



**SREI:**

Saudi Real Estate Institute

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A RAY White Paper . November 2025 .

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# General Introduction

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**Ayman Kichly**  
CEO and Founder



"We are pleased to launch the second installment in our whitepaper series focused on the real estate market of Saudi Arabia.

As one of the regional leaders, Saudi Arabia is transforming real estate through innovation, providing new opportunities and demand from emerging stakeholders from the world over.

This whitepaper is focusing on the Real Estate General Authority's (REGA) educational arm - the Saudi Real Estate Institute (SREI) - and highlights the key role SREI will play in the coming years in progressing the industry and raising standards.

Through collaboration with all governing bodies under REGA's jurisdiction, SREI offers an extensive variety of training programs and courses catering to a wide range of stakeholders. The courses are designed to equip its students with the relevant knowledge, skills and opportunities, whilst also providing accredited qualifications to industry professionals needed for them to progress to the next level of their respective careers.

The whitepaper provides an overview of SREI's mission, highlights its collaborative efforts with its domestic and international partners, evaluates the industry's performance over the past year, gives a comprehensive breakdown of each course available throughout the platform and provides actionable recommendations for the institute to further enhance its efforts."

1.

# Introduction

Founded on February 8, 2018, the Saudi Real Estate Institute (SREI) educational and training division for the General Authority for Real Estate (REGA) and is the first of its kind.

SREI plays a vital role in the development and elevation of the real estate industry by offering specialized training, certifications, and qualifications for real estate professionals throughout various stages of their career.

The institute is considered a key player in setting industry standards and achieving beyond the stated real estate targets set out as part of the Kingdom's Vision 2030 whilst helping to create an environment of sustainability for the industry's future.

## Vision

To improve professional standards in the real estate industry across the Kingdom by developing and qualifying skilled professionals through training and education

## Mission

To expand knowledge and address training needs within the real estate sector through strategic local and global partnerships.

## Objectives

- Increase knowledge and expertise for professionals within the Saudi real estate sector.
- Foster a clear understanding of Saudi real estate laws and regulations.
- Strengthen professionalism in real estate training and certification.
- Create employment opportunities for Saudi nationals.
- Build a collaborative platform for industry knowledge exchange.
- Host industry conferences and events to promote learning and engagement.

## Statistics



**85,000+**  
CERTIFICATES ISSUED



**200,000+**  
TRAINING HOURS



**60,000+**  
TRAINEES

# 2.

## Services



## **Training Courses**

The institute has become the home for all specialized training courses it has created in collaboration with every real estate related government body under REGA. They are designed to enhance the skills and proficiencies of a wide range of industry stakeholders including brokers, marketers, developers and more.



## **Professional Certificates**

Through its partnerships SREI has the authority to provide internationally accredited professional certifications to allow students to advance to the next stages of their careers.



## **Consulting and Research**

SREI also contributes to the long term development of the industry by compiling and conducting detailed, data driven reports analyzing the industry, and providing insights and measurable solutions to tackle the challenges presented.



## **Training of Educators**

The institute takes charge of ensuring all individuals who are responsible for providing training to others within the industry have received the correct support, guidance and coaching, in line with the overarching goals set out in the Kingdom's Vision 2030.

# 3.

## Professional Certificates

# Professional Certificates

The SREI provides certificates upon completion of its courses, however it also issues four professional accredited certificates which individuals need to acquire in order to progress in their respective fields.



الوساطة العقارية

## Real Estate Brokerage Certificate

This certificate is necessary for any individual who wants to enter the field of real estate brokerage and work as a real estate agent or broker



## Facility Management Certificate

Completing this training program successfully is the first step in becoming qualified to work within facility management. It provides the foundational knowledge of the industry and sets you up for the next stages of qualification



## Real Estate Marketing Certificate

To operate in certain areas of real estate marketing requires professionals to successfully acquire this certificate



## Real Estate Financing

This qualification allows participants to operate within the financial sector of real estate

# 4.

# Partners

## | Kingdom Partners

The Saudi Real Estate Institute has collaborated with several partners in order to ensure its platform brings value and authenticity to the industry.

The following is a comprehensive list of its partners.



### Technical and Vocational Training Corporation

The organization emphasizes on the development, licensing and delivery of technical and vocational programs. It also actively contributes to national initiatives involving technology and localization, whilst providing support for stakeholders looking to invest in the private sector.



### General Authority for Small and Medium Enterprises (SMEs)

Founded in 2016, the authority focuses on promoting the growth and development of SMEs throughout the Kingdom through a wide range of support services which include business advisory, technology and innovation adoption, access to financing, network opportunities and more.

