

# 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

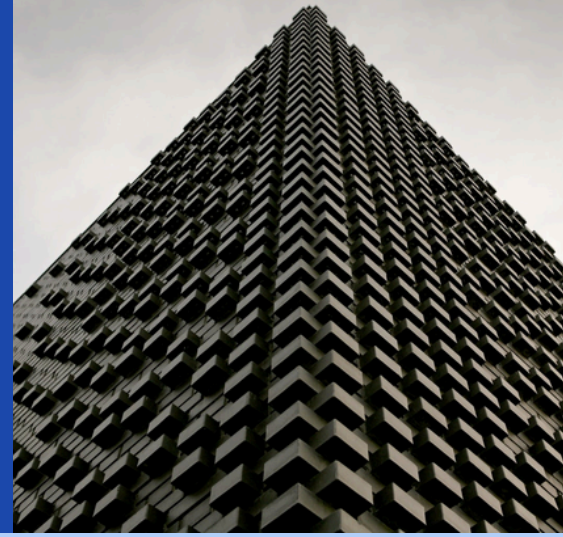


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[www.ireedindia.com](http://www.ireedindia.com)

# Table of Contents



Why Join IREED?	3
The Team	4
Our Partners	5
Testimonials	6
Student Speak	7
IREED Whts App Job Channel	8
Why REAP?	9
Course Content [Page 1]	10
Course Content [Page 2]	11
Contact Page	12



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. Kamaldeep Prajapati**

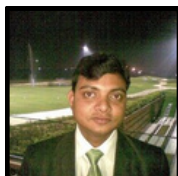
Business Head

25+ Industry Tie-ups ;

50+ Workshops

2000+ Student Trained

Academics - Delhi University



**Mr. Vimal Kumaar**

National Head - Growth & Expansion

14+ yrs+ of Sales & Growth Experience



Academics ~ CCS University



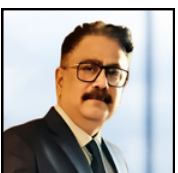
**Mr. Shivam Bhatnagar**

Lead Trainer

15+ yrs+ of Sales & Growth Experience



Academics ~ CCS University



**Mr. Surajit Banerjee**

Lead Trainer

33yrs+ of Leadership Experience



Academics ~ XLRI



**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



**Ms. Neetu Bhandari**

Lead Trainer

17yrs+ Training Experience



Academics - Delhi University, Symbiosis



## 200+ Industry Partners

PARAS  
BUILDTech

TRIDENT  
REALTY

NAVRAJ  
MAKE IT BIG



ireo  
THE BIG MULTIDISCIPLINARY

mangal  
Realty

CENTRAL PARK



VEDAM  
HOMES

vatika  
creating lasting value

LAMOSE  
Beyond Expectations

WHITELAND

## 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



# Our Students

Our students come from a wide range of cities across India, bringing diverse perspectives and experiences into the learning environment.

***1000+ IREED Ambassadors Creating milestones in Real Estate***



Our students are driving Real Estate excellence across **Delhi, Bengaluru, Goa, Kolkata, Ahmedabad, Indore, Hyderabad, Chandigarh**, and other major Indian markets

# 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**



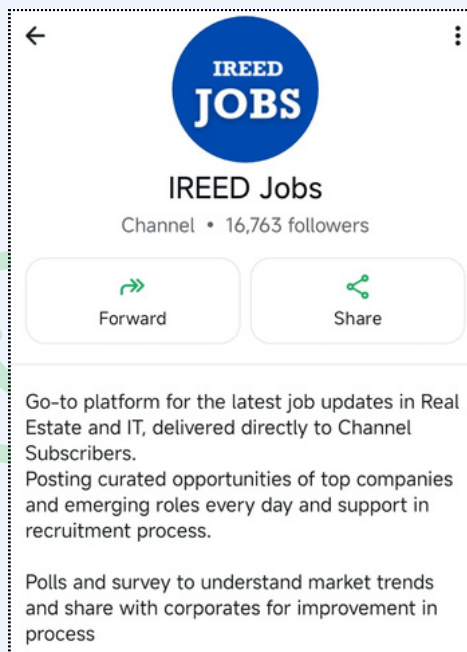
The trainings are informative and well-structured with clear explanations and practical examples.

**Rohit Pandita, Assistant General Manager Sales, ParasBuildTech**



# Job Channel

Get direct access to real estate job openings, internships, and placement updates through the IREED Job WhatsApp Channel.





# 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.*

<b>REAL ESTATE FUNDAMENTALS</b>	<ul style="list-style-type: none"><li>• Key Terminology</li><li>• Property Types (Residential, Commercial, Retail, Industrial)</li><li>• Measurement Matrix</li><li>• RERA &amp; Regulatory Landscape</li></ul>
<b>MARKET AWARENESS</b>	<ul style="list-style-type: none"><li>• Veblen &amp; Giffen Goods</li><li>• Economic Indicators</li></ul>
<b>LEGAL &amp; COMPLIANCE</b>	<ul style="list-style-type: none"><li>• Key Agreements (Sale Deed, Lease Deed, JV/JDA)</li><li>• Proof Reading</li><li>• Taxation: Stamp duty, GST, property tax</li></ul>
<b>REAL ESTATE DEVELOPMENT</b>	<ul style="list-style-type: none"><li>• Land Acquisition– Zoning, Acquisition, Development</li><li>• Tod</li><li>• Urban Infrastructure</li></ul>

# LEVEL 2: CORE SKILLS

*Goal: Develop analytical, financial, and operational skills.*

<b>BASIC SALES &amp; MARKETING</b>	<ul style="list-style-type: none"><li>• Intro to Channel Partner Ecosystem</li><li>• Customer Lifecycle in Real Estate Sales</li><li>• Importance of Branding &amp; Positioning</li></ul>
<b>SALES MATRIX</b>	<ul style="list-style-type: none"><li>• Sales Framework</li><li>• NRI Investments</li><li>• Project Launch Strategies</li></ul>
<b>SUSTAINABILITY &amp; INNOVATION</b>	<ul style="list-style-type: none"><li>• LEED, GRIHA, IGBC Certification</li><li>• ESG–Driven Real Estate</li></ul>








# LEVEL 3: ADVANCED EXPERTISE

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

EMERGING TRENDS	<ul style="list-style-type: none"><li>• City Wise Real Estate Growth</li><li>• Gurugram Real Estate Growth</li><li>• Buyer Behaviour Real Estate Growth Trends</li></ul>
STRATEGIC INVESTMENTS	<ul style="list-style-type: none"><li>• REITs, Fractional Ownership, &amp; Crowdfunding</li><li>• Land banking &amp; Investment planning</li><li>• Capital structuring (Equity vs Debt.</li></ul>
FINANCE & INVESTMENT BASICS	<ul style="list-style-type: none"><li>• ROI, IRR, NPV Concepts</li><li>• Property Valuation Methods</li><li>• Cap Rate &amp; Rental Yield Analysis</li></ul>
ASSET & PORTFOLIO MANAGEMENT	<ul style="list-style-type: none"><li>• Lease Structures (NN, NNN, Gross, Modified)</li><li>• Operations Optimization (OPEX vs CAPEX)</li><li>• Vacancy Loss Management</li></ul>
<p>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.</p> <p>- BENJAMIN FRANKLIN FOUNDING FATHER OF THE UNITED STATES BORN ON JANUARY 17, 1706, AND DIED ON APRIL 17, 1790</p>	





-  Faculty : **Mr. Shivam Batnager**
-  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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