

IREED

Institute of
Real Estate Education &
Entrepreneurship Development

Real Estate Advance Program

“90% of the millionaires become so through owning Real Estate”.

Andrew Carnegie



PROGRAM DURATION

24 Hours | 2 Months

PROGRAM STATUS

Certification Program

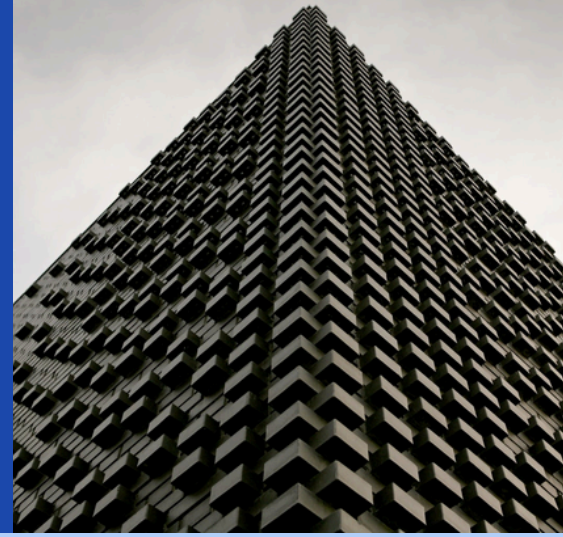


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REAL ESTATE IS THE BEST INVESTMENT
IN THE WORLD. BECAUSE IT IS THE ONLY
THING THEY AREN'T MAKING ANYMORE
WILL ROGERS

Why Join IREED?



- Enter the real estate Industry with confidence & credibility
- Enhance competitive skill set for faster growth
- Step-by-Step understanding of real estate ecosystem
- Basics to advanced concepts for professional success
- Successful mentors with extensive real estate background
- Real world case studies for practical understanding
- Role plays, negotiation sessions and industry visits
- Presentation, personality and communication development



Whereever you go, Real Estate stands as the costliest asset and its Value keeps Growing with TIME.

Harsha Jasrotia

The Team

A strong team structure defines an organization's success, innovation, and overall performance. Our team leads to higher customer satisfaction, better performance, and improved client retention.



Mr. Bhaswar Paul

Founder & CEO

25yrs+ Real Estate Experience



Academics - Delhi University



Mr. Harsha Jasrotia

COO & Lead Trainer

18yrs+ of Sales & Growth Experience



Academics ~ IIT Patna



Ms. Ruchika Barua

Sr. Lead - Partnerships & Trainer

7 yrs+ of Sales & Growth Experience



Academics ~ Delhi University



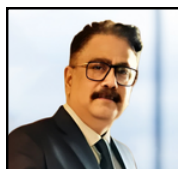
Mr. Kaushik Basu

Program Director & Sr. Trainer

20yrs+ Exp in International Sales



Academics - NIFT, Delhi



Mr. Surajit Banerjee

Lead Trainer

33yrs+ of Leadership Experience



Academics ~ XLRI



Ms. Neetu Bhandari

Lead Trainer

17yrs+ Training Experience



Academics - Delhi University, Symbiosis



Mr. Kumar Gaurav

Lead Trainer & Advisor

30yrs+ of Leadership Experience



Academics ~ IIM Bangalore



Mr. Manish Jaiswal

Academic Advisor

25yrs+ of Leadership Experience



Academics ~ IIM Calcuta



Mr. Kunal Behrani

Academic Advisor

25yrs+ of Leadership Experience



Academics ~ IMI Delhi



Mr. Ankush Kaul

Academic Advisor

30yrs+ of Leadership Experience



Academics ~ IMT Ghaziabad



Mr. Sunil Mathur

Academic Advisor

40yrs+ of Leadership Experience



Academics ~ Cornell University



Ms. Kanika Soni

Academic Advisor

8 yrs+ of Sales & Growth Experience



Academics ~ LSR, ISB Hyderabad

Our Partners

Partners enable businesses to extend their market presence, access new customers, and tap into expertise.

50+ Industry Partners

PARAS
BUILDTech

Silverglades

NAVRAJ
MAKE IT BIG



ireo
THE BIG MULTIBUILDER

CENTRAL PARK

unitygroup
Building Successes Since 1996

ROOTS
DEVELOPERS

TREHAN
IRIS

vatika
creating lasting value

WHITELAND

IHMS

15+ Academic Partners



MDU University, Haryana



DPG College, Gurgaon



IIM Rohtak



Xavier's Univ. Ranchi



Baku Univ. Azerbaijan



Czech Univ, Pargue



DSPMU, Ranchi



Sarla Birla College, Ranchi

Testimonials

We work diligently to achieve 100% client satisfaction, which is central to our mission and reputation in real estate education.



