



Real Estate Pricing Mastery

**Master the Science, Strategy,
and Economics of Real Estate
Pricing**

Duration: 10 Days (40 Training Hours) Format: 4
Hours per Day Training Methodology: Interactive
Lectures, Real Case Studies, Excel Workshops, AI
Applications, and Capstone Project



LEVEL 1

Real Estate Pricing Models & Financial Foundations

Duration: 6 Days (24 Hours)

Day 1 — Pricing Fundamentals & Valuation Models

Pricing Fundamentals & Financial Mathematics

Discounted Cash Flow (DCF)

Gordon Growth Model (GGM)

Net Present Value (NPV)

Internal Rate of Return (IRR)

Modified Internal Rate of Return (MIRR)

Profitability Index (PI)

Residual Land Value Model

Residual Income Model

Adjusted Present Value (APV)

Day 2 — Income, Market & Cost Valuation Models

Direct Capitalization Model

Yield Capitalization Model

Band of Investment Model

Mortgage Equity Model

Ellwood Model

Terminal Capitalization Model

Sales Comparison Approach

Hedonic Pricing Model

Repeat Sales Model

Automated Valuation Model (AVM)

Multiple Regression Valuation Model

Cost Approach

Replacement Cost Model

Reproduction Cost Model

Depreciated Replacement Cost (DRC)

Day 3 — Pricing Models for Real Estate Development

Cost-Plus Pricing Model

Target Margin Pricing Model

Target ROI Pricing Model

Break-even Pricing Model

NPV-Based Payment Plan Pricing

Dynamic Pricing Model

Revenue Management Pricing Model

Absorption Pricing Model

Lifecycle Pricing Model

Day 4 — Financial Economics & Risk Models

Rational Bubble Model

Efficient Market Hypothesis (EMH)

Behavioral Asset Pricing Model

Noise Trader Model

Prospect Theory Model

Real Options Valuation Model

Arbitrage Pricing Theory (APT)

Capital Asset Pricing Model (CAPM)

Weighted Average Cost of Capital (WACC)

Build-up Method

Risk-Adjusted Discount Rate Model

Certainty Equivalent Model

Fama-French Three-Factor Model

Fama-French Five-Factor Model

Day 5 — Portfolio & Development Models

Modern Portfolio
Theory (MPT)

Mean-Variance
Optimization Model

Black-Litterman
Model

Highest & Best Use (HBU)

Before-and-After Valuation

Discounted Sell-Out Analysis (DSA)

Gross Development Value (GDV)

Feasibility Analysis Model

Waterfall Distribution Model

Day 6 — Risk Analysis & Decision Models

Monte Carlo Simulation

Scenario Analysis

Sensitivity Analysis

Decision Tree Valuation

Integrating the 60 Models into
Real Estate Decision-Making

Excel Applications

AI Applications in Pricing Models

Level 1 Review & Practical
Assessment



Duration: 4 Days (16 Hours)

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Day 7 — Market Intelligence & Pricing Strategy

Pricing Strategy & Commercial Objectives

Market Intelligence Framework

Market Research

Competitor Benchmarking

Customer Segmentation

Product Positioning

Pricing Philosophy

Cost Engineering

Product Mix Optimization

Practical Workshop

📄 **Deliverable:** Market Intelligence & Pricing Strategy Report

Day 8 — Financial Pricing Engine & Payment Plan Engineering

Financial Model Development

GDV & Revenue Forecasting

Cash Flow Modeling

Residual Land Valuation

Financial Feasibility

Payment Plan Engineering

Cash Discount Strategy

NPV-Based Payment Plans

Customer Affordability Analysis

Practical Workshop

📄 **Deliverable:** Financial Pricing Model & Payment Plan Engine

Day 9 — Dynamic Pricing & Investment Analysis

Dynamic Pricing Matrix

Inventory Segmentation

Premium Matrix Design

Phase Pricing

Revenue Management

Investment Analysis

ROI, ROE, IRR & Cap Rate Applications

Risk Validation

Sensitivity & Scenario Analysis

Practical Workshop

☐ **Deliverable:** Dynamic Pricing Matrix & Investment Analysis Report

Day 10 — Enterprise Pricing Framework

Pricing Operations & Governance

Pricing Committee

Pricing SOP

AI-Powered Pricing

Executive Pricing Dashboard

Capstone Case Study

Team Presentations

Final Assessment

Certification

Final Deliverables:

Pricing Strategy

Market Intelligence Report

Financial Pricing Model

Dynamic Pricing Matrix

Payment Plan Engine

Investment Analysis

Risk Assessment

Executive Pricing Dashboard

Pricing SOP

AI Pricing Toolkit

Target Audience

Pricing Managers

Commercial Managers

Sales Directors

Commercial Directors

Finance Managers

Financial Analysts

Investment Managers

Development Managers

Feasibility Analysts

CFOs

Real Estate Consultants



Thank You

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