Understanding the REIT* price

An online programme dedicated to understanding the listed real estate market

PROGRAMME OVERVIEW

Delivered by leading academics from the Bayes Business School (formerly Cass), as well as industry experts, over the course of six week-long online modules, the programme will provide a thorough understanding of the factors driving the valuations of the listed real estate sector, the direct property market and the stock market , explain the reasons behind any disconnect between public and private markets, and explore the specific investment characteristics of listed real estate versus other equities from an asset allocation perspective. The course is extremely practical in its approach and will use many case studies to illustrate the concepts learned.

*The listed real estate universe comprises REITs (Real Estate Investment Trusts) and non-REITs such as Prop Cos, REOCs and listed closed end funds. Globally, REITs account for c. 80% of the universe and in Europe the figure is just under 50%. This course will cover both REITs and non-REITs.

WHO SHOULD ATTEND?

"Understanding the REIT price" has been designed for property and finance professionals working for both listed and unlisted real estate firms, real estate private equity teams and equity/multi asset/ property analysts/fund managers who are looking to enhance their knowledge of real estate as an asset class.

WHAT WILL I LEARN?

- How to value any listed Real Estate What will I learn?
- How to value any listed Real Estate Company globally.
- The factors influencing a company's share price.
- The different investment objectives and types of shareholders.
- The role of EPRA BPRs and Indices.
- The role of capital structure in valuation and the mechanics of fund raising.

- The benefits of listed real estate in both absolute terms and within the context of a multi-asset portfolio.
- The role of the sell side and buy side, and the importance of the Chinese wall.
- The relationship between a company's share price and its underlying assets.
- The key participants involved in the sector.

HOW WILL I LEARN?

The programme will be delivered entirely online by Bayes Business School academics who teach on the Business School's established online MSc and GMBA courses. Each week there will be 4 pre-recorded videos with slides and extra material provided by Bayes, optional quizzes, an online forum, a list of discussion questions for the live weekly webinar, an external speaker either on video or at the live webinar, and examples of how a specific EPRA resource/publication is used in practice.

WHAT WILL I LEARN?

"Understanding the REIT price" is built on the Business School's approach to delivering innovative and engaging online programmes, together with our sector specific expertise in Real Estate and has been designed to deliver a series of fresh, engaging, modules that support reflection, peer learning, and the practical application of new thinking to emerging and real-world challenges that you will face in your career.

WEEK 1 – MARKET STRUCTURE

- Who are the players in the market and how do they interact?
- Buy side/Sell side participants, roles and motivations
- The mechanics of share price trading
- Key concepts: Benchmarking, consensus views and market expectations.

BAYES BUSINESS SCHOOL
CITY, UNIVERSITY OF LONDON

EPRA
EUROPEAN PUBLIC
REAL ESTATE ASSOCIATION

Programme dates:
- The programme will run twice a year, planned for May and October.

Cost:
- £2,000 for non EPRA members, £1,500 for EPRA members.

CPD:
- This course qualifies for CPD.

WEEK 2 – ANALYSING A LISTED REAL ESTATE COMPANY

- The FIVE key accounting metrics that all analysts use
- The difference between accounting metrics and investor based metrics
- Forecasting approaches
- Data sources.

WEEK 3 – VALUING A LISTED REAL ESTATE COMPANY

- Three basic approaches
- Regional variations
- Understanding the sensitivity of valuation shifts
- Practical examples.

WEEK 4 – SETTING TARGET PRICES AND RECOMMENDATIONS

- How do sell side analysts make recommendations
- The different recommendation approaches available
- How do buy side analysts and fund managers determine allocations
- The different allocation approaches available

WEEK 5 – UNDERSTANDING DIFFERENT SHAREHOLDERS OBJECTIVES AND STRATEGIES

- Size of Funds and impact
- Time Horizon
- Return Criteria
- Investment Universe.

WEEK 6 – BRINGING IT ALL TOGETHER

Case studies:

- Evolution of a company's shareholder base
- Disclosure requirements – regulatory and discretionary examples – increased use of ESG metrics
- Success and non-success stories
- Disaster stories
- Understanding what your share price is telling you.

PROGRAMME LEADER

Alex Moss is Director of the Real Estate Research centre at Bayes Business school, Course Director of the Bayes Business School's online MSc in Global Finance, Course Director of the MSc Real Estate course, and Chairman of the EPRA research committee. He has been involved in research and transactions in the global real estate sector for over 30 years. His career has encompassed award-winning sell-side research, investment banking, private equity, and fund management.

Real Estate programme
Bayes Business School
(formerly Cass)
106 Bunhill Row
EC1Y 8TZ
UK
bayes.city.ac.uk