

## Professional Real Estate Certificate (PREC)

<b>Number of Hours</b>	56 Hours	
<b>Duration</b>	3 Months	
<b>Course</b>		<b>Hrs</b>
<b>Module 1: Real Estate Essentials</b>		
<b>Real Estate industry Review:</b>		<b>(3 Hours)</b>
<ul style="list-style-type: none"> <li>▪ Secured Investment Approach</li> <li>▪ Real Estate thinking</li> </ul>		
<b>Real Estate Professions &amp; Specialties:</b>		<b>(9 Hours)</b>
<ul style="list-style-type: none"> <li>▪ Real Estate Dimensions and property types</li> <li>▪ Developers VS Brokers</li> </ul>		
Commercial Real Estate Business		<b>(3 Hours)</b>
Lands & Auctions		<b>(3 Hours)</b>
Residential Real Estate Business		<b>(3 Hours)</b>
Real Estate Investments & Projects Commercial Handling		<b>(6 Hours)</b>
Business Development & Research		<b>(3 Hours)</b>
<b>Real Estate Support Professions:</b>		<b>(3 Hours)</b>
<ul style="list-style-type: none"> <li>▪ Operations</li> <li>▪ Call Center Vs Telesales</li> </ul>		
<b>Module 2: Performance Excellence in Real Estate</b>		
Differentiation of Customer Needs		<b>(3 Hours)</b>
Prospecting (Seller/Buyer) Meeting and Presentation		<b>(3 Hours)</b>
Showing & CMA Negotiation		<b>(3 Hours)</b>
Closing Task & Transaction Management		<b>(3 Hours)</b>
<b>Real Estate "Sell to Win"</b>		<b>(6 Hours)</b>
<ul style="list-style-type: none"> <li>▪ Selling Cycle</li> <li>▪ Social Styles (S4 Models)</li> <li>▪ Consumer Behavior</li> </ul>		
<b>Marketing is the game changer</b>		<b>(6 Hours)</b>
<ul style="list-style-type: none"> <li>▪ History of Marketing Practices</li> <li>▪ Today's Marketing tools &amp; Technology</li> <li>▪ Setting a marketing Strategy</li> <li>▪ CRM &amp; Business Research</li> </ul>		
Final Presentations		<b>(3 Hours)</b>

ESLSCA Executive Education- ESLSCA Business School

Dokki Address: 17<sup>th</sup> Alsad Al Aaly st., Fenni sq. ,Dokki – Giza – Egypt

Tel: +2 2 - 376 25 293/4

Heliopolis Address: 51, Abdel Moniem Hafez, Behind Oscar Market, Heliopolis, Cairo - Egypt

Tel: +2 2 - 22913017 – 22913018

E-mail: [info@eslsc.org](mailto:info@eslsc.org)

Hotline 19298  
[www.eslsc.org](http://www.eslsc.org)

**Admission & Registration steps:**

1-Bring the following documents to admission department in Dokki or Heliopolis campus to fill your application:

- Copy of an ID
- 2 Personal Photos
- Updated Resume (C.V)
- HR Letter

**Fees required, from the admission process till graduation, will be in order as follows:**

1-Application Fees: 200 LE (Nonrefundable)

2- The Trainer Tuition fees: 6500 LE in total including studying materials or books paid.

- ESLSCA Students are privileged 40% Discount
- ESLSCA Corporate Clients are privileged 20% Discount
- ESLSCA Alumni are privileged 20%

Installments	Amount	Date
First Installment		
Second Installment		

\*in case of late Payment, 10% calculated out of the remaining fees will be applied

**Withdrawals, Cancellations, Refund Policy:**

- Prior to first day of Training Program: 100% cancellation of tuition and course-associated fees
- After first Lecture of Training Program: 85% credit of tuition only
- After second lecture of Training Program: 80% credit of tuition only
- After third Lecture of Training Program: 60% credit of tuition only
- After fourth Lecture of Training Program: NO CANCELLATION OF TUITION

**Note:**

- Any absence for more than 25% of the training Program will deprive the trainee from obtaining the certificate.
- The school strives to make offer a wide range of attendance schedules based on a forecast from the application form, yet the school preserves the right to offer classes based on the capacity and feasibility in the selected locations.

Date:

Admission Officer:  
 Trainee's Name:  
 Trainee's Signature:

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