

University of Houston  
C.T. Bauer College of Business

**Real Estate Market Analysis, Feasibility and Valuation**  
**FINA 7397-09 section number is 09-LEC (24264)**  
**Mondays, 6:00 PM to 9:00 PM-1/26/16 to 5/4/15**  
**Melcher Hall # 120**

Mr. Scott Rando (office hours: by appointment) 713.398.1548  
[Scott.Rando@cushwake.com](mailto:Scott.Rando@cushwake.com) -use this email only as no UH/Bauer email accounts will be used by the instructor this semester.

*General Info:* This introductory course covers the fundamentals of market research in real estate and determination of project feasibility. Topics include land economics, market demand forecasts, assessment of competitive conditions, determination of market risk and project absorption projections for residential, commercial and mixed use projects.

*Course*

*Objectives:*

Students will be able to:

- Conduct site evaluations and report findings
- Complete and Understand Highest and Best Use Analyses
- Research, analyze and report business district characteristics
- Collect, organize, and analyze data to evaluate market conditions and project marketability for institutional and non-institutional quality assets
- Forecast supply and demand for major property types (industrial, office, retail, residential, Hotel)
- Complete market analyses through an analyses of market dynamics; and, complete feasibility analyses (group collaboration project) to yield recommendations in a client deliverable format

*Text:*

Brett, D. A., Schmitz, A. (2009) Real Estate Market Analysis: Methods and Case Studies, 2<sup>nd</sup> Ed., Washington, DC: Urban Land Institute (ULI) - ISBN: 978-0-87420-136-9. It is available in the bookstore, through ULI, or other book retailers.

*Attendance and*

*Participation:* Attendance and in-person class participation are mandatory. Active class participation will increase your learning experience and will benefit others including the professor. If you miss more than two in-person classes, no credit will be awarded for in-class attendance or participation.

You are expected to come to class prepared to participate. This means that you have completed the assigned readings before class, plan to contribute, and will share your ideas when appropriate. Do your best!

*Blackboard:* The University of Houston's Blackboard system will be an important communication link for students in this class. Announcements are posted and reflect schedule changes, articles and other resources needed to fully understand the topics discussed.

Students should use the "Discussions" to post any class material questions. This process allows the entire class community to benefit from these information exchanges, and will limit repetitive questioning from individual sources. I will also post articles on occasion and start discussions about them. Participation in these discussions is a part of your participation grade discussed above.

Discussion Posts: Critical thinking and writing are an important part of any graduate program. Businesses want individuals who can think and write well. To enhance your skills, you are required to post one to two pages (double spaced with one inch margins and no less than a 12 point font) as assigned below. The forum posts are required and due no later than the date listed in the schedule. The forum post must be completed and posted no later than 11:59 PM on the due date. All posts must be originally written for credit as listed below toward the final grade. Credit is only provided if a post is:

- Clearly written (spelling, grammar, and organization count);
- Links the class topic, guest lecture topic, case study, readings from the text or other sources, and/or the class discussion;
- The post should be reflective. Please explain what you learned or found most beneficial from the class – be constructive.

All students are required to respond to **at least two response posts** from other classmates for each assignment to earn full credit. (Remember, it is a discussion.)

Please adhere to the guidelines. Late postings receive no credit – no exceptions.

*Case Studies:* Case studies are used to convey the course concepts and reinforce the principles. The cases will vary in their degree of complexity. Case assignments are graded as discussed below. As required with forum posts, case assignments are for a group or as an individual assignment. In order to receive full credit for the case assignments, please follow the directions for each case when assigned. All work must be originally produced for this course either by the group or individually.

*Pop-quizzes:* Periodically, pop-quizzes are given in the beginning of class. Since class participation is required, quizzes cannot be made up. If you are absent from class, no credit will be given for the quiz.

*Projects:* Projects are a critical component to the course. It provides a simulated, real-world experience commonly found in the market. This is the type of work employers demand. It will offer you the opportunity to deepen your understanding of subject, the business, and develop necessary skills for practice. In order to receive full credit, students will be required to present projects in class.

*Co Star :* The instructor will apply for CoStar access, so each student has a unique username and password for the semester to complete projects. Within 7 days of receiving this information, you must sign in to verify access. If you fail to sign in and authenticate access, you will not have access to CoStar for the semester. It is a violation of the agreement between the University and CoStar to allow students to share an account. If you are caught sharing an account, access will be terminated by CoStar for the entire class. Please follow the rules outlined by CoStar and act promptly when you receive notice to access the system. Do **NOT** call the instructor to resolve this problem after the 7 day verification period has ended. If you have technical problems, call the help desk as listed in the email notification.

*Style Guide:* Please prepare all writing assignment in a word processing program. Before posting to forums or other electronic mediums, prepare the draft with a word processing program (double spaced, 12 point font with one inch margins). All documents must comply with formatting in accordance with MLA or APA guidelines presented in the respective style guide. Feel free to use either style guide. It is good practice to stick to one guide through the semester.

When preparing financials, please use Microsoft Excel or another spreadsheet program. Spreadsheets can be inserted into word processing documents for submission. Also see <http://office.microsoft.com/en-us/word-help/link-or-embed-an-excel-worksheet-HA010120810.aspx> for additional assistance.

All submissions should be free of spelling and grammar errors, well organized, and easy to follow.

