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COURSE BROCHURE

Advanced Property Valuation and Market Feasibility Training Course

26 April – 7 May 2027
Milan

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Registered in the United Kingdom and Saudi Arabia

Advanced Property Valuation and Market Feasibility Training Course

Ref: 274_8922 **Date:** 26 April – 7 May 2027 **Location:** Milan **Fees:** 12400 GBP

Property Valuation and Market Feasibility is a 2-week advanced training course for valuers, real estate analysts, lenders' property teams and developers, built around one work product, a market study and appraisal report for a property. Lenders, auditors and boards now challenge every valuation figure, and a feasibility study that misreads demand can strand a scheme before it opens. Jupiter Prime Training delivers this course on Property Valuation and Market Feasibility.

Why Property Valuation and Market Feasibility Matters Now

Three groups rely on the valuer's opinion today. Lenders secure loans against reported values and need defensible evidence when markets shift. Auditors and investors require fair value figures that stand up to scrutiny in financial statements. Developers and landowners commit land and capital on the strength of absorption and rent forecasts. A firm whose valuations and market studies are well evidenced protects lending decisions and its reputation; one that relies on thin comparables faces disputes, write-downs and loss of instructions. The course is grounded in the International Valuation Standards IVS and the RICS Valuation Global Standards, widely known as the Red Book.

Who Gains Most from Property Valuation and Market Feasibility

- Valuers who sign appraisal reports for lending, financial reporting and transactions
- Market analysts who research supply pipelines, absorption and rental evidence
- Lenders' property teams who instruct, review and challenge valuation reports
- Development managers who commission feasibility studies before land purchase
- Asset owners' advisers who test values for portfolio reporting and disposals

A valuation practice or a bank's property unit gains most when its valuers, analysts and reviewers attend together and agree one reporting standard.

Property Valuation and Market Feasibility Capabilities

Participants leave able to turn market evidence into a valuation opinion and a feasibility verdict that a lender or board can rely on.

- Assess supply, demand and absorption for a defined trade area — developers and land buyers
- Apply the sales comparison, income and cost approaches to different property types — lending committees
- Test highest and best use against legal, physical, financial and productivity criteria — landowners
- Calculate depreciated replacement cost for specialised buildings — auditors and insurers
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Specify terms of engagement, assumptions and special assumptions — clients and reviewers
- Build an appraisal report that meets IVS and Red Book reporting requirements — regulated users

Key Property Valuation and Market Feasibility Terms

- Market Value — the estimated amount for which a property should exchange between willing parties at arm's length after proper marketing.
- Highest and Best Use — the use of a property that is legally permissible, physically possible, financially feasible and produces the greatest value.
- Absorption Rate — the pace at which new space is leased or sold in a market over a given period.
- Sales Comparison Approach — a valuation method that adjusts prices of similar transactions to reflect differences from the subject property.
- Depreciated Replacement Cost — the current cost of replacing a building, less deductions for physical deterioration and obsolescence.
- Special Assumption — an assumption that differs from actual facts at the valuation date, agreed with the client in the terms of engagement.

Property Valuation and Market Feasibility Day by Day

Day 1: Valuation Purpose and Professional Framework

- IVS General Standards — Scope of Work, Investigations and Reporting
- Red Book Professional Standards — Competence, Independence and Conflicts
- Valuation Purposes — Secured Lending, Financial Reporting and Acquisitions
- Terms of Engagement — Basis of Value, Assumptions and Limitations
- Valuer Ethics Cases — Client Pressure and Objectivity

Day 2: Market Research Foundations

- Trade Area Delineation — Drive Times, Catchments and Competing Nodes
- Demographic and Economic Drivers — Population, Employment and Income
- Supply Pipeline Mapping — Existing Stock, Under Construction and Planned
- Primary Data Collection — Agent Interviews and Occupier Surveys
- Market Indicators Dashboard — Vacancy, Rents, Take-Up and Yields

Day 3: Demand, Absorption and Feasibility

- Demand Forecasting by Sector — Residential, Office, Retail and Hospitality
- Absorption Schedule Modelling — Lease-Up and Sales Velocity
- Capture Rate Analysis — Share a New Scheme Can Win
- Market Feasibility Verdict — Go, Redesign or Defer Decisions
- Sensitivity of Feasibility — Price, Timing and Competing Supply

