

TRAINING ON REAL ESTATE



ABOUT US

Welcome to Pertecnica, where knowledge meets expertise! As a leading employee training institute, we specialize in a diverse range of sectors, providing top-notch induction trainings, refresher courses, and elevating skills through our upgradation programs. We take pride in offering mandatory trainings that ensure compliance and safety trainings across various sectors/industries especially in the dynamic sector of Real estate. At Pertecnica, we are your partners in growth, fostering a culture of continuous learning and development. Join us on a transformative journey.



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INDUCTION TRAININGS

- Real estate

Introduction to Real Estate Industry:

- Overview of the real estate industry, including residential, commercial, and industrial sectors.
- Understanding the key players in the real estate market, such as developers, brokers, and property managers.
- Overview of real estate terminology, market trends, and economic factors influencing the industry.

Real Estate Regulations and Compliance:

- In-depth training on local, state, and federal regulations governing real estate transactions.
- Understanding legal obligations, disclosures, and fair housing laws.
- Compliance with ethical standards and industry best practices in real estate transactions.

Real Estate Sales and Marketing Strategies:

- Training on effective sales techniques and strategies in the real estate market.
- Understanding the principles of real estate marketing, including digital and traditional methods.
- Developing skills in client communication, negotiation, and closing deals.



Property Valuation and Appraisal:

- In-depth knowledge of property valuation methods and appraisal processes.
- Understanding factors influencing property values, such as location, condition, and market trends.
- Practical exercises in assessing and appraising different types of real estate properties.

Real Estate Financing and Mortgage Processes:

- Training on real estate financing options and mortgage products.
- Understanding the mortgage application and approval process.
- Knowledge of financial tools and resources available for real estate transactions.

Contract Negotiation and Legal Documentation:

- Training on contract negotiation skills specific to real estate transactions.
- Understanding the components of real estate contracts and legal documentation.
- Drafting and reviewing contracts to ensure legal compliance and protect client interests.

Real Estate Technology and Tools:

- Familiarization with technology platforms and tools used in the real estate industry.
- Training on real estate software, customer relationship management (CRM), and data analytics.
- Integrating technology to enhance efficiency in property listings, client communication, and market analysis.

Customer Service and Relationship Management in Real Estate:

- Training on providing excellent customer service in the real estate sector.
- Building and maintaining client relationships for repeat business and referrals.
- Handling client inquiries, concerns, and providing personalized assistance throughout the transaction process.



REFRESHER TRAININGS

- Real estate

Legal Updates and Compliance Refresher:

- Review of recent updates and changes in real estate laws and regulations.
- Case studies and discussions on legal challenges and court decisions.
- Practical exercises to ensure understanding and application of current legal requirements.

Ethics and Professional Standards Review:

- Refreshing knowledge of ethical considerations in real estate transactions.
- Updates on changes to the Realtor® Code of Ethics and professional standards.
- Scenarios and role-playing exercises to reinforce ethical decision-making.

Advanced Negotiation Techniques and Communication Skills:

- Reviewing negotiation strategies and tactics in real estate transactions.
- Advanced communication skills for effective client interactions and deal-making.
- Role-playing scenarios to practice advanced negotiation techniques.



Market Trends and Economic Updates:

- Reviewing current market trends in the real estate industry.
- Analysis of economic factors influencing the real estate market.
- Understanding how market trends impact pricing and client decision-making.

Advanced Marketing Strategies in Real Estate:

- Refresher on real estate marketing techniques, including digital and traditional methods.
- Updates on the latest marketing technologies and tools.
- Hands-on exercises to develop advanced marketing plans for real estate listings.

Customer Service Excellence Refresher:

- Reinforcing the importance of excellent customer service in real estate.
- Reviewing strategies for building and maintaining positive client relationships.
- Addressing challenges and common issues in client interactions.

Technology Integration and Software Updates:

- Reviewing the integration of technology tools and software in real estate operations.
- Updates on new technologies and software applications relevant to the industry.
- Hands-on training to ensure proficiency in using the latest real estate tech tools.

Professional Development and Industry Networking:

- Refreshing the importance of ongoing professional development in real estate.
- Reviewing opportunities for industry networking and collaboration.
- Strategies for staying updated on industry trends and building a professional network.



SKILL UPGRADATION PROGRAMME

- Real estate

Advanced Property Valuation and Appraisal Techniques:

- In-depth training on advanced property valuation methods and market analysis.
- Case studies and real-world scenarios for assessing complex property values.
- Practical exercises to enhance expertise in appraising different types of real estate.

Real Estate Investment Analysis and Financial Modeling:

- Training on advanced financial modeling for real estate investment decisions.
- Understanding risk assessment and return on investment calculations.
- Analyzing investment opportunities in residential, commercial, and industrial properties.

Commercial Real Estate Leasing Strategies:

- In-depth knowledge of commercial real estate leasing processes.
- Negotiation skills specific to commercial lease agreements.
- Case studies and simulations for hands-on experience in commercial leasing.



