

Professional Certificate in Real Estate (PCRE)

Certificate Factsheet

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

ESLSCA Executive Education- ESLSCA Business School

Dokki Address: 17th 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

Hotline 19298
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: 10,440 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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