



LAKEWOOD UNIVERSITY

Real Estate Management Certificate (REM100) Syllabus

Course Calendar

Class Schedule	Course Overview	Readings/ Assignments	Due
Lesson #1 <ul style="list-style-type: none"> Meets Objective: 1 	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.	Read Syllabus Read Chapters 1 & 2 Power Points Complete Assignment "Land Uses" – 20 points Complete Forum "The reason: questionnaire" – 10 points Lesson Evaluation	Week 1
Lesson #2 <ul style="list-style-type: none"> Meets Objective: 2 	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.	Read Chapters 3 & 4 Power Points Complete Assignment "The property value calculator" – 20 points Complete Forum "Financial picture"- 10 points Lesson Evaluation	Week 2
Lesson #3 <ul style="list-style-type: none"> Meets Objective: 3 	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.	Read Chapters 5 & 6 Power Points Complete Assignment "Financial models"- 20 points Complete Forum "Projecting income" – 10 points Lesson Evaluation	Week 3
Lesson #4 <ul style="list-style-type: none"> Meets Objective: 1 	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.	Read Chapters 7 & 8 Power Points Complete Forum "Principles of property analysis" – 10 points Complete Assignment "Find your home" – 20 points Lesson Evaluation	Week 4
Lesson #5 <ul style="list-style-type: none"> Meets Objective: 3 	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 clear, conscious, and certain on the decisions.	Read Chapters 9 & 10 Power Points Complete Forum " Interpersonal relationship"- 10 points Complete Assignment "The five rules your way"- 20 points. Lesson Evaluation	Week 5



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Lesson #6	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.	Read Chapter 11 & 12 Complete Forum "The legal jargon"- 10 points Complete Assignment "The land cycle" – 20 points Lesson Evaluation	Week 6
<ul style="list-style-type: none"> Meets Objective: 2 & 3 			
Lesson #7	Flipping With A Purpose In this lesson, students will explore real estate the concept of real estate flipping. Examined will be the concept of how the real estate entrepreneur buys houses and then sells them for a profit.	Read Chapters 13 & 14 Complete Forum "What is flipping?"- 10 points Complete Assignment "Is this profitable?" – 20 points Power Points Lesson Evaluation	Week 7
<ul style="list-style-type: none"> Meets Objective: 2 & 3 			
Lesson #8	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.	Read Chapter 15 Power Points Complete Forum "Define your purpose"- 10 points Complete Assignment "Choose the wholesale"- 20 points Lesson Evaluation	Week 8
<ul style="list-style-type: none"> Meets Objective: 1 & 3 			
Lesson #9	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.	Read Chapter 16 Power Point Complete Forum "Selling you"- 10 points Complete Assignment "Hiring the best"- 20 points Lesson Evaluation	Week 9
<ul style="list-style-type: none"> Meets Objective: 1 & 5 			
Lesson #9A	Your Realtor / Broker: 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.	Power Point Complete Forum "Enterprise management"- 10 points Complete Assignment "Debt and equity partnerships" Lesson Evaluation- 20 points	Week 9
<ul style="list-style-type: none"> Meets Objective # 4&5 			



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Lesson #9B	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.	Power Points Complete Forum– 10 points Complete Assignment– 20 points Lesson Evaluation	Week 9
<ul style="list-style-type: none"> Meets Objective # 2&5 			
Lesson #9C	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.	Power Points Complete Forum– 10 points Complete Assignment– 20 points Lesson Evaluation	Week 9
<ul style="list-style-type: none"> Meets Objective #3 			
Lesson #9D	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.	Power Points Complete Forum– 10 points Complete Assignment– 20 points Lesson Evaluation	Week 9
<ul style="list-style-type: none"> Meets Objective #3 			
Lesson #10	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.	Read Chapter 10 Power Points Complete Forum– 10 points Complete Assignment– 20 points Lesson Evaluation	Week 10
<ul style="list-style-type: none"> Meets Objective # 2&4 			
Lesson #10A	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.	Power Points Complete Forum– 10 points Complete Assignment– 20 points Lesson Evaluation	Week 10
<ul style="list-style-type: none"> Meets Objective # 2&4 			



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Lesson #11	Buying With A Purpose 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	Read Chapter 11 & 12 Complete Forum "The legal jargon"- 10 points Complete Assignment "The land cycle" – 20 points Lesson Evaluation	Week 11
<ul style="list-style-type: none"> Meets Objective: 2 & 4 			
Lesson #12	Flipping With A Purpose 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.	Read Chapters 13 & 14 Complete Forum "What is flipping?"- 10 points Complete Assignment "Is this profitable?" – 20 points Power Points Lesson Evaluation	Week 12
<ul style="list-style-type: none"> Meets Objective: 5 			
Lesson #13	Lesson 8: Wholesaling With A Purpose 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	Read Chapter 15 Power Points Complete Forum "Define your purpose"- 10 points Complete Assignment "Choose the wholesale"- 20 points Lesson Evaluation	Week 13
<ul style="list-style-type: none"> Meets Objective: 3 			
Lesson #14	Assembling Your Team 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.	Read Chapter 16 Power Point Complete Forum "Selling you"- 10 points Complete Assignment "Hiring the best"- 20 points Lesson Evaluation	Week 14
<ul style="list-style-type: none"> Meets Objective: 2 & 5 			
Lesson #15	The Documents What else can I do?- Speak wherever and whenever you can. -Churches, synagogues, mosques, sporting events, schools, juvenile detention centers. Anywhere and everywhere. Don't be afraid to speak for free. Establishing a name for yourself in this space is essential.	Complete Assignment "Success defined"- 20 points Complete Forum "Who to listen to"- 10 points Complete Quiz Lesson Evaluation	Week 15
<ul style="list-style-type: none"> Meets Objective: 5 			



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Lesson #15A <ul style="list-style-type: none">• Meets Objective #3	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.	Power Points Complete Forum– 10 points Complete Assignment– 20 points Lesson Evaluation	Week 15
Lesson #16 <ul style="list-style-type: none">• Meets Objective: 3	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.	Closing thoughts forum- 10 points Assignment “Final project”- 100 points	Week 16

