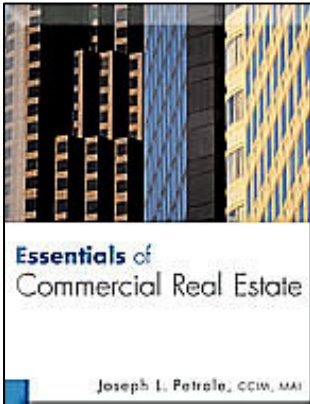


Essentials Of Commercial Real Estate

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“Before you begin to “crunch numbers” for an investment decision about commercial property, you need to have a command of the facts that justify the real estate decision in the first place.”- Joseph L. Petrole

Book Review

Essentials of Commercial Real Estate provides a complete overview of the commercial real estate industry and provides an in-depth discussion of the essential commercial topics including the commercial industry itself, various types of commercial property, trends impacting commercial real estate, measurement for different buildings, structuring tenant rental and other property revenues, structuring property operating expenses, leasing, the many advantages and disadvantages of investing in commercial real estate, and why and how market analysis plays a role in investment decision making. The text is designed to be flexible enough for use for individual use, in a seminar series, for educational credit, and for general investment or licensing information.

Level Of Material

The text is easy to understand, and is written in clear and concise language with educational material covering the introductory, intermediate and advanced levels. Each chapter includes comprehensive case studies to reinforce the learning experience. The text is packed with information that is valuable to anyone interested in commercial real estate. There are many useful step-by-step techniques that can be used immediately to achieve your real estate goals. The text is interactive, creating a mental learning environment that creates total immersion in the new information.

CHAPTER 1: COMMERCIAL REAL ESTATE AS A BUSINESS

Chapter 1, Commercial Real Estate as a Business, provides an overview of the core components of the real estate industry, as they apply to commercial property. Commercial real estate brokerage is introduced first, along with agency and fiduciary relationships. The role of a real estate broker is discussed, and becomes the foundation for combining additional opportunities within the commercial real estate industry. The opportunities include those provided by the Financing Industry, the Appraisal Industry, the Investment Services Industry, the Counseling Industry and other Related Industries. Ultimately, the continued combination and integration of these services results in the creation of yet another core business – Real Estate Investment Banking. In-depth presentations of topics include:

The Commercial Real Estate Business	Commercial Real Estate Financing Industry
Commercial Real Estate Brokerage Business	Commercial Real Estate Appraisal Industry
Agency Relationships	Commercial Real Estate Investment Services
Fiduciary Relationships	Commercial Real Estate Counseling Industry
The Role Of A Commercial Real Estate Broker	Commercial Real Estate Investment Banking
Combining Opportunities	Commercial Real Estate Transactions

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CHAPTER 2: COMMERCIAL PROPERTY TYPES AND OFFICE PROPERTIES

In Chapter 2, *Commercial Property Types and Office Properties*, commercial property types are introduced. This chapter then discusses in great detail office properties. In-depth presentations of topics include:

The Nature of Commercial Real Estate	Location Of Office Buildings
Commercial Property Types	Office Building Design Standards
Definition of an Office Building	Office Building Measurement Standards
Trends Impacting Office Buildings	Office Building Leasing and Rental Standards
Office Building Classifications	Office Building Operating Expenses Standards

CHAPTER 3: RETAIL PROPERTIES

In Chapter 3, *Retail Properties*, the retail property is presented. In-depth presentations of topics include:

Definition of A Retail Building	Location Of Retail Buildings
Trends Impacting Retail Buildings	Retail Building Design Standards
Retail Building Classifications	Retail Building Measurement Standards
Traditional Shopping Centers	Retail Building Leasing and Rental Standards
Specialty Shopping Centers	Retail Building Operating Expenses Standards

CHAPTER 4: COMMERCIAL REAL ESTATE AS AN INVESTMENT

In Chapter 4, *Commercial Real Estate As An Investment*, real estate investment is introduced. Commencing from the basic answer to what real estate investors expect the decision to invest in real estate is presented as a trade-off between its relative advantages and disadvantages. The good news is that these advantages and disadvantages are measurable. As such, the decision to invest in property can be set within a framework, which allows for of a systematic and quantitative decision-making process that assists in removing guesswork, emotion and unsupported conjecture. These measurable advantages and disadvantages are discussed in detail. The ability to quantify monetarily the advantages and disadvantages of investing are seen as fundamental to the decision making process. In-depth presentations of topics include:

What Real Estate Investors Expect	Power Of Combining Investment Advantages
Advantages Of Real Estate As An Investment	Disadvantages Of Real Estate As An Investment
Net Operating Income And Cash Flow	The Capital Intensive Nature Of Real Estate
Real Estates s Tax Shelter Qualities	Long Term Investment Holding Periods
How Property Depreciation Works	The Concept of Value and Non-Liquidity
Mortgage Debt Reduction Using NOI	Real Estate is Management Intensive
Types Of Increases In Value	Economic, Market and Property Related Risks
Equity and Equity Build-up	The Opportunity Cost Of Real Estate Capital

