**Exams (200 points):** There will be two midterms in this course.

**Five Attribute Analysis Presentation (50 points):** This will be a team exercise, groups of three to four, where you will choose a King Street property to present based on the Five Attribute Analysis that we will discuss in class. You will prepare/deliver a short power point presentation (5 minutes) to the class summarizing the five attributes. Prepare a one page handout for the students in the class and a 2-3 page executive summary that highlights the major points of your presentation in a professional written document. Presentations, handouts and papers will be due on February 2, 2017.

**Daily Reflective Journals Sheets on Professional Speakers (best 5 for 50 points):** At the beginning of each professional presentation you will be provided with a daily journal sheet to record your experiences for the day. Journal sheets will be handed out and collected during the class period that the professional spoke and must be fully completed.

**Reflective Essays for Outside Presentations (20 points):** Each student is responsible for writing up two different guest speakers, presentations or field trips that are related to this course but that are outside of the class. Many
opportunities are provided by the course schedule but if there are alternative opportunities students can opt to write about those. For each one, write a 1-2 page reflective essay (double spaced, 12 point font) on what the speaker had to say about real estate market analysis. That is, take their talk and somehow relate it to the topics discussed in this class, real estate market analysis. In order to get FULL credit for this assignment you must relate their presentation to the focus of this class, real estate market analysis. This is not intended to be a difficult assignment. It is an opportunity for you to get out and network and apply concepts discussed in class to other things that are happening on campus. In addition, the essays need to be well-written. We will be looking for some really well written ones that we can post on the website. These essays are due within one week of the event and should be posted to the Oaks site. Please label the files REAL 376_Your Name_Essay #. Points will be deducted if files are not labeled correctly.

Competitive Market Analysis Paper and Presentation (150 points): Students will be broken up in to teams of three to four and each team will do a Competitive Market Analysis for their assigned “client”. There will be three groups assigned to three different professional sponsors and teams will compete for a cash prize. The client will meet with the groups to provide details on the sites and it will be up to each team to complete a market analysis and determine the best use for the site based on their market analysis/research. The paper should be 8-10 pages long, double spaced and 12 point and will include the research and analysis necessary to support the conclusion(s) the team has reached. The students will make a 15 minute presentation and provide a 1-page Executive Summary that will be given to all classmates to facilitate a discussion about the project. Students must use Costar as well as at least two additional external sources.

Attendance Points and Class Participation (30 points): Class attendance is absolutely essential. All missed classes will be noted. The policy on missed classes is to allow each student two absences, no questions asked, no penalty. All further absences over this limit will reduce the student’s grade on a sliding scale of points thereafter:

2 Absence   Free
3 Absences  -5 Points
4 Absences  -10 Points
5 Absences  Fail

Five unexcused “absences” and the student will receive a final grade of F. Attendance will be taken daily and recorded.

For athletic or academic absences required by a role within the university will not count in these missed classes but students must work with me to make up missed work due to these extracurricular activities. Please note that students should provide documentation of their role and they must do so a week before their absence. If a student misses classes because they are ill documentation from the health center is required in order to not have this count as an absence. Remember, you have two free ones but after that the absences must have documentation or they will count against you.

Half of the points in this section are for participation. Participation will be measured by your attitude in class but also by how you conduct yourself in your teams. Evaluations will be completed by your team members as well as your client sponsors so you all need to make sure to participate in the team meetings, particularly with your clients.

Class meetings start promptly. Habitual lateness (and leaving class early) will be noted as evidence of low course commitment and similarly be penalized as an absence. This policy is non-negotiable.
Class Methodology

Class lecture will include a great deal of information based on the instructor’s experience and knowledge as well as a large number of guest speakers. In addition, class participation is important as you will be required to ask at least one question of each professional and complete a reflective journal sheet. The information in assigned text readings will enhance this classroom experience. Students are required to read the textbook assignments PRIOR to class so that a meaningful discussion can be held. This course is not designed as a monologue. Student participation is expected.

