



# REAL ESTATE MANAGEMENT CERTIFICATE

## PROFESSOR

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Jemal King is a guru in the real estate business. Despite his career as a police officer, Jemal still had the millionaire's mindset and decided that investing in real estate would be his method to earn millions and create the lifestyle he desired for his family. As his real estate portfolio increased, Jemal and his wife Camille invested the profits from real estate and opened a childcare center. The center was highly successful and since then, they own and operate multiple sites in Chicago. Jemal's growing empire consists of 4 multi-million dollar companies including a brand new security company that grossed several million dollars in its first few years of inception.

## CONTACT INFORMATION

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## ONLINE SUPPORT (IT) AND MOODLE NAVIGATION:

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All members of the Lakewood University community who use the University's computing, information or communication resources must act responsibly. Support is accessible by calling 1-800-517-0857 option 2 or by emailing [info@lakewood.edu](mailto:info@lakewood.edu)

## BOOKS AND RESOURCES

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Property Management, 2017

## EVALUATION METHOD

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Graded work will receive a numeric score reflecting the quality of performance.

Course Requirement Summary

- Assignments - Total of 420 Points
- Forums – 150 Points
- Final Writing Project - 100 Points

## GRADING SCALE

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Graded work will receive a numeric score reflecting the quality of performance as given above in evaluation methods. The maximum number of points a student may earn is 670. To determine the final grade, the student's earned points are divided by 670.

Your overall course grade will be determined according to the following scale:

A = (90% - 100%)  
B = (80% - 89%)  
C = (70% - 79%)  
D = (60% - 69%)  
F &lt; (Below 60%)

## ACADEMIC INTEGRITY/ PLAGIARISM:

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Cheating (dishonestly taking the knowledge of another person whether on a test or an assignment and presenting it as your work) and plagiarism (to take and pass off as one's own the ideas or writing of another) are a serious issue. While it is legitimate to talk to others about your assignments and incorporate suggestions, do not let others "write" your assignments in the name of peer review or "borrow" sections or whole assignments written by others. We do get ideas from life experiences and what we read but be careful that you interpret these ideas and make them your own.

I am aware that many types of assignments are available on the internet and will check these sources when there is legitimate suspicion.

Penalty is a zero on the assignment. In cases where there is a major or continuous breach of trust, further discipline, such as an "F" in the course, may be necessary.

The major consequence of any form of cheating is damage to your character and the result of trust and respect.

## DISABILITY ACCOMMODATIONS

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Students who may have a disability meriting an academic accommodation should contact Jim Gepperth, the Disabilities Services Coordinator and Academic Dean. For accommodations to be awarded, a student must complete a form and provide documentation of the disability to the Disability Services Coordinator. Any accommodations for disabilities must be re-certified each year by the Disability Services Coordinator before course adjustments are made by individual instructors. Additional information on disability accommodations may be found in the Lakewood University Catalog.

## SUPPLEMENTAL TEXTS

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American Psychological Association. (2009). Publication manual of the American Psychological Association. 6th Edition. Washington, D.C.: American Psychological Association.

The Purdue OWL website is also a helpful resource for students. Here is a link to the e [https://owl.purdue.edu/owl/research\\_and\\_citation/apa\\_style/apa\\_style\\_introduction.html](https://owl.purdue.edu/owl/research_and_citation/apa_style/apa_style_introduction.html)

## LIBRARY

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The Lakewood University online Library (LIRN) is accessible in your course.

To access your online library, please follow these instructions:

Visit this link: <https://proxy.lirn.net/LakewoodCollege>

Then enter the following login information:

Username: 21457  
Password: lakewoodclibrary

Mary O'Dell is the Librarian on staff at Lakewood University

She is available by appointment. You can make an appointment with her by emailing her at [modell@lakewood.edu](mailto:modell@lakewood.edu) or call at 1-800-517-0857 X 730

You may also schedule a meeting at this link: <https://my.setmore.com/calendar#monthly/r3a761583354923270/01032020>

She can assist you with navigating LIRN, research, citations etc.

## SUPPORT

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Each student at Lakewood University is assigned a Success Coach. Your Success Coach exists to assist you with academic and supportive services as you navigate your program. They will reach out to you, often, to check-in. Please use the resources they offer.

Student Services is available to assist with technical questions regarding Lakewood University and all services available to you.

1-800-517-0857 option 2  
[info@lakewood.edu](mailto:info@lakewood.edu)  
[studentservices@lakewood.edu](mailto:studentservices@lakewood.edu)

## CAREER SERVICES

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Students are offered Career Services at any point as they journey their academics at Lakewood University.

