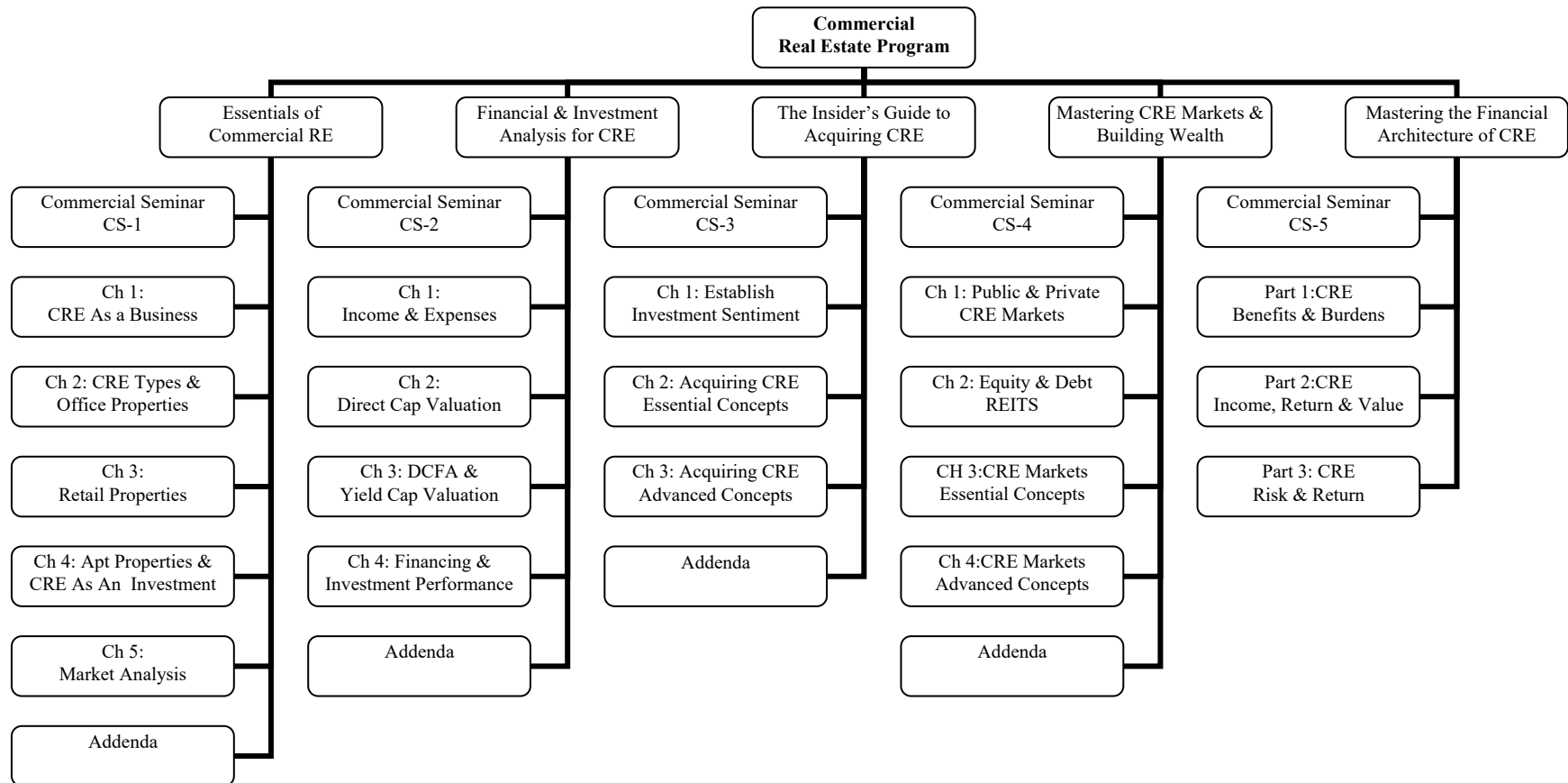


Commercial Real Estate Program Seminar Series-At a Glance

*The vision of the Commercial Real Estate Program is to be the “**knowledge building blueprint**” that provides the education and knowledge necessary to **build the professional skills which bridge the gap and increase worth** between entry level students and advanced level practitioner’s in the area of commercial investment real estate sales, finance, valuation and investment.*



