

## WORKSHOP SERIES



### NUS Real Estate Development Enterprise Executive Course – Real Estate Development & Market Analysis: The Dynamics of Creating Value

#### WORKSHOP OVERVIEW

Real estate development is one of the most challenging aspects of the real estate industry. It entails the orchestration of finance, materials, labour & expertise by many parties within a wider, social, economic and political environment. At its best, the process is synergistic, that is, the ultimate combination of resources have a greater value than the sum of the individual parts.

The 2-part workshop series will cover 4 modules and will be conducted over 2 sessions. **The first session which will be held on 20 November 2023 (Monday)** will cover the following 2 modules:

- **Real Estate Development**: The Dynamics of Creating Value
- **Real Estate Market Analysis**: The Mechanics of Market Research and Feasibility Studies

The 2<sup>nd</sup> session which will be conducted in January 2024, will cover the 2 modules - Development Appraisal and Development Financing.

#### LEARNING OUTCOME

For this first session, participants will

- Understand how the development process works, from the conception of a development idea to the sourcing for sites, and marketing of the completed building, who the other parties are, and where everyone fits in the value creation process.
- Understand the first steps in the planning and feasibility study process.
- Gain an insight into market research tools and techniques used to predict the performance of a piece of real estate

#### EDUCATION PARTNER

Professor Joseph Ooi  
Co-Director, Institute  
of Real Estate and  
Urban Studies,  
National University of  
Singapore (NUS)

#### DATE

20 November 2023,  
Monday

#### TIME

9:30am to 5:00pm

#### VENUE

To be confirmed

#### FEES (inclusive of GST)

\* **\$750** (REDAS Member )

**\$850** (Non-REDAS  
Member)

#### REGISTRATION

Registration will be closed  
on **10 November 2023**

#### CPD ACCREDITATION

BOA-SIA: Pending

PEB: Pending

SISV: Pending

#### CONTACT

Please email enquiries to:

- Jojo Wong  
jojo@redas.com

based upon its locational attributes and market circumstances.

- Understand the analytical framework and examine how the market equilibrium is affected by exogenous shock, such as the impact of an interest rate hike on the real estate markets.

## TRAINER



**Prof Joseph Ooi**  
**Co-Director**  
**Institute of Real Estate and Urban**  
**Studies, NUS Singapore**

Joseph Ooi is a Professor of Real Estate in Business School at the National University of Singapore and a Co-Director of the Institute of Real Estate and Urban Studies (IREUES).

As President of the International Real Estate Society (IRES), which is a federation of six regional academic societies, his services include Vice-Dean of the School of Design and Environment and Fellow of the NUS Teaching Academy; Exco member of Urban Land Institute (ULI), Singapore; Professorial Fellow of Centre for Liveable Cities under the Ministry of National Development; board director of Asian Real Estate Society; external examiner for University of Reading and University of Auckland; and editorial board member of most real estate academic journals.

Joseph has received many awards for teaching, research and service excellence, including the NUS Young Researcher Award and Outstanding Educator Award and the IRES Achievement Award for his outstanding contribution to research, education and practice at the international level. He is a Fellow of the Weimer School of Advanced Studies in Real Estate & Land Economics.

Joseph obtained his B.Sc. and M.Sc. degrees in real estate from NUS and a PhD in Real Estate Finance from the University of Manchester (formerly UMIST).

- Joyce Toh  
[joycetoh@redas.com](mailto:joycetoh@redas.com)

### **Real Estate Developers' Association of Singapore (REDAS)**

190 Clemenceau Avenue, #07-01 Singapore Shopping Centre, Singapore 239924  
Tel: 6336 6655 Email: [redas\\_secretariat@redas.com](mailto:redas_secretariat@redas.com) URL : [www.redas.com](http://www.redas.com)



## REGISTRATION FORM

**NUS Real Estate Development Course – Real Estate Development & Market Analysis: The Dynamics of Creating Value**  
**20 November 2023, Monday; 9.30am – 5.00pm**

**Participants will be entitled to CPD Accreditation.** Kindly email Registration Form to [redas\\_secretariat@redas.com](mailto:redas_secretariat@redas.com). Your favourable response on or before 10 November 2023 would be much appreciated. For enquiries, please contact REDAS Secretariat Tel: 6336 6655. Thank you.

<b>Membership</b>	
<input type="checkbox"/> REDAS Member	<input type="checkbox"/> Non REDAS Member

<b>Information</b>	
Company Name :	
Billing Address :	
Contact Person :	Designation :
Contact No :	Email :

<b>Participants' Details</b>			
	(1)	(2)	(3)
Full Name			
Designation			
Email			
Contact No.			

\*\* If you are registering for more participants, please email the names to [redas\\_secretariat@redas.com](mailto:redas_secretariat@redas.com)

<b>Registration Fees</b>		
(Inclusive of 8% GST)	No. of Participants	Amount (S\$)
<input type="checkbox"/> REDAS Member @ S\$750.00		
<input type="checkbox"/> Non-REDAS Member @ S\$850.00		
Total =		S\$

<b>CPD Accreditation</b>	<b>E -Invoice (for statutory boards/govt only)</b>
BOA-SIA: Pending	Sub-BU Code : _____
PEB: Pending	Department : _____
SISV: Pending	Attention to : _____

☐ **Bank Transfer**

Name of Bank: United Overseas Bank (UOB), 1 Coleman Street, #01-14 The Adelphi, Singapore 179803  
Account Number: 501-301-727-2  
Account Name: Real Estate Developers' Association of Singapore  
Swift Code: UOVBSGSG II Bank Code: 7375 II Branch Code: 046

*\*Any bank charges incurred as a result of bank/telegraphic transfers will have to be borne by your company.*

☐ **Cheque**

Please issue cheque to "REDAS" and mail the crossed cheque to 190 Clemenceau Avenue, #07-01, Singapore Shopping Centre, Singapore 239924.

☐ **PayNow**

UEN Number: S59SS0018D II Name: Real Estate Developers' Association of Singapore

**Please be advised that we do not accept cancellation after registration. However, participants may wish to register their replacements for the workshop. Kindly give the organizer at least one day's notice.**