



OPEN ONLINE COURSE

Real Estate Development: Building Value in Your Community

LEAD real estate projects that are financially viable and center on the needs of current residents. Learn key frameworks to understand the economic, social, and developmental efforts contributing to a successful real estate project.

WHO THIS COURSE IS FOR

Real estate agents, developers, and community organizers interested in working with stakeholders to create community centered-developments. Government officials and students can equally benefit from this development approach.

LEARNING OUTCOMES

- » Understand the roles and responsibilities of a development team and the steps required to bring a development project forward
- » Learn how to take an equitable approach to development
- » Assess market data, site conditions, and other metrics to ensure that due diligence is met
- » Analyze the financial return and investment of a development

BENEFITS FOR LEARNERS

- » Acquire essential skills needed in real estate development, including project management, financial analysis, project evaluation, and risk assessment
- » Create a positive social impact within local communities to establish trust, engage with stakeholders, and design projects that increase neighborhood value
- » Learn strategies for revitalizing and investing in local communities

“Community is vital to the success of real estate development projects of all types and at all scales. The main goal of community development is to build safer, healthier, and more resilient communities.”

Chase Cantrell, *Course Instructor and Lecturer at the University of Michigan Taubman College of Architecture and Urban Planning*

MEET THE FACULTY



Chase Cantrell is a Lecturer at the University of Michigan Taubman College of Architecture and Urban Planning as well as the inaugural Professional in Residence at the Weiser Center for Real Estate housed at the Ross School of Business.

In addition to his work at the University, Chase is the Executive Director of Building Community Value (BCV). In this role, he leads a diverse team of experts in implementing BCV's real estate training, technical assistance, and consulting programs. Chase is a critical voice in Detroit's policy-making and revitalization efforts, playing a crucial role as an advocate for residents who work hard to restore and improve the physical infrastructure of Detroit's neighborhoods.

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