Luxury Real Estate Marketing and Sales:

- Specialized training in marketing and selling luxury real estate properties.
- Understanding the unique needs and expectations of high-end clients.
- Implementing effective marketing strategies for luxury listings.

Real Estate Development and Project Management:

- Training on real estate development processes from concept to completion.
- Project management skills for overseeing real estate development projects.
- Understanding zoning regulations, land use planning, and project financing.

Green Building and Sustainable Real Estate Practices:

- Training on sustainable and green building practices in real estate.
- Understanding certifications such as LEED and their impact on property values.
- Implementing environmentally friendly practices in real estate projects.

Real Estate Technology Integration and PropTech:

- Advanced training on integrating technology and PropTech tools in real estate operations.
- Understanding blockchain, artificial intelligence, and smart home technologies.
- Hands-on experience with cutting-edge real estate tech tools for efficiency.

Real Estate Legal Strategies and Risk Management:

- In-depth training on legal strategies for complex real estate transactions.
- Understanding legal risks and liabilities in real estate deals.
- Practical exercises and case studies to navigate legal challenges in real estate.



MANDATORY TRAINING

- Real estate

Real Estate Ethics and Professional Standards:

- In-depth training on ethical considerations in the real estate industry.
- Understanding the Realtor® Code of Ethics and adherence to professional standards.
- Case studies and scenarios to reinforce ethical decision-making in real estate transactions.

Fair Housing and Anti-Discrimination Training:

- Comprehensive training on fair housing laws and anti-discrimination regulations.
- Recognizing and preventing discriminatory practices in real estate transactions.
- Implementing fair housing principles to ensure equal opportunities for all clients.

Risk Management and Legal Compliance:

- Training on identifying and mitigating risks in real estate transactions.
- Understanding legal obligations, contractual pitfalls, and potential liabilities.
- Compliance with real estate laws, disclosure requirements, and risk mitigation strategies.



Anti-Money Laundering (AML) and Know Your Customer (KYC) Compliance:

- In-depth training on AML regulations and KYC procedures in real estate.
- Recognizing and reporting suspicious transactions to prevent money laundering.
- Understanding the role of real estate professionals in maintaining financial transparency.

Cybersecurity Awareness for Real Estate Professionals:

- Training on recognizing and preventing cybersecurity threats in real estate transactions.
- Safeguarding sensitive client information and financial details.
- Implementing secure communication and data protection measures.

Continuing Education in Real Estate Law and Regulations:

- Ongoing education on updates and changes in real estate laws and regulations.
- Staying informed about legal trends, court decisions, and legislative updates.
- Ensuring real estate professionals are up-to-date with the latest legal requirements.

Environmental Regulations and Property Disclosure:

- Training on environmental considerations in real estate transactions.
- Understanding regulations related to environmental hazards and property disclosure.
- Implementing proper procedures for environmental assessments and disclosures.

Real Estate Professional Standards and Client Advocacy:

- Training on maintaining professional standards and client advocacy.
- Strategies for effective communication and negotiation on behalf of clients.
- Building trust and fostering positive client relationships throughout the real estate process.



SAFETY TRAININGS

- Real estate

Personal Safety and Security in Real Estate Transactions:

- Training on personal safety awareness during property showings and client interactions.
- Strategies for preventing potential risks, such as theft, assault, or unauthorized entry.
- Implementing safety protocols and communication tools to enhance personal security.

Emergency Preparedness and Evacuation Procedures:

- Training on emergency response protocols in real estate settings.
- Understanding evacuation procedures in case of emergencies, such as fires or natural disasters.
- Conducting regular drills and simulations to ensure readiness for unexpected situations.

Property Inspection Safety and Hazard Recognition:

- Training on recognizing safety hazards during property inspections.
- Understanding potential dangers, such as structural issues, mold, or unsafe conditions.
- Implementing safety measures and protective equipment during property visits.



Driving Safety for Real Estate Professionals:

- Safe driving practices for real estate professionals conducting property tours.
- Defensive driving techniques and awareness of potential road hazards.
- Implementing safety measures in personal and company vehicles.

Remote Work Safety and Ergonomics:

- Training on creating a safe and ergonomic home office environment.
- Strategies for preventing injuries related to prolonged computer use and desk work.
- Implementing wellness practices to ensure the well-being of employees working remotely.

Cybersecurity and Data Protection:

- Training on cybersecurity best practices to protect sensitive client information.
- Recognizing and preventing cyber threats, phishing, and identity theft.
- Implementing secure communication tools and data encryption measures.

Environmental Health and Indoor Air Quality Awareness:

- Training on recognizing and addressing potential environmental health hazards in properties.
- Understanding indoor air quality issues and their impact on occupant well-being.
- Implementing measures to promote a healthy and safe indoor environment.

Client Safety Education and Communication:

- Educating clients on safety measures during property visits and transactions.
- Communicating safety protocols and expectations to clients.
- Establishing clear communication channels for reporting safety concerns.

