Estimating Market Value of Commercial Property

COURSE TITLE: Estimating Market Value of Commercial Property

INVESTMENT: $149 per attendee

TIME FRAME: SIX HOURS

COURSE INCLUDES:
- Professionally produced PP slide presentation
- High attendee interaction/Q&A with experienced course instructor/developer
- Fast moving, high energy presentation style by experienced instructor
- 70-page workbook/resource guide as supplement to LIVE presentation
- Real-life CASE STUDIES
- 100% Money-Back Guarantee

COURSE GUIDE: Table of Contents

Estimating Market Value of Commercial Property

SECTION 1: Basics of Market Value Estimation 1
  Introduction 1
  How to Estimate Market Value 2
  Understanding the Market Area 3
  Diverse Determinants of Property Value 4
  Zoning Data and Usage 5
  Different Types of Real Estate Zoning 6
  Vacancy Rate 7
    Calculating Vacancy Rates by Property Type 8
    How to Calculate Marketplace Vacancy Rates 9
    Sources of Marketplace Vacancy Rates 10
    Factors that Impact Vacancy Rates 12
  Absorption Rate 13
    Calculating Property Absorption Rates 15
SECTION 2: Approaches to Value 19
Determining Highest and Best Use 19

Three Approaches to Value 21
Direct or Sales Comparison Approach to Value 22
  Where to find Property Comparison Data 24
  Summary of Direct or Sales Comparison Approach to Value 26
Replacement Coast Approach to Value 27
  Summary of Replacement Coast Approach to Value 31
Income Capitalization Approach to Value 32
  Direct Capitalization 33
  Summary of the Income Capitalization Approach to Value 42

SECTION 3: Estimating Market Value by Commercial Category 44
How to Estimate the Value of Multifamily (Apartments) Property 44
  How to Increase the Value of Multifamily (Apartments) Property 46

How to Estimate the Value of Office Property 47
  Office Property Comparisons 48

How to Estimate the Value of Retail Property 51
  Three Approaches to Value 51
    The Direct or Market Sales Comparison Approach 52
    The Replacement Cost Approach 53
    The Income Capitalization Approach 53
  Summary of Income Approach to Value 54
  Discounted Cash Flow Analysis 56

How to Estimate the Value of Hotels / Motels 56
  Seller's Discretionary Cash Flow (SDCF) or Owner's Benefit 57
  Direct Sales Comparison Approach 58
  Replacement Cost Approach 59
  Income Capitalization Approach 59
  Gross Revenue Multiplier (GRM) 60

How to Estimate the Value of Industrial Property 60
  Determinants of Value 61
  Industrial / Warehouse Property Comparisons 62

How to Estimate the Value of Vacant Land 63
  Discounted Cash Flow 66
  Gross Rent Multiplier 66
  Summary of Estimating Market Value 68