CHAPTER 5: MARKET ANALYSIS FOR COMMERCIAL REAL ESTATE

In Chapter 5, *Market Analysis For Commercial real Estate*, market analysis is introduced as a core tool for both investors and decision makers in real estate. Market analysis provides fundamental answers to investor's questions and concerns about their established investment objectives and goals. The various steps in the preparation of a market analysis are presented in detail. The interdependence

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between economic principals and market forces that impact market analysis are emphasized. Market analysis is presented as both a self-contained tool for investors, and also part of the foundation of other, more complex forms of analysis. These analyses form a continuum of analysis, which provide a great deal of insight into the historical, current and projected market conditions for real estate. In-depth presentations of topics include:

What is Market Analysis?	Economic Information
Real Estate Markets	Characteristics Of Demand
Market Identification & Selection Process	Characteristics Of Supply
The Real Estate Market Is Inefficient	Interaction Of Supply and Demand
Examples Of Market Analysis	Property Market Share Analysis
Who Uses Market Analysis?	Property Management and Marketing Strategies
Relevance To Real Estate Investment	Alternative Use and Exit Strategies
Market Analysis Flow Chart	Forecasted Performance Of Investment Property
Approaches To Market Analysis	Market Analysis and Other Types of Analysis

Addendum: Additional Resources

Additional resources are located in the addendum. They include an answer key, a Web site directory, a complete glossary of terms and an index.

Author, Program Developer, Seminar Instructor

Joseph L. Petrole, CCIM, MAI is a seasoned real estate professional with over 25 years experience in the industry. He is principal of PetroGroup Realty Advisors, Inc. (www.petrogroup.net) and has provided Real Estate Investment Banking Services including sale, financing, underwriting, valuation, evaluation and consulting related services for commercial real estate with an aggregate value in excess of \$1billion.



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If you would like to purchase the book, *Essentials Of Commercial Real Estate*, register for the seminar on this material or view the entire seminar program, please contact Gold Coast Schools Of Real Estate via telephone or visit them on the web. Gold Coast is a group of related schools offering licensing education for a variety of Florida professions. Gold Coast has been offering courses to professionals for more than 30 years. Their staff is dedicated 110% toward your success. Each instructor is selected based upon not only their knowledge in the respective fields such as real estate, insurance, or construction, but also on their presentation skills. Their instructors are the best in the business.

Interested In Attending The Seminar?

The *Essentials of Commercial Real Estate* seminar provides a broad overview of the essential “must know” areas of the commercial real estate industry. The seminar is an in-depth information resource, which explores career options and provides students with opportunities for increasing their income, continuing their professional development within commercial real estate, knowledge

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sharing and networking, within a relaxed professional environment. This one-day seminar starts at 9:00am and ends at 5:30pm.

Who Should Attend The Seminar?

There is no pre-licensing requirement. Join new and experienced real estate sales and broker licensees, commercial banking credit analysts, commercial banking lenders and underwriters, mortgage brokers, mortgage bankers, new and experienced investors, investment bankers, portfolio managers, leasing agents, corporate real estate managers, real estate acquisition and disposition managers, real estate consultants, real estate appraisers, attorneys and other real estate professionals who have attended and who are interested in increasing their knowledge and income.

Technical Requirements Of The Seminar

Bringing a financial calculator, such as an HP-12C, is highly recommended.

Seminar Professional Development Certificate Program

8.50 CE Credit Hours Toward A **CREP** Designation



Earn a **CREP** Designation from the Commercial Real Estate Professional Society by taking all 3 Commercial Seminars. The Real Estate Professional Society (<http://www.realestateprofessionalsociety.com>) awards the CREP designation to individuals, including real estate agents, who have gained educational knowledge about the different aspects of commercial real estate. The purpose of the educational courses is to provide educational information about the different aspects of the commercial real estate. A total of at least 42.50 hours of course credits are required in which the following is discussed in detail: commercial sales transactions, commercial sales documentation, investment evaluation methods, liability, types of financing available for commercial properties, essential elements of the contract, closing procedures, and documentation in a commercial sale along with the benefits and requirements of a tax deferred exchange, site selection, land development, commercial leases, investment evaluation methods including property comparison, appraisal, capitalization rates, and the time value of money. The program is ideal for residential real estate agents who want to know more about the commercial real estate field or might even be considering a career as a commercial real estate agent, as the courses will provide a great and valuable insight into the “other side” of real estate.

Seminar Continuing Education Credit

8 CE Credit Hours Toward A Florida Real Estate Broker or Sales License.

About The Publisher: Dearborn Real Estate Education (www.dearbornre.com)

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