1-800-517-0857 option 2  
[careerservices@lakewood.edu](mailto:careerservices@lakewood.edu)

## LESSONS

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TITLE	COURSE TOPIC	READINGS/ASSIGNMENTS	DUE
Lesson #1	<ul style="list-style-type: none"><li>Lesson 1: Determining Your Why In this lesson, students will answer three questions to determine their reason for becoming a real estate entrepreneur. These questions help the real estate entrepreneur determine the strong purpose (s) to drive their success.</li></ul>	Read Syllabus Read Chapters 1 & 2 Power Points Complete Assignment "Land Uses" – 20 points Complete Forum "The reason: questionnaire" – 10 points Lesson Evaluation	
Lesson #2	<ul style="list-style-type: none"><li>Lesson 2: The Cost of the Current You This lesson helps the student to determine financial clarity. Students discover formulas to assist them in determining their total financial pictures and develop a clear financial statement.</li></ul>	Read Chapters 3 & 4 Power Points Complete Assignment "The property value calculator" – 20 points Complete Forum "Financial picture"- 10 points Lesson Evaluation	

TITLE	COURSE TOPIC	READINGS/ASSIGNMENTS	DUE
Lesson #3	<ul style="list-style-type: none"> <li>Lesson 3: The Cost of the Future You This lesson helps the student to develop income projections and forecasting for future success at a real estate entrepreneur. Students develop a forecasted financial statement based on assessments in this lesson.</li> </ul>	Read Chapters 5 & 6 Power Points Complete Assignment "Financial models"- 20 points Complete Forum "Projecting income" – 10 points Lesson Evaluation	

TITLE	COURSE TOPIC	READINGS/ASSIGNMENTS	DUE
Lesson #4	<ul style="list-style-type: none"> <li>Choosing A Purpose for Each Property This lesson is an introduction to the most fundamental concepts, principles, analytical methods, and tools useful for making investment and finance decisions. Further, students develop a purpose for acquiring property which helps them to be intentional and direct. Students also develop a road map to follow.</li> </ul>	Read Chapters 7 & 8 Power Points Complete Forum "Principles of property analysis" – 10 points Complete Assignment "Find your home" – 20 points Lesson Evaluation	

TITLE	COURSE TOPIC	READINGS/ASSIGNMENTS	DUE
Lesson #5	<ul style="list-style-type: none"> <li>Jemal's 5 Rules In this lesson, students review the 5 lessons that lead to real estate entrepreneur success. Students review a list of criteria to consider such as net cash flow, ARV, and location. Further, students are taught the principles of being <i>clear</i>, <i>conscientious</i>, and <i>certain on the decisions</i>.</li> </ul>	Read Chapters 9 & 10 Power Points Complete Forum "Interpersonal relationship"- 10 points Complete Assignment "The five rules your way"- 20 points Lesson Evaluation	

TITLE	COURSE TOPIC	READINGS/ASSIGNMENTS	DUE
Lesson #6	<ul style="list-style-type: none"> <li>Buying With A Purpose This course examines the fundamentals of real estate finance and development from a legal and entrepreneurial perspective. The main topics covered include the following: land acquisition, finance; choice of entity; tax aspects; management (leasing, environmental); disposition of real property (sale of a mortgaged property, foreclosures, wraparound mortgages, sale-leasebacks); and recent legal developments.</li> </ul>	Read Chapter 11 & 12 Complete Forum "The legal jargon"- 10 points Complete Assignment "The land cycle" – 20 points Lesson Evaluation	

TITLE	COURSE TOPIC	READINGS/ASSIGNMENTS	DUE
Lesson #7	<ul style="list-style-type: none"> <li>Flipping With A Purpose In this lesson, students will explore real estate flipping. Examined will be the concept of how the real estate entrepreneur buys houses and then sells them for a profit.</li> </ul>	Read Chapters 13 & 14 Complete Forum "What is flipping?"- 10 points Complete Assignment "Is this profitable?" – 20 points Power Points Lesson Evaluation	

TITLE	COURSE TOPIC	READINGS/ASSIGNMENTS	DUE
Lesson #8	<ul style="list-style-type: none"> <li>Lesson 8: Wholesaling With A Purpose This lesson will help students understand how to get results in Wholesaling. This lesson provides action steps to wholesale properties as a real estate entrepreneur.</li> </ul>	Read Chapter 15 Power Points Complete Forum "Define your purpose"- 10 points Complete Assignment "Choose the wholesale"- 20 points Lesson Evaluation	

