

CHARTERED 
INSTITUTE OF PROFESSIONAL CERTIFICATIONS

CERTIFIED REAL ESTATE PROJECT DEVELOPMENT AND FINANCING MANAGER TM

CRD TM

**Fully Accredited
By:**

Chartered Institute of
Professional Certifications

CPD
Certification Service



PROGRAM OVERVIEW



According to McKinsey, over **30% of real estate development projects fail to meet their projected financial returns** due to flawed feasibility studies, misaligned stakeholder interests, or inadequate risk management. Developers face extensive regulatory hurdles, with approval timelines stretching up to five years in some jurisdictions, while environmental and zoning compliance further complicates execution. Additionally, over **41% of real estate developers reported difficulty securing debt financing** due to rising interest rates and lender risk aversion.

This certified program is designed to equip real estate leaders with the strategic, financial, and operational skills to lead complex developments. You will master **land acquisition, feasibility studies, planning approvals, stakeholder coordination, and scheduling**. Additionally, you will gain knowledge in **site selection, due diligence, and negotiation, along with advanced financing strategies** such as mezzanine debt, preferred equity, and joint ventures. You'll also learn how to evaluate project feasibility, manage construction risks, and structure deals aligned with investor goals across residential, industrial, and mixed-use developments—even in volatile markets. Through this program, you will learn how to:

- 1. Master Land Acquisition Strategies:** Learn how to identify, assess, and secure optimal land parcels through location analysis, due diligence, and strategic negotiations.
- 2. Optimize Feasibility Studies:** Develop robust financial models to assess project viability, incorporating market demand, cost projections, and risk-adjusted return scenarios.
- 3. Navigate Regulatory Approvals:** Gain strategies to expedite permitting, zoning changes, and compliance with environmental regulations to avoid costly delays.

ACCREDITATIONS



4.8



4.6



PROGRAM OVERVIEW



4. Structure Risk Mitigation Plans: Implement proactive risk management frameworks to address construction delays, cost overruns, and market volatility.

5. Leverage Advanced Financing Tools: Explore alternative capital structures, including mezzanine debt, preferred equity, and other financing strategies to bridge funding gaps.

6. Maximize Joint Venture Partnerships: Learn negotiation tactics and governance frameworks to align investor, developer, and contractor incentives.

7. Enhance Stakeholder Coordination: Master communication strategies to manage conflicts between community groups, government agencies, and investors.

8. Adapt to Market Volatility: Develop contingency plans for economic downturns, interest rate fluctuations, and shifting demand cycles.

Upon completing the program and passing the Chartered exam, you will attain the **Certified Real Estate Project Development and Financing Manager (CRD™)** designation, globally recognized certification enhancing your professional credentials and demonstrating your expertise in managing financially viable, legally compliant, and strategically aligned real estate development projects. This industry-recognized certification has lifelong validity and will position you as a strategic leader in real estate project development.

ACCREDITATIONS



4.8



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KEY SKILLS YOU WILL GAIN

From This Program



**REAL ESTATE PROJECT DEVELOPMENT
REAL ESTATE MARKET ANALYSIS
REAL ESTATE FINANCIAL MODELING
DEMAND PLANNING & FORECASTING**

**DEMOGRAPHIC & ECONOMIC
INDICATOR ANALYSIS
FEASIBILITY STUDY PREPARATION
SITE SELECTION STRATEGY**

**DUE DILIGENCE EXECUTION
REAL ESTATE NEGOTIATION TACTICS
LAND USE PLANNING
VISIONING & CONCEPTUAL PLANNING**

**ARCHITECTURAL STRATEGY ALIGNMENT
STAKEHOLDER MANAGEMENT
CAPITAL STACK STRUCTURING
DEBT VS. EQUITY FINANCING
INVESTOR CAPITAL SOURCING**

**DCF FINANCIAL MODELING
NET PRESENT VALUE (NPV) CALCULATION**

YOUR FACULTY DIRECTOR



Daeon Smith-Jones

Award-Winning Real Estate Strategist and Expert

Daeon Smith-Jones is a distinguished real estate strategist, developer, and investor with a proven track record of delivering high-impact residential and commercial projects. With extensive experience across the full real estate development lifecycle, she has **led initiatives from site feasibility and acquisition strategy to regulatory compliance, financial structuring, and asset disposition**. Her expertise lies in bridging deep market insight with strategic execution to create sustainable, profitable developments. In recognition of her excellence, Daeon was **awarded the prestigious International President's Award in Real Estate in 2017**.