*Grading:* The course assignments and participation points are as follows:

In-class attendance and participation	05 points (graded/credit)
Discussion Board Posts	05 points (graded/credit)
Pop-quizzes	10 points (graded/credit)
Case studies	10 points (graded/credit)
Midterm Exam	10 points (graded/credit)
Course projects	45 points (graded/credit)
I	05 points (graded/credit)
II	15 points (graded/credit)
III	25 points (graded/credit)
<u>Final Exam</u>	<u>15 points (graded/credit)</u>
Total points	100

The total points earned will translate into the following letter grades for the course:

93 – 100	= A
90 – 92	= A-
87 – 89	= B+
83 – 86	= B
80 – 82	= B-
77 – 79	= C+
73 – 76	= C
70 – 72	= C-
60 – 69	= D

Schedule—case studies and quizzes will be announced during the course.

Week	Rough Date	Reading Assignment by Chapter	Topic/Notes	Assignment	Tentative Guest Lecturer	Forum Post Required
1	1/26	1, 2 & pgs. 250-255	Introduction to Real Estate Analysis, Types of Studies, Market studies and data.	Project I	Co-star or other research resource speaker	
2	2/2	Chapter 3 & pgs. 256-262	Local Economy, Defining the Market, Analysis of the Subject Property, Location & Site Analysis.	Project I –Class Discussion		
3	2/9		Project I Presentations HABU Analyses	Project I report due. Presentation of Project I.	CDS Research	
4	2/16	5	Industrial Analysis	Project II discussion	Studley	Discussion post on Blackboard. Instructor to post discussion topic and each student must post a response to the topic/posting. Select two other postings and respond for full credit. <b>(Due 2/16 @ 5 pm)</b>
5	2/23	6	Office Analysis			
6	3/2	4	Residential Analysis		Hines-Held at Development Site in Uptown	
7	3/9	5	Retail Analysis Midterm Exam			
8	3/16	Spring Break	No class			
9	3/23	7	Project II Presentations Hotel Analysis	Project II report due. Presentation of Project II.	PKF Consulting US	

				Project III discussion	Ed Wulfe Tim Relyea Class Held at Development Site and subsequently at Cushman Office in Uptown	
10	3/30	8	Mixed-use Analysis			
11	4/6		Highest and Best Use			Of the guest speakers that presented, which one did you find most interesting and why?  Select two other postings and respond for full credit. <b>(Due 4/6 @ 6 pm)</b>
12	4/13		Valuation and Project III Discussion			
13	4/20		Project III Presentations	Project III report due. Presentation of Project III.		
14	4/27		Review, wrap up  Final Exam distributed	Project III report due. Presentation of Project III.		
15	5/4			Final Exam Due		

*Note: The schedule is subject to change.*

**PeopleSoft:** The University of Houston’s PeopleSoft system will be an important communication link for this class. I endeavor to use this system to send class-wide and individual e-mails. Please be sure your e-mail address is updated.

**Academic**

**Honesty:** The University of Houston Academic Honesty Policy is strictly enforced by the C. T. Bauer College of Business. No violations of this policy, such as plagiarism or cheating, will be tolerated in this course. A discussion of the policy is included in the University of Houston Student Handbook, <http://www.uh.edu/dos/hdbk/acad/achonpol.html>. Students are expected to be familiar with this policy.

Students are expected to produce original work in the course. Previous course-work from other classes cannot be submitted for credit in this course for any class assignment or project. At the instructor’s discretion, work will be submitted to Turn It In.

*Accommodations for  
Students with  
Disabilities:*

The C. T. Bauer College of Business would like to help students who have disabilities achieve their highest potential. To this end, in order to receive academic accommodations, students must register with the Center for Students with Disabilities (CSD) (telephone 713-743-5400), and present approved accommodation documentation to their instructors in a timely manner.

*Supplemental texts &  
Suggested Readings:*

Carn, N., Rabianski, J., Racster, R., & Seldin, M. (1988) *Real Estate Market Analysis: Techniques & Applications*. Englewood Cliffs, NJ: Prentice Hall. ISBN: 0-13-763368-8.  
Betts, R.M. & Ely S.J. (2008) *Basic Real Estate Appraisal*, 7<sup>th</sup> Ed. Independence, KY: Cengage Learning. ISBN: 0324652615. Chapters 2, 4, 5 & 6.

Appraisal Institute. (2005) *Appraising Industrial Properties*. Chicago, IL: Appraisal Institute. ISBN: 0-922154-84-8. Chapters 2, 3 & 5.

Society of Industrial REALTORS. (1984) *Industrial Real Estate*, 4<sup>th</sup> Ed. Washington, DC: SIR Education Fund. See chapters 2, 4, 11 & 12.

Vernor, J.D., Amundson, M.F., Johnson, J.A., & Rabianski, J.S. (2009) *Shopping Center Appraisal and Analysis*, 2<sup>nd</sup> Ed. Chicago, IL: Appraisal Institute. ISBN: 978-7-935328-02-5. Chapters 1-8.

Rushmore, A. & Baum, E. (2001) *Hotels and Motels: Valuations and Market Studies*. Chicago, IL: Appraisal Institute. ISBN: 0-922154-70-8. Chapters 1-5.

Emerson Jr., D.M. (2008) *Subdivision Valuation*. Chicago, IL: Appraisal Institute. ISBN: 978-0-922154-97-5. Chapter 1: pgs. 1-19, Chapters 2, 3, 4 & 5.

Fanning, S.F. (2005) *Market Analysis for Real Estate: Concepts and Applications in Valuation and Highest and Best Use*. Chicago, IL: Appraisal Institute. ISBN:0-922154-86-4

Appraisal Institute. (2007) *Appraising Residential Properties*, 4<sup>th</sup> Ed. Chicago, IL: Appraisal Institute. ISBN: 978-0-922154-92-0. Chapters 3, 7 & 10.

CCIM (2011) CI 102 – Market Analysis for Commercial Investment Real Estate