

## About the Society of Property Researchers

The Society of Property Researchers (SPR) is a professional association for practising property researchers. It was set up to promote the knowledge and understanding of real estate research. It has a membership of over 500 individuals working in a variety of organisations, from surveying firms to independent research companies and academic institutions. The SPR is run by a committee of 20 industry experts, and serves as a catalyst in promoting industry-wide debates. See [www.sprweb.com](http://www.sprweb.com) for details.

## About the Institute of Continuing Education

The Institute of Continuing Education (ICE) provides opportunities for adult learners to study at the University of Cambridge on a part-time basis. As an academic department of the University, ICE is committed to the highest standards of excellence. Its diverse range of professional courses and qualifications are developed with guidance from leading Cambridge academics in collaboration with specialist industry bodies.

ICE is the oldest continuing education department in the country, and celebrated its 140th anniversary in 2013. It is based at Madingley Hall, a 16th-century country house on the outskirts of Cambridge, with state-of-the-art teaching space and accommodation for more than 80 students.



[www.ice.cam.ac.uk/property-research](http://www.ice.cam.ac.uk/property-research)



## Institute of Continuing Education

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## Find out more and apply for your place

For more information about this course and to apply for your place, visit [www.ice.cam.ac.uk/property-research](http://www.ice.cam.ac.uk/property-research), email [cpd@ice.cam.ac.uk](mailto:cpd@ice.cam.ac.uk) or call +44 (0)1223 746418.

## Discount for SPR members

A discounted fee of £770 is available to applicants who have been members of the Society of Property Researchers (SPR) for a minimum of one year. This 30% member discount is subsidised by the SPR.

SPR affiliate members, meanwhile, are eligible for a discounted fee of £990.

Please contact Fiona Trott at [ftrott@sprweb.com](mailto:ftrott@sprweb.com) for more information.

*While every effort is made to avoid changes to this course, published details may be altered at any time. The University reserves the right to withdraw or amend any part of this programme without prior notice..*

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## Institute of Continuing Education

# Property Research in the Real World: Practical Applications

Short course: 27–28 November 2014



Society of Property Researchers

# Property Research in the Real World: Practical Applications

**Dates:** 27–28 November 2014

**Format:** 2-day residential training programme

**Venue:** Madingley Hall, Cambridge

**Course fee:** £1,100  
£770 (for SPR members of 1 year or more)  
£990 (for SPR affiliate members)

**Apply by:** 7 November 2014

Research plays a key role in businesses involved in the global property market. Effective property researchers provide advice and analysis that informs investment decisions, impacting on the bottom line.

This short course will equip you with the skills you need to take your career in property research to the next level. The course takes place at Madingley Hall, a Grade 1 listed building three miles west of Cambridge. Fees include all teaching, meals and one night's accommodation.

## What will I be studying?

The course is divided into three modules:

### 1. What is property research?

- An outline of property research
- Practical research methods
- Where property research is applied and for whom
- Framing research questions in a property context
- The research and investment process

### 2. Applied research methods

- Key metrics and variables
- Property data sources
- Global differences in data and definitions
- Identifying key trends and market drivers
- Introduction to valuation methods

### 3. Property investment and strategy

- The global property market
- The strategy and research process: building a portfolio by country, sector, vehicle and capital structure
- Benchmarking property performance

At the end of the course you will participate in a practical team exercise. You will be using applied research methods to create a market strategy with the guidance of an industry team leader.

A certificate of attendance will be given to participants who complete the course.

## Key learning outcomes

- Understand the role of property research
- Learn how to frame research questions
- Understand the key metrics, variables and data sources
- Learn how to identify key trends and market drivers
- Understand the research considerations in creating a strategy

## Entry and attendance requirements

The course is suitable for anyone with at least three years' working experience.

All teaching will be in English, so you must feel confident that you are able to follow lectures and classes and take part in discussions in English.

## Virtual Learning Environment (VLE)

The Virtual Learning Environment (VLE) is the Institute of Continuing Education's secure online resource space.

You'll be able to download reading materials and find links to relevant external resources as well as keeping in touch with your fellow delegates.

## Teaching staff

Professor Colin Lizieri (Course Director)

Colin is Grosvenor Professor of Real Estate Finance at the Department of Land Economy, University of Cambridge. He has published extensively in the fields of real estate finance and office market dynamics. He is a member of the Investment Property Forum research committee, and has acted as an expert adviser and consultant to the European Union, the UK and Norwegian governments, the Corporation of London, the City of Toronto and numerous private sector organisations.

Dr Robin Goodchild

Robin is Head of LaSalle's European Research and Strategy Team of nine people who are responsible for the strategy for over €10 billion of property assets. His principal function is to identify opportunities in European property markets and to formulate strategies for investors to exploit those opportunities. He is also responsible for developing new ways to analyse markets and managing portfolios.

Dr Paul McNamara OBE

Paul worked for Prudential Property Investment Managers Ltd (later PRUPIM) between 1987 and 2012, becoming Head of Property Research in 1990. While there, he was responsible for the overall direction of property research and was also a Board Director for a number of years. Since retiring from PRUPIM, Paul has established a small consultancy, Linden Parkside, providing advice to organisations such as the Investment Property Forum.

Professor Andrew Baum

Andrew is Chairman of Property Funds Research, a consulting business. He is also Visiting Professor of Management Practice at the University of Oxford's Saïd Business School. He has spent the majority of the last 20 years working with institutional real estate investors in developing global property investment strategies. His experience is primarily in the UK but he has also worked in the US and Asia.