TITLE	COURSE TOPIC	READINGS/ASSIGNMENTS	DUE
Lesson #9	<ul style="list-style-type: none"> <li>Assembling Your Team Every real estate entrepreneur needs a dream team. This lesson instructs on the proper process for developing a team that specializes in various aspects of your business. This lesson will explore how to work with the find and work with the following individuals: realtor, brokers, lenders, attorneys, insurance agents, accountant, general contractor, property manager, architect, and project manager. Instructions will be provided on how to screen and hire the right team.</li> </ul>	Read Chapter 16 Power Point Complete Forum "Selling you"- 10 points Complete Assignment "Hiring the best"- 20 points Lesson Evaluation	

TITLE	COURSE TOPIC	READINGS/ASSIGNMENTS	DUE
Lesson #10	<ul style="list-style-type: none"> <li>Your Realtor / Broker The student will learn how the realtor/broker will guide the entire process. Students will also learn how the broker will assist in locating a property that fits the criteria established.</li> </ul>	Read Chapter 17 Power Point Complete Forum "Enterprise management"- 10 points Complete Assignment "Debt and equity partnerships" Lesson Evaluation- 20 points	

TITLE	COURSE TOPIC	READINGS/ASSIGNMENTS	DUE
Lesson #11	<ul style="list-style-type: none"> <li>The Closing The various parts of the real estate contract are explored in this lesson. An overview of the entire closing process is explored including these subjects: offers, counter-offers, acceptance, and house inspections and</li> </ul>	Read Chapter 18 Complete Forum "Psychology of influence"- 10 points Complete Assignment "Closing for you"- 20 points Complete Assignment "Redline this contract"- 20 points Lesson Evaluation	

TITLE	COURSE TOPIC	READINGS/ASSIGNMENTS	DUE
Lesson #12	<ul style="list-style-type: none"> <li>The Real Estate Contract This lesson will explore contracts and forms related to real estate transactions. Special emphasis is placed on the required elements of a binding contract, agency relationships, disclosure requirements, addenda/contingencies, and closings. All the elements of a real estate transaction must be accurate and properly executed for the contract to be binding. A real estate entrepreneur needs to have a working understanding of the contractual transaction.</li> </ul>	Read Chapter 19 Complete Forum "Choosing your contracts"- 10 points Complete Assignment "Which real estate is your niche?"- 20 points Lesson Evaluation	

TITLE	COURSE TOPIC	READINGS/ASSIGNMENTS	DUE
Lesson #13	<ul style="list-style-type: none"> <li>Funding Projects &amp; Credit This lesson will focus on the six financing strategies that cover the vast majority of real estate transactions. Students will learn about the following strategies: 1. buying with cash; 2. residential loans (properties 4 units or less); 3. commercial loans (properties 5 units or more); 4. private funding; 5. hard money lending; 6. seller financing</li> </ul>	Read Chapter 20 Complete Forum "Money"- 10 points Complete Assignment "Marketing you"- 20 points Complete Assignment "Financial models"- 20 points Reading Quiz Lesson Evaluation	

TITLE	COURSE TOPIC	READINGS/ASSIGNMENTS	DUE
Lesson #14	<ul style="list-style-type: none"> <li>Attorney Relationship This lesson will instruct students on determining the right real estate attorney to assist with: business structure, zoning problems, township ordinances, environmental issues, etc. Attorney also assists with contracts, lease agreements, and loan documents to ensure understanding each responsibility as a real estate entrepreneur.</li> </ul>	Read Chapter 21 Complete Forum "The online market"- 10 points Complete assignment "The legal relationship"- 20 points Lesson Evaluation	

TITLE	COURSE TOPIC	READINGS/ASSIGNMENTS	DUE
Lesson #15	<ul style="list-style-type: none"> <li>The Documents This lesson will help the student understand and easily navigate each section of a standard real estate contract or other closing documents.</li> </ul>	Complete Assignment "Success defined"- 20 points Complete Forum "Who to listen to"- 10 points Complete Quiz Lesson Evaluation	

TITLE	COURSE TOPIC	READINGS/ASSIGNMENTS	DUE
Lesson #16	<ul style="list-style-type: none"> <li>The Renovation: Step-by-Step In this lesson, students will learn the 4 stages of renovation and how to execute each step. These phases are: Phase 1: Demo, Trim, Framing, Windows, Roofing, Siding• Phase 2: Electrical, Plumbing, HVAC, Insulation• Phase 3: Drywall, Trip, Doors, Flooring• Phase 4: Painting, Cabinets, Countertops</li> </ul>	Complete Forum "Remodeling"- 10 points Complete Assignment "Final Project" 100 points Submit the Marketing Plan Lesson Evaluation	

