

# IREED

Institute of  
Real Estate Education &  
Entrepreneurship Development

# Real Estate Advance Program

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

Andrew Carneige



## PROGRAM DURATION

24 Hours | 2 Months

## PROGRAM STATUS

Certification Program

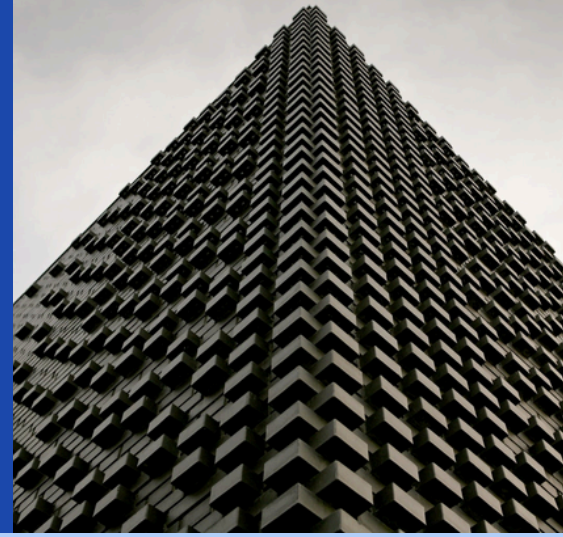


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[www.ireedindia.com](http://www.ireedindia.com)

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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



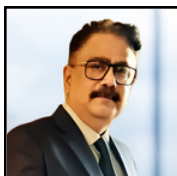
Academics ~ IIT Patna



**Ms. Ruchika Barua**  
 Sr. Lead - Partnerships & Trainer  
 7 yrs+ of Sales & Growth Experience



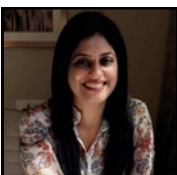
Academics ~ Delhi University



**Mr. Surajit Banerjee**  
 Lead Trainer  
 33yrs+ of Leadership Experience



Academics ~ XLRI



**Ms. Neetu Bhandari**  
 Lead Trainer  
 17yrs+ Training Experience



Academics - Delhi University, Symbiosis



**Mr. Kamaldeep Prajapati**  
 Business Head  
 25+ Industry Tie-ups ;  
 50+ Workshops  
 2000+ Student Trained  
 Academics - Delhi University



**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 MULTIPLIER

**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 Sinhahajari, 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.*

<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.*

<b>EMERGING TRENDS</b>	<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>
<b>STRATEGIC INVESTMENTS</b>	<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>
<b>FINANCE &amp; INVESTMENT BASICS</b>	<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>
<b>ASSET &amp; PORTFOLIO MANAGEMENT</b>	<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>


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 : **Mr. Harsha Jasrotia**


 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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