Valuable and practical sessions which has greatly enhanced my understanding of the industry.

Girish Varma, MD, SVS Constructions (Hyderabad)

Their program broadened my views, revealing real estate's depth beyond sales, enriching authoritative coverage.

Sucheta Sinhaajari, Editorial Head, The CEO Magazine



Insightful and knowledgeable sessions. My team learnt great insights.

Nipun Panwar, Vice President (Sales & Marketing), Navraj Group

Great insights and Wonderful learning experience. Superb initiative by IREED ACADEMY.

Atrish Mugdal, General Manager Sales, ParasBuildTech



The trainings are informative and well-structured with clear explanations and practical examples.

Rohit Pandita, Assistant General Manager Sales, ParasBuildTech

Why REAP?

It is widely recognized as one of the best real estate training options in India!

Key Features of REAP Program:

- Residential and Commercial Real Estate.
- Global Real Estate Markets and Impact on Indian Market.
- Real Estate Market Trends and Analysis.
- Legal and Ethical Practices.
- Project Development and Management.
- Real Estate Marketing and Branding.

REAP enhances professionalism, regulatory compliance, and sales practices, transforming the industry landscape.

Residential & Commercial Real Estate

Comprehensive Understanding for consistent success in Real Estate

Global Market Influence

The world is interconnected and know how is crucial

Land & Policy Reforms

Govt. to ease out the real estate policies & innovate reforms

Modern & Technology Advancement in Marketing

Build technology platform and incorporate AI for outreach

LEVEL 1: FOUNDATIONS

Goal: Build a strong understanding of real estate basics.

REAL ESTATE FUNDAMENTALS	<ul style="list-style-type: none">• Key Terminology• Property Types (Residential, Commercial, Retail, Industrial)• Measurement Matrix• RERA & Regulatory Landscape
MARKET AWARENESS	<ul style="list-style-type: none">• Demand-Supply Dynamics• Local market Trends & Pricing• Understanding Real Estate Cycles
BASIC SALES & MARKETING	<ul style="list-style-type: none">• Intro to Channel Partner Ecosystem• Customer Lifecycle in Real Estate Sales• Importance of Branding & Positioning

LEVEL 2: CORE SKILLS

Goal: Develop analytical, financial, and operational skills.

MARKET RESEARCH & FEASIBILITY	<ul style="list-style-type: none">• Competitor Analysis• Site Selection & Location Strategy• Consumer Behavior Insights
FINANCE & INVESTMENT BASICS	<ul style="list-style-type: none">• ROI, IRR, NPV Concepts• Property Valuation Methods (Income, Sales Comparison, Cost Approach)• Cap Rate & Rental Yield Analysis
LEGAL & COMPLIANCE	<ul style="list-style-type: none">• Key Agreements (Sale Deed, Lease Deed, JV/JDA)• Proof Reading• Taxation: Stamp duty, GST, property tax
SALES MATRIX	<ul style="list-style-type: none">• Sales Framework• NRI Investments• Project Launch Strategies

LEVEL 3: ADVANCED EXPERTISE

Goal: Master high-level decision-making, portfolio strategy, and innovation.

ASSET & PORTFOLIO MANAGEMENT

- Lease Structures (NN, NNN, Gross, Modified)
- Operations Optimization (OPEX vs CAPEX)
- Vacancy Loss Management

STRATEGIC INVESTMENTS

- REITs, Fractional Ownership, & Crowdfunding
- Land banking & Investment planning
- Capital structuring (Equity vs Debt.

SUSTAINABILITY & INNOVATION

- LEED, GRIHA, IGBC Certification
- Smart buildings, PropTech & IoT adoption
- ESG-Driven Real Estate

EMERGING TRENDS

- Mixed-use Developments
- Co-working, Co-living and Alternative assets
- Real estate Growth Trends

REAL ESTATE DEVELOPMENT

- Land Acquisition- Zoning, Acquisition, Development
 - Tod
 - Urban Infrastructure
-


FOR THE BEST RETURN ON YOUR MONEY, POUR YOUR PURSE INTO YOUR HEAD. DEVELOP A PASSION FOR LEARNING. IF YOU DO, YOU WILL NEVER CEASE TO GROW.

~ BENJAMIN FRANKLIN

FOUNDING FATHER OF THE UNITED STATES

BORN ON JANUARY 17, 1706, AND DIED ON APRIL 17, 1790



 Faculty : **Ms. Ruchika Barua**


 Fees: **₹ 35,000 + GST**

 Duration: **2 Months**

 Lessons: **24**

 Per Session : **60mins**

 Mode: **Online/ Offline**

 Certificate: **Yes**

Contact us for further inquiries



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