TITLE	COURSE TOPIC	READINGS/ASSIGNMENTS	DUE
Lesson #17	<ul style="list-style-type: none"> <li>Project Management This lesson covers key components of project management including project integration, project scope management, project time and cost management, quality management, human resource considerations, communications, risk management, and procurement management.</li> </ul>	Read Chapter 24 Complete Forum "Project management"- 10 points Complete Assignment "Get it done on time"- 20 points Lesson Evaluation	

TITLE	COURSE TOPIC	READINGS/ASSIGNMENTS	DUE
Lesson #18	<ul style="list-style-type: none"> <li>The Scope of Work The lesson teaches the core fundamentals of project management and builds on your knowledge for effectively initiating a project and managing the project scope. This course lays the foundation for creating a project plan, work breakdown structure (WBS), schedule, budget, and communication plan, and for managing resources, identifying and managing risks, and understanding the project quality and procurement processes.</li> </ul>	Read Chapter 25 Complete Forum "WBS"- 10 points Complete Assignment "Wait a budget?"- 20 points Lesson Evaluation	



TITLE	COURSE TOPIC	READINGS/ASSIGNMENTS	DUE
Lesson #19	<ul style="list-style-type: none"> <li>The Property Manager In this lesson, students will discover the value of working with a property manager. Real estate entrepreneur often rent properties to tenants. This lesson will provide instructions on how to direct the property manager to search for tenants that fit the criteria that you want.</li> </ul>	Read Chapter 26 Complete Forum "Money"- 10 points Complete Assignment "Leadership vs management" Complete Assignment "Managing people vs managing projects"- 20 points Reading Quiz Lesson Evaluation	

TITLE	COURSE TOPIC	READINGS/ASSIGNMENTS	DUE
Lesson #20	<ul style="list-style-type: none"> <li>Putting It All Together This lesson teaches the student to understand project lifecycles, standards, and methodologies.</li> </ul>	Read Chapter 27 Complete Forum "The online market"- 10 points Complete assignment "The legal relationship"- 20 points Lesson Evaluation	

TITLE	COURSE TOPIC	READINGS/ASSIGNMENTS	DUE
Lesson #21	<ul style="list-style-type: none"> <li>Strategies of purchasing This lesson covers the various strategies for the real estate entrepreneur to acquire Land and property. Also, this lesson includes an in-depth understanding of real estate investment analysis.</li> </ul>	Read Chapter 29 Complete Forum "Managing purchases"- 10 points Complete Assignment "Analyze this investor"- 20 points Lesson Evaluation	

TITLE	COURSE TOPIC	READINGS/ASSIGNMENTS	DUE
Lesson #22	<ul style="list-style-type: none"> <li>Legacy Building In this lesson, students will gain an in-depth understanding of best practices in wealth management; explore the governance, structure, and investment challenges, and discover new approaches for managing and preserving wealth.</li> </ul>	Closing thoughts forum- 10 points Assignment "Final project"- 100 points	

## DESCRIPTION

Develop practical, real-world knowledge and skills for investing in real estate as an entrepreneur. Through this professional certificate program, you become familiar with a wide range of real estate asset types while learning how to analyze markets, value assets, raise capital through debt and equity financing, and gaining other essential skills for a real estate investment career.

### Program Objectives

1. Explain the various investment opportunities through an understanding of land uses;

2. Describe the forces that drive property values; the life cycles of buildings and neighborhoods; how cities develop and change over time, and the real estate cycle.
3. Explore simulation experience creating financial models, analyzing cash flows, determining values, and measuring economic returns of real estate investments.
4. Analyze types of investment capital through a variety of debt and equity partnership structures.
5. Employ the tools and skills of investment strategy, decision-making, risk mitigation, and enterprise management.

## OBJECTIVES

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1. Explain the various investment opportunities through an understanding of land uses;
2. Describe the forces that drive property values; the life cycles of buildings and neighborhoods; how cities develop and change over time, and the real estate cycle.
3. Explore simulation experience creating financial models, analyzing cash flows, determining values, and measuring economic returns of real estate investments.
4. Analyze types of investment capital through a variety of debt and equity partnership structures.
5. Employ the tools and skills of investment strategy, decision-making, risk mitigation, and enterprise management.