Assignment Expectations

Following the School of Business learning goal of effective communications, all written work (including presentations) must be completed in professional style and follow basic principles of effective written communication. As any potential investor (or employer) would expect, all written work should be neat, well-organized, clearly written, and free from grammatical and/or typographical errors. In other words, grammar, spelling and formatting will count as part of the grade on all assignments (including presentations).

Grading:

<table>
<thead>
<tr>
<th>Points</th>
<th>Two Exams (100 points each)</th>
<th>200</th>
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<tbody>
<tr>
<td></td>
<td>Attribute Analysis Presentation and Assignment</td>
<td>50</td>
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<td></td>
<td>Reflective Journals on Guest Speakers/Presentations</td>
<td>50</td>
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<td>Reflective Essays for Outside Presentations</td>
<td>20</td>
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<tr>
<td></td>
<td>Competitive Market Analysis Paper and Presentation</td>
<td>150</td>
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<td></td>
<td>Class Participation</td>
<td>30</td>
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<tr>
<td><strong>Course Total</strong></td>
<td></td>
<td><strong>500</strong></td>
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Course Grade Scale

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<thead>
<tr>
<th>Grade</th>
<th>Description</th>
<th>Points</th>
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<tbody>
<tr>
<td>A</td>
<td>94-100 – Superior</td>
<td></td>
</tr>
<tr>
<td>A-</td>
<td>90-93 – Great work</td>
<td></td>
</tr>
<tr>
<td>B+</td>
<td>87-89</td>
<td></td>
</tr>
<tr>
<td>B</td>
<td>83-86 - Good work</td>
<td></td>
</tr>
<tr>
<td>B-</td>
<td>80-82 - Below good work</td>
<td></td>
</tr>
<tr>
<td>C+</td>
<td>77-79 - Considerable weaknesses</td>
<td></td>
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<tr>
<td>C</td>
<td>73-76 – Acceptable</td>
<td></td>
</tr>
<tr>
<td>C-</td>
<td>70-72 – Weak work</td>
<td></td>
</tr>
<tr>
<td>D+</td>
<td>67-69 – Significant concerns</td>
<td></td>
</tr>
<tr>
<td>D</td>
<td>63-66 – Barely Acceptable Passing</td>
<td></td>
</tr>
<tr>
<td>D-</td>
<td>60-62 - Near failure</td>
<td></td>
</tr>
<tr>
<td>F</td>
<td>Failure - Below 60</td>
<td></td>
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Use of Electronic Devices

The use of all electronic devices, including cell phones and laptop computers, pads and pods is expressly forbidden in the classroom during lectures and class discussions. Texting, receiving or sending messages, cell phone use, or the use of laptop computers during these times will result in immediate dismissal from the lecture with an absence recorded. Students must keep these devices turned off and out of sight during class. It is a violation of this policy to keep such devices on your lap. Of course the use of these devices during team meetings in class to prepare cases or assignments is not prohibited.

Reasonable Accommodation Policy:
Any student in this course who has a disability that may prevent him or her from fully demonstrating his or her abilities should the Center for Disability Services/SNAP, located on the first floor of the Lightsey Center, Suite 104. Students approved for accommodations are responsible for notifying me as soon as possible and for contacting me at least 48 hours before accommodation is needed.

Center for Student Learning:
I encourage you to utilize the Center for Student Learning’s (CSL) academic support services for assistance in study strategies and course content. They offer tutoring, supplemental instruction, study skills appointments, and workshops. Students of all abilities the services are available to you at no additional cost. For more information please visit CSL website at [http://csl.cofc.edu](http://csl.cofc.edu) or call (843)953-5635. In addition, you should consider using the College Skills Writing Lab and Speaking:Presentation Lab located in the CSL. Trained writing consultants can help with writing for all courses; they offer one-to-one consultations that address everything from brainstorming to developing ideas to crafting strong sentences and documenting sources. For more information visit [http://csl.cofc.edu/labs/writing](http://csl.cofc.edu/labs/writing).