Day 4: Highest and Best Use

- Legal Permissibility Review — Zoning, Covenants and Planning Constraints
- Physical Possibility Assessment — Site Size, Access and Ground Conditions
- Financial Feasibility Testing — Alternative Uses and Residual Outcomes
- Maximum Productivity Selection — Choosing the Value-Maximising Use
- As Vacant Versus As Improved — Redevelopment and Conversion Potential

Day 5: Sales Comparison Approach

- Comparable Selection Criteria — Location, Size, Age and Date of Sale
- Adjustment Grids — Quantitative and Qualitative Adjustments
- Paired Sales Analysis — Deriving Adjustment Values From Evidence
- Thin Market Valuation — Handling Limited or Distressed Transactions
- Reconciling Comparable Indications — Weighting the Strongest Evidence

Day 6: Income Approach

- Rental Evidence Analysis — Headline, Effective and Market Rents
- Term and Reversion Method — Valuing Reversionary Leasehold Interests
- Hardcore and Layer Method — Over-Rented and Under-Rented Properties
- Yield Selection Evidence — Deriving Capitalisation Rates From Sales
- Hotel and Trade-Related Valuation — Profits Method and Fair Maintainable Trade

Day 7: Cost Approach and Specialised Property

- Depreciated Replacement Cost Method — Modern Equivalent Asset Concept
- Building Cost Estimation — Elemental Costs and Professional Fees
- Obsolescence Assessment — Physical, Functional and Economic Deductions
- Land Value for Specialised Sites — Hospitals, Schools and Utilities
- Insurance Reinstatement Valuation — Rebuilding Cost for Cover

Day 8: Special Valuation Situations

- Development Land Valuation — Residual Method Checks Against Comparables
- Leasehold and Ground Rent Interests — Short Leases and Marriage Value
- Portfolio Valuations — Lotting, Aggregation and Consistency
- Valuation Uncertainty Disclosure — Volatile and Illiquid Markets
- ESG Factors in Value — Energy Performance and Climate Risk Evidence

Day 9: Appraisal Reporting and Review

- Valuation Report Structure — Mandatory Content Under IVS and Red Book
- Assumptions and Special Assumptions Disclosure — Protecting Report Users
- Valuation Review Process — Desk Reviews and Field Reviews
- Lender Report Requirements — Security Suitability and Saleability Comments
- Valuation Audit Trail — File Notes, Evidence Logs and Sign-Off

Day 10: Practising the Market Study and Appraisal Report

- Case Property Market Study — Applying Trade Area and Absorption Analysis
- Highest and Best Use Conclusion — Applying the Four Tests to the Case
- Three-Approach Valuation — Applying Sales, Income and Cost Methods
- Reviewer Challenge Session — Defending Evidence Before Peer Reviewers
- Market Study and Appraisal Report — Completing the Signed Report

Applying Property Valuation and Market Feasibility After the Course

- Review one recent valuation report against IVS and Red Book reporting requirements and list missing disclosures, assumptions and evidence for correction.
- Build a supply pipeline and absorption schedule for one active market and share the findings with the development or lending team.

Property Valuation and Market Feasibility Questions FAQ

What is Property Valuation and Market Feasibility and why does it matter now?

Property Valuation and Market Feasibility is the practice of estimating a property's value and testing whether market demand supports a scheme. It matters now because lenders, auditors and boards challenge figures more closely when markets move.

Which roles gain most from Property Valuation and Market Feasibility?

Valuers, real estate analysts, lenders' property teams and developers gain most. Advisers to asset owners also benefit because the course covers market research, the three valuation approaches and report review.

How does Property Valuation and Market Feasibility differ from a real estate investment finance course?

It concentrates on market evidence and the valuation opinion rather than deal financing. An investment finance course covers debt, equity and fund returns, while this course covers trade area research, highest and best use, valuation methods and IVS-based reporting.

What do you bring back from Property Valuation and Market Feasibility?

You bring back a market study and appraisal report for a real property, including demand and absorption analysis, a highest and best use conclusion, three-approach valuation and a reconciled opinion of value.

Property Valuation and Market Feasibility: The Way Forward

The market study and appraisal report gives lenders and boards a defensible basis for their next decision, often whether to approve a loan or proceed with land purchase. Valuers, analysts and reviewers use it as a reporting template. After the first instruction, revisit comparable adjustments and absorption assumptions against actual transactions and lease-up.