Vision and Goals

The vision of the Commercial Real Estate Program is to be the “**knowledge building blueprint**” that provides the education and knowledge necessary to **build the professional skills which bridge the gap and increase worth** between entry level students and advanced level practitioner’s in the area of commercial investment real estate.

The Commercial Real Estate (CRE) Program was developed to accomplish these goals:

- **Comprehensive:** a complete CRE training and educational program for career advancement in sales, finance, valuation and investment.
- **Flexible:** complete the entire program and master commercial real estate, or can create a customized learning experience with a variety of dynamic offerings.
- **Useful:** Demanded and valued by students and the marketplace.
- **Responsive:** Addresses real world industry requirements and challenges.
- **Best in Class:** Superior scope and content,
- **Best Value:** Fairly priced, best program cost vs, value to students.
- **Format:** Easy to understand, with common sense explanations of complex topics.
- **Worth:** Skills which increase the student’s marketability and worth.
- **Educational Credit:** Approved for continuing educational credits.

The Program is based on published manuscripts and materials developed by the author, Joseph L. Petrole, CCIM, MAI, an industry insider with 35 years progressive professional experience.

Professional Development Titles from Joseph L. Petrole, CCIM, MAI

- *Essentials of Commercial Real Estate (5 chp, ±212 pg);*
- *Financial & Investment Analysis for Commercial Real Estate, (4 chp, ±180 p);*
- *The Insider’s Guide to Acquiring Commercial Real Estate, (3 chp, ±250 p);*
- *Mastering Markets/ Building Wealth w/ Commercial Real Estate, (4 chp, ±200 p);*
- *Mastering the Financial Architecture of Commercial Real Estate Series:*
 - Part 1: Benefits & Burdens of Investing, (1 chp, ±80 p);*
 - Part 2: Income, Return and Value, (1 chp, ±80 p);*
 - Part 3: Risk and Return (1 chp, ±80 p)*

Using a logical step by step approach, the Commercial Real Estate Program provides the **knowledge building blueprint** and advice in many facets of the industry, from getting started in a commercial real estate career, the buying and selling of commercial investment real estate, an understanding of the financial aspects of commercial real estate investments, an understanding of how real estate markets operate and building wealth commercial investment real estate. Developed to be a best in class and quality presentation, each chapter utilizes the same educational format for continuity and a superior learning experience.

Format of Each Chapter

- Overview with learning objectives and key terminology.
- In-depth explanation of concepts from multiple points of view, accelerating the learning process.
- Many examples illustrating how the specific concepts are used in practice.
- Step by step calculations walks you through the math and finance encountered in the industry.
- 10 summary review questions and a 5 question “number crunching” case study which will allow you to apply what you have learned to real world situations. An answer key with detailed explanations and step by step calculations.
- A complete glossary with clear explanations.
- Extensive addendums with web site directories, document templates and due diligence checklists

Intellectual Capital

This is a master program in commercial real estate that provides a solid foundation which can be utilized by all “market participants”. Considered to provide best in class information on the Subject, this is a comprehensive program addressing the many facets of commercial real estate. Unique to this Commercial Real Estate Program, is the use of a 10-unit rental apartment property which is in a case study format, and is presented in each manuscript, providing a continuity between all of the materials.

Think of that 10-unit rental apartment property, with its many facets and many different perspectives. Looking at only one of its facets you see only that one perspective. But there is more to the property, isn't there. It's really about being able to see that property from many different perspectives, by the way it is described, reviewed, analyzed, priced, valued, financed, bought and sold that gives you the overview that you need to estimate it's desirability and worth.

