

REE 6315
Market Analysis in Real Estate
Module 1: Fall 2017
Tentative Agenda

Instructor: Dr. Wayne Archer

Office: Stuzin 301D **Office Hours:** Tuesday, 4:00 – 6:00 PM and
Following class session; other by appointment

Telephone: (352) 273-0314 **E-mail:** Instructor: wayne.archer@warrington.ufl.edu

Class Meetings: Tuesday, Thursday: 11:45 AM – 1:40 PM; Hough 150

Text: Bratt and Schmitz, *Real Estate Market Analysis: Methods and Case Studies*, 2nd Edition, ULI, 2009.
Ling and Archer, *Real Estate Principles: A Value Approach*, 5th Edition, McGraw-Hill, 2018.

Course Objectives: To give you experience with the issues, tools, data and methods for real estate market analysis.

Course Grading:	Class Participation	13 percent
	Chapter Tests	12 percent
	Comparison Cases, etc.	40 percent
	Project	25 percent
	STDB-BOA exercise	10 percent

Attendance and Participation

The nature of this course requires your attendance and participation. There is no substitute. The primary goal of the class is to give you experience and practice in organizing your thoughts and agenda for real estate market research. You must be engaged in the process to develop this capacity. You will be expected to be in class, and to participate in the case discussions. Attendance will be taken.

STDB-BOA Software

Central to the course will be geographic software provided online by ESRI through the CCIM organization. This is subscription software available to the public at a cost of \$1,300 - \$1,600 per year. The Center for Real Estate Studies will subsidize your individual \$90 subscription during the upcoming academic year.

CoStar Software

A second essential software service for real estate market research, and in this course, is CoStar. Students in the MSRE program will automatically have an extensive exposure to CoStar. Those who are in other programs will need to make special arrangements to get access, and get acquainted with this powerful data platform. **Please see me about this as soon as possible.**

Exams on Reading Assignments

There will be no final exam in the course. However, a multiple choice exam will be required for each chapter of the basic assigned reading. These exams will be online, found on your class website under “Assessments.” They are intended to be open book exams. Note that the exams will close on specific dates, as indicated in the course agenda.

Comparison Case Studies

There are at least eight comparison case studies. These may be done with one other classmate, or by yourself. You will be provided a form to complete and submit and there will be supporting information on the class website. You will use that information plus field investigation to complete each study. **Please do not contact any current personnel related to the properties involved** as they are not prepared to handle our questions, they have no connection with the original creation of the properties involved, and they generally have little or no knowledge of the history of the property.

Major Project (*Shown below in italics.*)

You will form teams of four for the major project. You should submit your team names by September 12th. For this project you will prepare an approximately 5 page summary report **plus** supporting explanations, graphics and tables. You also will prepare a 6-8 minute PowerPoint summary of your investigation “story” and conclusions, to be presented in class on October 10th.

Course Agenda

Date	Class Activity	Due (BoC-Class time)
August 22	Course Introduction STDB Introduction STDB account sign-up Introduction to retail challenge at The Continuum and 2 nd Ave Centre Assignment: Search for prospective “Continuum” Tenant	Due 9/5 BoC
August 24	STDB In-class Lab (COMPUTER REQUIRED) Assignment: STDB Case Study Assignment: Retail Comparison Cases 1 and 2.	Due 8/31 11:30 PM Due 9/5 BoC
August 29	Lecture-The larger context of real estate markets: urban analysis In-class market study exercise: Bookstore Location Search Reading: L&A, Ch 5	Quiz, L&A 5, 8//31
August 31	Data Sources and the Nature of Census Data Readings: L&A, Ch 6; Text, Ch 3, pp. 38-43	Quiz, L&A 6, 9/5
September 5	Final discussion of retail at The Continuum and 2 nd Ave Centre Discussion of Retail Cases Assignment: Apartment Comparison Cases 1 and 2 Assignment: <i>Apartment Upgrade Team Project</i> Readings: Text, Ch. 5	Due 9/19 BoC 9/22 BoC, Quiz, Ch 5, due 9/7
September 7	Guest Lecturer - Keith Schantz , the TJX Companies, Inc. Readings: Text Ch 6	Quiz, Ch 6, due 9/12
September 12	Guest Lecturer – Gregg Katz , The Shopping Center Group	
September 14	NO Class due to Bergstrom Center Advisory Board Retreat	
September 19	In-class market study exercise: Innovation Square Apartments Discuss Apartment Comparison Cases 1 and 2 Assignment: Office Comparison Cases 1 and 2 Reading: Text, Ch 4	Due 9/26 BoC Quiz, Ch 4, due 9/26
September 21	Discuss Office Comparison Cases 1 and 2 In-class market research exercise on condo/townhouse properties (COMPUTER REQUIRED) Reading: Ch 7, Text	Quiz, Ch 7, due 10/3

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- September 26 Guest Lecture – **Gregg Logan**, Managing Director
& **Karl Pischke**, Senior Associate, RCLCO
- September 28 In-Class Market Analysis: Effect of Mid-rise walkable student
apartments on the larger student apartment market.
Discuss Hospitality Comparison Case
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- October 3 Guest Lecturers on Hospitality Markets –
Michael Weinberg and Preston Reid - HFF
- October 5 TBA
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- October 10 Presentation of apartment upgrade proposals.
Assignment: Hospitality Comparison Case
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Assurance of Learning

Each program at the Warrington College of Business Administration has developed goals and objectives that express the most valued skills and knowledge that students should be able to demonstrate upon completion of the total learning experiences in that program. The goals and objectives are specifically mapped to **REE6315**.

The chairman of the Finance, Insurance and Real Estate Department is Dr. Andy Naranjo. The Department is located in 321 Business, 392-0153.