

7th International Real Estate Workshop  
in New York City - Part II

Tools for Real Estate Finance and Investment  
Analysis in a Global Environment

19th - 23th of May, 2008 - New York City

Apply NOW !

Weiterbildungsstudium **Real Estate Management**  
TU Berlin



## Presenters

### Prof. Dr. Tom G. Geurts



Tom G. Geurts is full-time Clinical Associate Professor of Real Estate at New York University. He earned a bachelor's degree in Civil Engineering from the Higher Technical College in Zwolle. After that he transferred to the University of Amsterdam to receive a master's degree in Economics (1991) and Political Science (1992). To finish his education, Dr. Geurts came to the United States to pursue his doctoral degree in the field of Business Administration at Pennsylvania State University. There he was awarded the Philip H. Sieg Fellowship. The main research interests of Dr. Geurts are International Finance and Real Estate Finance. Most notably is his research on how institutional limitations affect investor behavior. Dr. Geurts has also an active consulting practice.

### Prof. Lawrence J. Longua

Lawrence J. Longua is a full-time Clinical Associate Professor in the Master Program in Real Estate Management of the Real Estate Institute, New York University. Mr. Longua has over 40 years of commercial real estate experience, having held senior positions in the real estate units of Chemical Bank, Irving Trust Company, Bankers Trust Company and The Mitsubishi Trust and Banking Corporation. Mr. Longua received a Bachelor of Social Sciences degree in Economics from Fairfield University and Masters in Business Administration degree from Dowling College, completed the Harvard University Advanced Management Course and is a member of the Delta Mu Delta National Honor Society in Business Administration.



### Stephen Manaker



Stephen Manaker is involved in a number of entrepreneurial activities, including acting as the CFO of a group looking to purchase a number of textile firms. In addition, he is an Adjunct Assistant Professor of Real Estate at New York University's Real Estate Institute, where he teaches classes in REIT Analysis, Capital Markets, Real Estate Finance and Corporate Finance. Previously he was a principal at 3iAnalysis, a financial services outsourcing firm; started and led Piper Jaffray's REIT fixed income research group; served as an equity analyst covering REITs at Bear, Stearns & Co. and CIBC Oppenheimer & Co. He holds an MS in Real Estate from New York University, an MA in History from the University of Pittsburgh and a BA in History from Binghamton University. In addition, he is a CFA charterholder.

## Location

19th - 23th of May, 2008 - New York City

New York University, The Real Estate Institute  
11 West 42nd Street, New York, NY 10036-8083



## 7th International Real Estate Workshop - Part II Program 19th - 23th of May, 2008 - New York City

### Presenters

Prof. Dr. Tom G. Geurts, Prof. Lawrence J. Longua, Prof. Stephen Manaker

The presenters will analyze projects in the global real estate market. The current market situation in the main real estate markets will be discussed and threats and opportunities will be analyzed. With threats comes the possibility of managing these threats and consequently advanced Portfolio Management techniques will be applied, however in addition Asset Management, Property Management and Facility Management will all be discussed. Furthermore, advanced risk management tools, like Scenario Analysis, Sensitivity Analysis, and Simulations, will be presented to give the participants a good handle on the latest developments in this important field. As usual the presentations will be a varied mix of theory and practical examples through case studies. Where better to do this than in one of the most interesting international real estate markets in the world: New York City.



### Monday 19th

08:15 - 09:00	Registration
09:00 - 10:00	Welcome Address Review of the previous Workshop in Berlin
11:00 - 12:30	Real Estate Portfolio Management: ALM
12:30 - 14:00	Lunch Break
14:00 - 17:30	Real Estate Portfolio Management: Risk Evaluation through Scenario Analysis, Sensitivity Analysis, etc., Application: Little Case Study on a Real Estate Portfolio

### Tuesday 20th

09:00 - 12:30	Real Estate Asset Management
12:30 - 14:00	Lunch Break
14:00 - 17:30	Real Estate Asset Management; Application: Little Case Study on Market Analysis and Investment Selection

### Wednesday 21st

09:00 - 12:30	Property Management
12:30 - 14:00	Lunch Break
14:00 - 17:30	Facility Management, Application: Little Case Study on Property Management

### Thursday 22nd

09:00 - 12:30	The Current Market: Global Cycles, The Current Market: US and Europe
12:30 - 14:00	Lunch Break
14:00 - 17:30	The Current Market: Japan and others, Little Case Study on Choosing in the Cur rent Market

### Friday 23rd

09:00 - 12:30	Case Study Preparation
12:30 - 14:00	Lunch Break
14:00 - 17:30	Case Study Presentation, Feedback
18:00	Get Together



## Registration

For registration please send a letter or fax by the 7th of April 2008 to:

Berlin University of Technology  
Dean Prof. Dr. Rudolf Schäfer  
Faculty VI Planning Building Environment  
Real Estate Management Program  
Office A 57, Straße des 17. Juni 152, 10623 Berlin, Germany

Fon +49.30.314 79805 | Fax +49.30.314 21826

## Admission

The registration becomes effective, only after the fee has been paid. For the transfer please use the following bank account:

Technische Universität Berlin  
Berliner Volksbank, Kto.Nr. 8841015003, BLZ 10090000

The reason for payment should be:  
11120 / 36223300, REM-Workshop NYU

## Contact

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Dean Prof. Dr. Rudolf Schäfer  
Faculty VI Planning Building Environment

Real Estate Management Program  
Office A 57, Straße des 17. Juni 152, 10623 Berlin, Germany

Dipl.-Pol. Nina Specovius, Coordinator  
Fon +49.30.314 79805 | Fax +49.30.314 21826  
E-Mail [nina.specovius@tu-berlin.de](mailto:nina.specovius@tu-berlin.de)

[www.rem-berlin.de](http://www.rem-berlin.de)



## Fees

*Workshop includes 5 days of lectures in New York City.*

Members of the REM CLUB BERLIN e.V.:  
1,500 Euro plus costs for travelling expenses, accommodation and daily allowance.

Alumni of the REM Program, TU Berlin:  
1,920 Euro plus costs for travelling expenses, accommodation and daily allowance.

Non-Members:  
2,400 Euro plus costs for travelling expenses, accommodation and daily allowance.

Fees including the conference transcript and the catering.

Participants of the 5-days workshop in May 2008 will get an official certificate of New York University and Berlin University of Technology with the confirmation of participation in the Real Estate Workshop.

## Kindly supported by:



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For further information please call Nina Specovius  
Fon: +49.30.314 79805

Please send this fax by the 7th of April 2008 to:  
**+49.30.314 218 26**

Please fill in your name and address  
( it should be easy to read)

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