Honor Code:
Lying, cheating, attempted cheating, and plagiarism are violations of our Honor Code that, when identified, are investigated. Each incident will be examined to determine the degree of deception involved.

Incidents where the instructor determines the student’s actions are related more to a misunderstanding will handled by the instructor. A written intervention designed to help prevent the student from repeating the error will be given to the student. The intervention, submitted by form and signed both by the instructor and the student, will be forwarded to the Dean of Students and placed in the student’s file.

Cases of suspected academic dishonesty will be reported directly by the instructor and/or others having knowledge of the incident to the Dean of Students. A student found responsible by the Honor Board for academic dishonesty will receive a XF in the course, indicating failure of the course due to academic dishonesty. The student may also be placed on disciplinary probation, suspended (temporary removal) or expelled (permanent removal) from the College by the Honor Board.

Students should be aware that unauthorized collaboration--working together without permission--is a form of cheating. Unless the instructor specifies that students can work together on an assignment, quiz and/or test, no collaboration during the completion of the assignment is permitted. Other forms of cheating include possessing or using an unauthorized study aid (which could include accessing information via a cell phone or computer), copying from others’ exams, fabricating data, and giving unauthorized assistance. See the [Student Handbook](http://studentaffairs.cofc.edu/honor-system/studenthandbook/index.php).
REAL 376 Real Estate Market Analysis
Spring 2017 Course Outline

**Target Schedule:** This is an interactive course with a strong tie to the industry. Please see the list below for guest speakers. This list is subject to change since these real estate professionals are extremely busy and sometimes have to cancel at the last minute. In addition, there may be a few field trips or other industry networking opportunities that may arise and be beneficial for applying the material being discussed in the course. Therefore, the course schedule may be rearranged to accommodate these opportunities. The midterm exams will hopefully be firm but it may also need to change if an extraordinary opportunity presents itself.

1/12
A. Introduction to Course

1/17-19
A. Stephen Rushmore, HVS, Market Analysis of Hotel Properties
B. Introduction to the Five Attributes to Understanding Real Estate

*Materials posted on Oaks and distributed in class for this week*

1/24-26
A. Introduction of the Five Attributes to Understanding Real Estate (Continues)
B. Dan Henderson, Henderson Commercial, Real Estate Broker/Investor/Developer
   Ch 1 & 2
   Understanding Real Estate Analysis and Approaches to Market Studies form a Broker’s Perspective

1/31-2/2
A. Analyzing Supply and Demand
B. Five Attribute Presentations

2/7-9
A. Team Meetings with Real Estate Professionals
B. CoStar Presentation on Commercial Real Estate Data: Brandon Szmidt, Account Executive, Costar Group

2/14-16
A. Team Meetings with Real Estate Professionals
B. Christa Poporad: Library Resources and Other Research Tools

2/21-23
A. Residential Real Estate
B. Alan Donald and Meghan Bowers, Brokers and Sales Associate, Keller Williams

2/28-3/2
A. Ted Fiening, CEO and President of Harvard Square Capital, Developer and Investor
B. Exam 1

3/7-3/9
Spring Break

3/14-16
A. Retail
B. DJ Van Slambrook, Development Associate, The Beach Company, Multifamily Guest Speaker

3/21-23
A. Office
B. Mike Palmer and Peter Fennelley, Colliers International, Office Market Guest Speaker

3/28-30
A. Industrial
B. Mike Ferrer, RockCreek Group, President and CEO, Broker in Industrial

4/4-6
A. Field Research for Final Projects
B. Field Research for Final Projects

4/11-13
A. Hotels/Resorts and Second Home Resort Development
B. Diana Pemar, Pemar Associates, President and CEO, Second Home/Retirement Market Guest Speaker

4/18-20
A. Norm Brody, Director of Commercial Development, Westrock Development, Mixed Use/Master Planned Communities Guest Speaker
B. Exam 2

4/25-27
A. Lab Day for Final Projects
B. Lab Day for Final Projects

5/2
Final Exam 4-7:00 Project Presentation Competition