Build Your Professional Skills, Bridge The Gap, Increase Your Worth

“...Dear Mr. Petrole:

My name is David... I was a student in your Commercial Real Estate (Program)...I greatly enjoyed your classes on commercial real estate. I have signed on with Keyes Commercial and am starting my CCIM classes. I have completed (some of the CCIM seminars). And it really was from your classes that I was able to do the CCIM classes as they really gave me the base of knowledge that I needed to keep up with the classes....

...I just wanted to say thank you and for your (commercial real estate program and) classes. They were invaluable...

Sincerely;

David... ”

Joseph L. Petrole, CCIM, MAI is a seasoned real estate professional with over 35 years' experience in the industry. As detailed within the corporate profile and curriculum vitae located in the addendum of this manuscript, in 1997 he established PetroGroup Capital Advisors, Inc., a Coral Gables, Florida based business which provides the real estate investment banking services of real estate brokerage, due diligence services and investment advisory services. He is also principal of PetroGroup Realty Advisors, Inc., a business which provides the real estate appraisal and consulting services of comprehensive appraisal review services, litigation support services and valuation advisory services.

Both PetroGroup Capital and Realty Advisors, Inc.'s objective are to provide the highest quality and results oriented real estate services to investors and institutions in the areas of valuation, litigation support, advisory, brokerage and financing services. These areas of service constitute the core of what the industry has come to define as Real Estate Investment Banking Services.

Joseph also served as Director of Beacon Realty Advisors, Inc, ("Beacon") a Coconut Grove, Florida based real estate brokerage and mortgage brokerage services firm that specializes in real estate investments and capital markets services to investors, entrepreneurs, and institutions. During his more than 3 year tenure with Beacon, Joseph participated in a wide range of investment banking services including the positioning and closing of investment grade real estate transactions; analysis, underwriting, packaging and marketing.

Prior to joining Beacon as a Director, Joseph was Director of Resources, and a real estate investment broker with Aztec Group, ("Aztec") also located in Coconut Grove, Florida and one of Florida's most successful and respected privately held real estate investment banking firms. During his more than 4 year tenure with Aztec, Joseph participated in a wide range of investment banking services including the positioning and closing of institutional quality investment grade real estate transactions; analysis, underwriting, packaging and marketing; and the identification, interpretation and utilization of market information that directly influences brokerage transactions and capital market activities.

Joseph's career also included his role as a Senior Manager and Senior Vice President of Appraisal and Real Estate Economic Associates, Inc. ("AREEA"), one of Miami, Florida's most successful and respected privately held real estate brokerage, valuation advisory services and consulting firm. During his more than 12 years at AREEA, Joseph was a team manager of both professionals and administrative support staff, participating in a wide range of commercial real estate valuation and advisory services including appraisals and valuations, commercial real estate acquisition due diligence services, litigation support services, and appraisal review services. Joseph also has a formidable corporate financial and accounting background gained during 4 years as a senior financial analyst and cost accountant with Gang-Nail Systems, Inc., a Miami, Florida based wholly owned US subsidiary of Redland Braas Corporation, a European based Multinational Corporation providing vertically integrated real estate property design, engineering, truss fabrication, and building materials throughout the world.

Joseph has had the opportunity to participate in the marketing, sale, financing, consulting and valuation; and has provided litigation support services, to some of the most prominent investors, entrepreneurs, and institutions, and highest profile properties and developments in the United States and the Caribbean.

Joseph earned a BBA in Finance and Real Estate from the University of Miami, a private research university located in Coral Gables, Florida, where he also received the Dr. William G. Heuson award for his academic achievements. He has also earned the “blue chip” credentials of the prestigious MAI designation from the Appraisal Institute, and the prestigious CCIM designation from the CCIM Institute. Joseph is a practicing Florida licensed real estate broker, a practicing Florida certified real estate appraiser, a practicing Florida licensed real estate instructor, a published author and lecturer of various topics in commercial real estate investment and a graduate of the Dale Carnegie School, for salesmanship.

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