

Blended*

Brokerage in Real Estate

Transform Your Passion Into a Career

[APPLY NOW](#)



*Blended delivery combines both live-online sessions and on-campus sessions.

Founding Partner

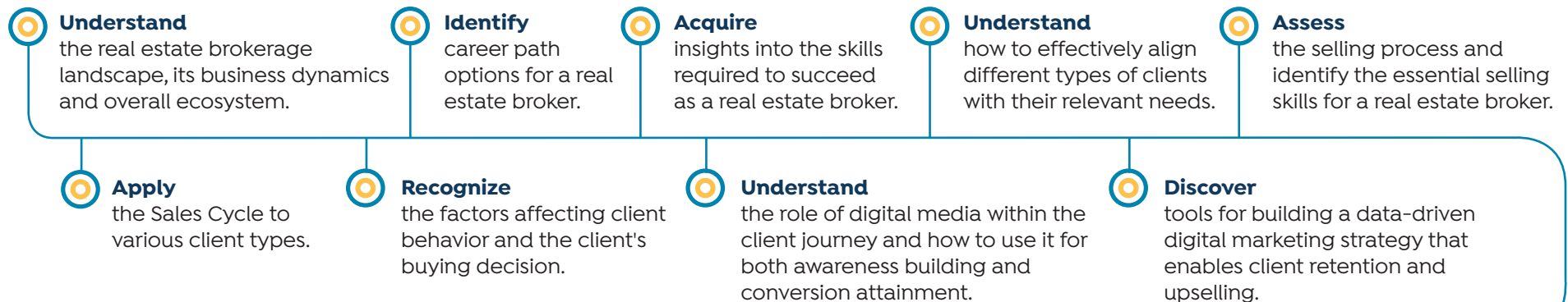
 **THE ADDRESS**
INVESTMENTS

Program Overview

Over the past few years, real estate brokerage has become a thriving career choice for aspiring professionals. It is perceived as financially rewarding, with a fast-paced growth path that paves the way for numerous growth opportunities and career autonomy. This led to the notable influx of professionals choosing real estate brokerage as a career. However, with the lack of the required skills and capabilities to navigate this field and attain success, challenges eventually hold back professionals from achieving their full potential.

The Real Estate Brokerage program provides participants with the key skills and knowledge required to realize opportunities, recognize core competencies, and better shape their future to become successful players in the real estate brokerage market.

Key Benefits



Program Outline

Module 1:

Real Estate Brokerage Landscape (6 Hours)

This module enables participants to:

- Understand the dynamics of the real estate brokerage market in Egypt
- Differentiate between various stakeholders and recognize their inter-linked business influence.
- Identify various property assessment strategies and apply them through various active interactive learning techniques.

Module 2:

Sales Skills for a Real Estate Broker (9 Hours)

This module enables participants to:

- Differentiate between the sales and marketing functions
- Define the roles of the 'Sales Function' within an organization.
- Identify the fundamentals of an effective sales process and different sales techniques.
- Recognize tools for a sustainable long-term customer relationship.

Module 3:

Client Management Skills (6 Hours)

This module provides participants with the required knowledge and analytical skills to:

- Explore key client behavior concepts as well as client perceptions.
- Analyze the major internal forces that shape client behavior
- Examine the external social and group influences on client choices.
- Illustrate the client buying decision process.



Program Outline

Module 4:

Digital Marketing Fundamentals

(9 Hours)

The module provides participants with the required knowledge and analytical skills to:

- Understand the dynamics and tools of digital marketing across channels and interpret data to maximize the benefit of digital marketing efforts.
- Identify the distinct roles of digital media within the to create awareness and achieve conversion.
- Discuss how to create a data-driven digital marketing strategy that supports upselling and customer retention over time.

Module 5:

Business Ethics, Compliance and Conflict Resolution

(3 Hours)

This module enables participants to:

- Develop a demonstration-based understanding of the currently applied rules and regulations in the real estate brokerage market, both from the formal and informal perspectives.
- Recognize established methodologies of solving commonly faced ethical challenges within the brokerage profession.
- Identify the common conflicts within the real estate market.
- Apply various real-world conflict resolution techniques.

Program Highlights

5

Modules

+

1

Field Visit

- Real-world case studies and applications
- Dynamic Group and peer-to-peer discussions

[CLICK HERE](#)

for a detailed schedule.

Who Should Attend?

- Professionals working in the real estate brokerage field, who wish to make a qualitative leap in their careers by acquiring specialized knowledge.
- Professionals who are working in the real estate market in general and are aspiring to focus on the brokerage aspect of it.
- Career shifters/explorers who are considering a career focus in the real estate brokerage market.

Program Logistics



- The 5 Modules are conducted sequentially.
- Participants are advised to complete their certificate within the same cohort to maximize the value of group dynamics and program coherence.

Admission Criteria

- Bachelor's degree or equivalent
- Proficiency in written and spoken English

Certificate

Participants who successfully attend 75% of the total hours of the program will be granted a 'Certificate of Attendance' from the AUC School of Business.



Program Fees

The tuition fee for the program is **EGP 11,800**

[CLICK HERE](#) for payment options.

Our Commitment

No matter where you are in your professional journey, at the AUC School of Business Executive Education, we design programs that support you every step of the way. There's always something to learn at every stage of your career lifecycle. From the moment you start your journey, and throughout your career trajectory, we design our programs to enrich your knowledge and extend the horizons of your vision. At the AUC School of Business Executive Education, our mission is to help you reach your growth goals of self-fulfillment and actualization.

Our programs provide a world-class experiential learning track in a collaborative environment of like-minded individuals. You will learn from acclaimed faculty members who deliver uniquely designed programs that offer practical solutions to business challenges. Ultimately, you will emerge with a new perspective that disrupts the status quo and generates creative solutions.

AUC School of Business Executive Education

The AUC School of Business Executive Education was established in 1977 as a center of excellence to provide Egypt and the wider region with specialized executive education programs by offering open enrollment programs and business solutions to individuals and corporates. Constant evolution and reinvention is the hallmark of our mission, as we drive ourselves forward to increase our impact, maintain our relevance, and reflect the ever-changing business environment.

Between the years 2013 and 2020, the School of Business has been ranked by the Financial Times (FT) as one of the best business schools worldwide that offer open enrollment executive education programs, ranking at 67 in 2020.

The AUC School of Business executive Education is equipped with a full-fledged business solutions unit, with off-the-shelf and customized training programs, as well as coaching and assessment services. The unit works to facilitate, enable and partner with businesses striving to achieve organizational excellence.

AUC School of Business

Acting as a knowledge bridge between Egypt and the rest of the world, the AUC School of Business boasts an unrivaled reputation as the top private business school in Egypt and one of the best in Africa and the Arab world. Belonging to the 1% of business schools worldwide endowed with a “triple-crown” accreditation (AACSB, AMBA, and EQUIS), the School is dedicated to shaping the business leaders, entrepreneurs, and change agents of tomorrow by harnessing leadership, integrity, ambition, and excellence.

The Address Investments



The Address Investments is a real estate firm that provides consultancy for both buyers and developers, guiding them through making the best choice to fit their interest. They combine a wide range of diverse services with unique know-how to develop unparalleled outcomes.

Made up of a renowned group of experts and consultants in the real estate field, The Address Investments has quickly become one of the leading real estate brokerages in Egypt and the Middle East.

Thanks to our keen eye for detail and refined taste, we work with some of the regions' leading developers and house a multitude of diverse luxury estates.



EXECUTIVE EDUCATION

Stay Relevant. Stay Ahead.

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