Its aim is to significantly increase SMEs contribution to the GDP from 20% to 35% by 2030.



### Human Resources Development Fund

The fund provides support and advancement opportunities to raise the standards and skills of the national workforce. It offers specialized training and employment programs as well as qualifications designed to be tailored for each individual's needs.

The fund combines the experience of seasoned experts with advanced information systems and a comprehensive research based methodology.



The Saudi Achi Company targets building inspection of both residential and commercial buildings within the Kingdom. In collaboration with the US-based [InterNACHI](#) it offers training and certifications for building inspection professionals.

## Kingdom Partners



### Wafi

Also known as the Off-Plan Sales Program, it specializes in marketing and selling real estate units pre-development of a property and during its construction. They provide 3D models, final plans, detailed descriptions of the unit and building, allowing interested parties to visualize the completed work. Wafi also issues the licenses for the sale of the off-plan units.



### Ejar

The digital platform designed to provide all services for the Kingdom's rental market, Ejar is a key initiative which caters to various stakeholders including landlords, tenants, brokers and real estate agencies. It provides them with transparency in the market, protection by law and efficiency through its digitized features.



To learn more about Ejar [download RAY's Whitepaper](#) conducted on the platform and its services.

## | International Partners



### [Cambridge Institute for Sustainability Leadership \(CISL\)](#)

The CISL was founded in 1988 and has since gone on to establish a global network with over 30,000 leaders and innovators. It has hubs in Cambridge, Cape Town and Brussels and provides support through the form of education and research to encourage industry leaders to develop sustainable and profitable strategies.



### [National University of Singapore \(NUS\) - School of Design and Environment \(SDE\)](#)

A world renowned education institution, the NUS' SDE department has over five decades of experience in a wide range of real estate related skills including architecture, industrial and urban design, indoor environment and energy, building systems and diagnostics, construction management and economics and more.



### [Community Associations Institute \(CAI\)](#)

An institute which provides educational courses, research, information and resources to an international network which has over 47,000 members which includes community managers, homeowner association leaders, real estate management companies and other stakeholders with 63 chapters worldwide.



### [British Institute of Facilities Management \(BIFM\)](#)

Specialising in facility management, the BIFM is a British based organisation which provides training and strategies for industry professionals to develop and maintain key skills required for facility management.

It sets economic, safety and professional standards and helps its members in achieving them through coaching and education.

## | International Partners



### [IE Business School](#)

The Madrid-based business school fosters an entrepreneurial and innovative environment for industry leaders to thrive in and provides further training and development opportunities to C-suite members. The business school's MBA programme has been ranked as the top course worldwide by the Financial Times.



### [LinkedIn](#)

The globally recognised business and employment networking platform has become a staple in the corporate world to help connect stakeholders of all industries to like minded people. It currently has over 500 million active members.



### **Gulf Real Estate Awards (GREA)**

A panel of seasoned industry experts review the performance of a wide range of industry players throughout the GCC region and reward them on a yearly basis, recognising their work and drawing attention to it. The GREA operates across 27 different categories in the real estate industry.

# 5.

# Courses



## Target Group

- Real estate stakeholders  
Real estate stakeholders including management, marketing professionals and sales personnel
- Engineering professionals who want to generate off-plan sales
- Brokers who are tasked with selling real estate property
- Individuals or groups who have a deep interest in the Saudi real estate market

## Certification

Awarded upon successful completion of the course

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## Logistics

**Total number of hours required:** 20 hours

**Total number of days required:** 4 days

**Timing:**  
4pm - 9pm (KSA time)

**Location:**  
On-site; this course is also available [online](#)

**Cost:** SAR 700

# | Real Estate Marketing

## Course Objectives

- Introduction to marketing strategies; learning to distinguish between sales and marketing methodologies and identifying target audiences
- Conduct comprehensive market reports whilst analyzing several factors such as supply, demand, regulations, competition, market trends and more
- Carry out consumer behavior analysis and understanding the wants, needs and limitation of your core target audience and shaping your strategies accordingly
- Employ an effective and competitive pricing pricing structure, taking several factors into consideration such as balancing consumer expectations, market conditions and profitability
- Learn the most effective ways to advertise to your target audience leveraging a wide range of options.
- Develop several selling techniques and learning to adapt them to build client relationships, engagement, a strong reputation and effectiveness in closing sales
- Identify different types of brokers, understanding their roles and impact in the industry