A certified real-estate developer and active investor, Daeon brings a unique combination of financial acumen, regulatory knowledge, and practical field experience. She has successfully **managed complex development projects, negotiated high-value deals, and advised on capital strategies that maximize returns and minimize risk**. As a respected trainer and speaker, she equips professionals with actionable tools and frameworks to lead real estate projects confidently and effectively. Her work empowers others to navigate the evolving real estate landscape with clarity, precision, and long-term vision.

OUR PARTICIPANTS

Over 70% of FORTUNE 500 Companies Have Attended Our Accredited Programs Before



Goldman Sachs



SAMSUNG



ExxonMobil



BURBERRY



Citi



IKEA



VOLVO



HYUNDAI



Pfizer

Life is our life's work



Nestlé

PROGRAM AGENDA



MODULE 1 - INTRODUCTION TO REAL ESTATE DEVELOPMENT

- Definition and Phases of Real Estate Development
- Key Roles and Stakeholders
- Overview of Development Process: From Concept to Completion

MODULE 2 - REAL ESTATE MARKET ANALYSIS AND DEMAND FORECASTING

- Understanding Supply and Demand Dynamics in Real Estate
- Key Market Metrics: Absorption Rates, Vacancy Rates, and Inventory
- Interpreting Demographic and Economic Indicators for Forecasting
- Tools and Techniques for Market Feasibility Analysis

MODULE 3 - SITE SELECTION AND ACQUISITION STRATEGY

- Location Analysis
- Due Diligence Processes
- Negotiation Tactics
- Aligning Site Selection with Your Development Strategy

MODULE 4 - PROJECT CONCEPTUALIZATION AND DESIGN

- Visioning
- Land Use Planning
- Architectural Strategy
- Aligning Project Goals with Stakeholder Expectations

MODULE 5 - REAL ESTATE FINANCING STRATEGIES

- Capital Stack Structuring
- Debt vs. Equity Financing
- Sourcing Capital from Private and Institutional Investors

MODULE 6 - FINANCIAL MODELING FOR REAL ESTATE PROJECTS

- DCF Modeling, NPV, and IRR
- Cash Flow Projections
- Sensitivity Analysis
- Excel and Specialized Tools

MODULE 7 - BUDGETING AND COST CONTROL

- Cost Estimation
- Budget Tracking Systems
- Variance Analysis

PROGRAM AGENDA



- Staying on Budget Without Compromising Quality

MODULE 8 - LEGAL FRAMEWORK AND REGULATORY COMPLIANCE

- Zoning Laws and Entitlements
- Environmental Compliance
- Permitting Processes

MODULE 9 - RISK MANAGEMENT AND MITIGATION

- Project Risk Assessment Frameworks
- Insurance
- Contingency Planning
- Managing Financial and Operational Risk

MODULE 10 - ASSET MANAGEMENT, OPERATIONS & EXIT STRATEGY

- Transitioning from Project Completion to Operations
- Leasing vs. Disposition
- Maximizing Investment Returns
- Exit Strategies

EXAMINATION

YOUR CHARTER DESIGNATION



Chartered Institute of Professional Certifications' programs are unique as they provide you with professional charter designations and marks that can be used across your lifetime once you have completed our programs.

Upon successfully attending this program, you will be awarded with the **Certified Real Estate Project Development and Financing Manager (CRD™)** designation. that can be used in your resume, CV and other professional credentials. This certification is industry-recognized with lifelong validity.

Globally recognized and in high demand, this certification demonstrates your expertise in managing the full lifecycle of real estate project development, from market analysis and site acquisition to financial structuring, regulatory compliance, and risk management. It validates your capability to lead complex development initiatives, optimize investment performance, and ensure successful project delivery within established legal, financial, and operational frameworks. Developed by **Chartered Institute of Professional Certifications**, the content of this program has been independently accredited by **CPD Certification Service** as adhering to the highest standards of continuing professional principles.

ABOUT US

49,525

Business Leaders Have
Attained Their Chartered
Certifications Since 2009

390

Certified and Fully
Accredited Programs

87%

Chartered Leaders Have
Reported Career Promotions
and Enhancements

Chartered Institute of Professional Certifications

All of Chartered Institute of Professional Certifications programs are fully accredited programs. The professional charters and designations are trademarked credentials that can only be used by professionals who have completed and passed our accredited program. It is also independently accredited by CPD as adhering to the highest standards of continuing professional principles.

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CONTACT US TODAY

We Thank You for Your Ongoing Support
of Our Programs

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