

Professor: Jonathan Miller,
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Class Schedule and Location

This is a summer half-semester 1.5 credit course that runs from July 5th through August 9th. All classes will be held on Thursdays from 12pm to 2pm in Wood Auditorium in Avery Hall.

Instructional Goals

This real estate market analysis course will focus on the basics of research, including the metrics themselves, data quality, applying critical thinking to the results and understanding how decision-makers rely on this information. Class content will be the combination of lectures and discussions, independent readings and writing assignments. Four of the prime real estate asset classes will be explored: residential, commercial office, retail, and hospitality. By the end of the semester, each student will have been exposed to the basics skills required to conduct a useful real estate market analysis.

Required Materials

To successfully complete this course, you will need to read the following:

- [Real Estate Market Analysis](#), 2nd Edition, ULI, Brett and Schmitz (to be purchased by students, chapters assigned on the following page)

Grading

Students will be graded on a high pass, pass, low pass, fail grading system based on the following criteria:

	% of FinalGrade	<u>Note</u>
1. Final exam	- 50%	- 25%
2. Two on-line quizzes	- 40%	- 20% each
3. Attendance and class participation	- 10%	- 0% if a student misses more than one class

Late submissions will not be accepted and will be given a 0 grade.

Class/Lecture Schedule (all classes held from 12:00pm to 2:00pm in Wood Auditorium)

Class Date	Subject	Reading Prior to Class
1	7/5/2018	Market Analysis Overview and the Concept of Neutrality
		Textbook: Chapters 1, 2: Understanding & Basics
		What Macro Market Research Tells You (and Doesn't Tell You);
2	7/12/2018	What Just Happened Worldwide & Why Does It Matter?
		Textbook: Chapter 3: Supply & Demand
		Residential: Single-family versus Multi-family, Rent versus Buy, Segmentation
		Chapter 4: Residential
3	7/19/2018	Residential: Demographic Trends, Credit Conditions,
		Textbook: Chapter 4: Residential

4	7/26/2018	Retail, Office & Hotels	Textbook: Chapters 5, 6 & 7: Retail, Office & Hotels
5	8/2/2018	Highest and Best Use, Dealing With the Report User, Recap	None
6	8/9/2018	EXAM	ALL