## Course Topics

- Marketing and Real Estate Marketing; covering general marketing principles before delving deeper and applying them to the real estate industry
- Real Estate Market Study; conducting detailed analysis of the market conditions, historical trends and future predictions
- Consumer Behaviour; studying patterns, triggers, wants and needs
- Products; identifying and defining the product suite such as residential, commercial, industrial and land plots
- Pricing; creating competitive and robust pricing strategies
- Advertising; how to promote products and services through a variety of channels
- Selling; identifying and learning how to adapt selling techniques based on different factors
- E-marketing; utilizing a variety of digital platforms and tools to boost engagement, streamline processes and increase revenue
- Laws and regulations; ensuring all practises and within the confines of legal parameters and aware of what is deemed illegal
- Ethics; adhering to core principles of ethical standards such as transparency, honesty and fairness



## Target Group

- Real estate marketers
- Real estate agents and brokerage companies
- Developers
- Individuals or groups who have a deep interest in the Saudi real estate market

## Certification

Awarded upon successful completion of the course

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## Logistics

**Total number of hours required:** 20 hours to complete the course

**Total number of days required:** 4 days

**Timing:**  
4pm - 9pm (KSA time)

**Location:** On-site; this course is also available [online](#)

**Cost:** SAR 750

# Electronic Real Estate Marketing

## Course Objectives

- Learning the fundamentals of electronic real estate marketing; understanding the core principles and tools needed to market real estate digitally. an introduction to the concept and its potential impact
- Implementing e-marketing strategies; incorporating technology specific strategies into the wider marketing action plan
- Exploring the vital role of websites in advertising real estate; learning how to optimize website listings to increase transparency and exposure leading to sales
- Leverage social media channels; building an online presence and brand across several platforms
- Explore effective email campaigns; understand the most effective way to generate engagement whilst incorporating personalisation in mass automated campaigns
- Gain practical experience; create, launch, manage and promote digital advertising campaigns on several social media platforms
- Build customer databases; learn to efficiently categorize a wide range of existing and potential clients, track and leads and build and grow customer relationships

## Course Topics

- Fundamentals of digital real estate marketing
- International standards of best practise; learn the global methods of digital marketing in real estate done effectively
- E-marketing strategies
- Branding; study the concept and importance of branding and apply it to digital real estate marketing
- Websites; realize the importance of websites in the real estate industry, understand property portals, effective listings and identify effective website usability
- Search engines and SEO; understand the mechanisms of search engines and how to optimize your campaigns and content for best results
- Social media; study the role of social media within real estate and what to do in order to gain optimal engagement
- Digital advertising campaigns
- Email marketing campaigns
- Building and retaining customer databases



## Target Group

- Interested parties living in a joint society
- Real estate marketers
- Real estate agents and brokerage companies
- Developers
- Individuals or groups who have a deep interest in the Saudi real estate market

## Certification

Awarded upon successful completion of the course and passing of examination

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## Logistics

**Total number of hours required:** 15 hours

**Total number of days required:** 3 days

**Timing:**  
4pm - 9pm (KSA time)

**Location:**  
On-site

**Cost:** SAR 4,400

# | Real Estate Contributions

## Course Objectives

- Identify the key concepts of real estate contributions; the technique which enables a group of stakeholders to own shares in a property collectively, which they develop and sell on for a profit
- Differentiate between real estate contributions and other real estate funds
- Learn the legalities surrounding the real estate contribution, the regulatory framework and how to operate in a sustainable and transparent manner
- Understand the various elements within a real estate contribution such as investment pools, joint ventures, development methods, operational practices and structural models.
- Review the historical origins of real estate contributions and how and why its purpose and methodology has evolved over time

## Course Topics

- Fundamentals of real estate contributions
- Differentiation between real estate contributions and other real estate funds
- Legalities surrounding real estate contributions
- Categorization of the inner workings of real estate contributions
- Historical origins of real estate contributions



## Target Group

- Interested parties living in real estate auctions
- Real estate marketers
- Real estate agents and brokerage companies
- Developers
- Individuals or groups who have a deep interest in the Saudi real estate market

## Certification

Awarded upon successful completion of the course and passing of examination

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## Logistics

### Total number of hours

**required:** 25 hours to complete the course

### Total number of days

**required:** 5 days

### Timing:

4pm - 9pm (KSA time)

### Location:

On-site

**Cost:** SAR 950

# | Real Estate Auctions

## Course Objectives

- Attain a foundational understanding of real estate auctions, providing definitions and exploring the various types, methodologies, limitations and contribution to the wider industry
- Learn the concepts and rules of compulsory government-led auctions and what makes them different to others
- Identify the various types of tools, platforms and methods used to successfully operate a real estate auction
- Study the details of how to conduct an auction covering all phases from pre to post auction
- Outline the various roles within a real estate auction house and understand what they do
- Explore marketing strategies and how to implement them for real estate auctions
- Understand the legal framework and jurisdictional limitations

