



CERTIFIED REALTORS PROFESSIONAL COURSE

“CRP “

ALSO REFERRED TO AS

**REAL ESTATE PROFESSIONAL
CERTIFICATE - I (REPC I)**

**We also offer this program with conjunction with
KCA- University School of Professional Studies**

Professional Real Estate Program and Realtors Course

PROGRAMME RATIONALE

This course equips real estate practitioners with the theory concepts and practical skills in the field of real estate covering the following critical areas; property sales and purchase property management, leasing legal terms, brokerage real estate transactions, land development, rights marketing and other topical issues in real estate. This course will lead to certification of real estate professionals which is a major step towards regulation of the sector.

PROGRAMME OBJECTIVES

Successful completion of this course is essential to a career as a Real Estate Professional. Upon completion of this course the learner will be able to;

- Demonstrate a basic understanding of real estate terms
- Key principles in real estate cycle
- Apply extensive practical knowledge in real estate business
- Recognize real estate contracts, documents and know how to use real estate knowledge with confidence
- Appreciate the challenges and opportunities in the real estate profession and the need for real estate training, education and professional certification
- Develop an appreciation for the potential of real estate professional services as a career
- Operate your real estate business with added insights and practical knowledge
- Have a better understanding of both real estate industry challenges as well as opportunities in this dynamic industry
- Obtain new knowledge as a real estate entrepreneur

ELIGIBILITY

The course is suitable for people working in the following areas:

- Real Estate Agents and Associates
- Real Estate Entrepreneurs
- Real Estate Brokers and Manager

- Construction industry workers and consultants
- Property management and consultants
- Government agencies in the ministry of Lands and also Housing Policy

PART II

The courses offered for the Certified Realtors Professional CRP are listed below, also termed. **Real Estate Professional Certificate I (REP I)**

	Course description
Level 1 – 10hrs	Introduction to real estate For real estate professionals
	General Real estate principles and practices
	Real estate finance and lending practices that affect real estate
	Real estate law and policies
	Entrepreneurship for realtors
Level 2 – 10hrs	Business development: Sales and marketing strategies
	Ethics and diversity
	Project appraisal/ evaluation
	Property management
	Introduction to Commercial real estate
Level 3 – 8 hrs	Leadership and management training
	IT/ Technology for realtors and real estate industry professionals
	Budgeting including knowledge in preparing Income and cost analysis
	Public speaking and presentation skills
2 weeks project and 20mins presentation	Individual project or term paper

Course Description

(There are other courses in real estate professional certification and the course load may be different and entail more classes and practical knowledge in this field)

Course Title: **ENTREPRENEURSHIP FOR REAL ESTATE PROFESSIONALS AND REALTORS**

Course Purpose: The course introduces the basic principles of entrepreneurship, theories of entrepreneurship, characteristics of entrepreneurship, Principles and Practice Essentials, success and failure factors of businesses in the Real Estate Market

You will also gain extensive knowledge of Real Estate Business and how to apply effective real estate professional principles and standards

Gain general knowledge and have a practical insights and understanding of real estate industry in Kenya

Course Objectives:

The learner will be able to;

- a) Describe the concept of real estate entrepreneurship
- b) Identify the importance of small business development
- c) Explain the evaluation tools applied on small business.
- d) Provide sound advice on real estate small business management.
- e) Demonstrate a thorough understanding of real estate cycle
- f) Develop a working knowledge in real estate career
- g) Operate your real estate business with added practical insights
- h) Learn how to invest in real estate and forecast market trends

Course Content:

- The concept of real estate entrepreneurship;
- Entrepreneurs and managers; importance of small business;
- Real Estate Entrepreneurial skills ;
- Theories of entrepreneurship;
- Generation of business ideas;
- Characteristics of entrepreneurs;
- Entrepreneurship opportunities for realtors
- New venture business plan: each of the components of the business plan;
- Small business option, franchising, start-up business and Buy-out.
- Small-business sales and marketing strategy;
- Customer product, pricing, credit and promotion strategies, distribution channels and global markets, managing small business;
- Social and ethical issues, professional management in the growing firm, managing human resources, quality, operations and computer-base technology;
- Financial management in the entrepreneurial business evaluating financial performance, managing the firm's assets, risk and insurance.
- Be able to put together Income and Expense Statement in real estate business
- General property management principles and practice
- Be able to evaluate a balance sheet for real estate business
- Loan origination and mortgage financing general knowledge

Teaching Methodology:

Lectures, tutorials and discussion, field trips. Internship and practical knowledge including on the job training

Materials and Equipment Instructional

Class with visual aids

Handouts and Manuals or Text books at instructor's discretion

This course is recommended for:

- Those aspiring a career in real estate business
- Developers staff and manager in the real estate industry
- Real estate firms that consult and do business in this market

- Real estate education and training
- Advance real estate professional certification
- Real estate finance and lending practices
- Diploma in real estate commerce
- Real estate investors and entrepreneurs
- As a resource guide for those in real estate businesses
- Trainers of real estate professional in various levels

Please note that each course is design to provide sufficient course load but the content and work load will depend on the level of certification and desired degree or professional designation.

This course material AND RESOURCES are from KCA University. The Material Text book is; Kenya Real Estate Principles and Practice Essentials.

First Edition by Mr. Peter Wairegi BA, MBA, CRP

In collaboration with Kenya Professional Realtors Association - KPRA