## Course Topics

- Basics of real estate auctions
- Operations of real estate auctions
- Operational cycle
- Product suite
- Roles and responsibilities
- Industry standards and organizational requirements
- Job types and the necessary skills required to work in those roles
- Legal framework



## Target Group

- Real estate agents and brokerage companies
- Real estate marketers
- Developers
- Residential compounds
- Commercial buildings
- Individuals or groups who have a deep interest in the Saudi real estate market

## Certification

- Awarded upon successful completion of the course and passing of examination
- Trainee must be a Saudi national

## Logistics

**Total number of hours required:** 10 hours

**Total number of days required:** 2 days

**Timing:**  
4pm - 9pm (KSA time)

**Location:**  
On-site; this course is also available [online](#)

**Cost:** SAR 400

# | Real Estate Brokerage

## Course Objectives

- Develop an understanding of the system, learn its purpose, its methodology and apply its principles practically to real world scenarios
- Learn the wider purpose of Ejar, how it serves to the Kingdom's real estate industry and how it operates as a mediator between various parties
- Understand the professional and ethical standards its stakeholders must adhere to and uphold, specifically when acting as a mediator
- Study the regulatory framework within which it operates and how to achieve the obligations set out by the law

## Course Topics

- Defining Ejar and the digital rental network
- Lease agreements
- Pre-contracts
- Violations
- Disputes
- Requirements for real estate broker membership
- Approval process
- Terms and conditions
- Legal framework
- Ethical standards

To learn more about Ejar please download our dedicated [whitepaper](#) on the electronic service



## Target Group

- Engineers wanting to become certified in sustainable assessment for existing residential buildings

## Certification

A one hour assessment is conducted on the fourth day and last day of the course, after which candidate is given a certificate provided they successfully pass the assessment

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## Logistics

**Total number of hours required:** 15 hours to complete the course

**Total number of days required:** 4 days - 3 days of studying and 1 day to complete the assessment

### Timing:

4pm - 9pm (KSA time)

**Location:** On-site

**Cost:** SAR 550

# Sustainable cycle for existing residential buildings

## Course Objectives

- Educate and qualify engineers in the system of assessing existing residential buildings in the construction and maintenance phases
- Ensure engineers are aware of the processes required to examine, document and critique existing structures within the guidelines set out
- Understand the rules and criteria to pass or fail a building
- Complete practical workshops and assessments to pass the course

## Course Topics

- Registering projects
- Communicating effectively with stakeholders
- Submitting inquiries
- Documentation details
- Industry standards and expectations
- Technical understanding
- Applications
- Assessment criteria
- Industry specific tools

## Requirements to attend the course

### Candidate must have;

- A bachelor degree in civil engineering, architectural engineering, mechanical engineering, electrical engineering or urban planning
- A fundamental knowledge of sustainability and building assessments
- Basic knowledge of operations and maintenance of buildings and structures
- Proficiency in the English language



## Target Group

- Real estate agents and brokerage companies
- Real estate marketers
- Developers
- Residential compounds
- Commercial buildings
- Individuals or groups who have a deep interest in the Saudi real estate market

## Certification

Awarded upon successful completion of the course and passing of examination

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## Logistics

**Total number of hours required:** 15 hours

**Total number of days required:** 3 days

**Timing:**  
4pm - 9pm (KSA time)

**Location:**  
On-site

**Cost:** SAR 700

# | Real Estate Industry Basics

## Course Objectives

- Implement a strong foundation of understanding; equip students with well rounded knowledge on the core principles of the real estate industry including property types, the buying and selling process, investment, property management, marketing and disputes
- Identify and develop practical skills required in the day to day operations within the industry such as negotiating deals, correct documentation, property valuation and more
- Ensure knowledge of the legal framework within which they must operate, what constitutes illegal activity and the subsequent consequences
- Learn various strategies on career progression, how to map out a desired career and how to achieve those career goals
- Understand how to leverage various digital tools including AI and machine learning to elevate outcomes and evolve with the industry
- Know the importance of eco-sustainabilities and learn how to incorporate environmentally friendly processes in the industry

## Course Topics

- Real estate fundamentals
- Types of real estate
- How to value real estate
- Environmental and social impact on the industry
- Technology and innovation
- Investment methodologies
- Career guidance



## Target Group

- Real estate agents and brokerage companies
- Real estate marketers
- Developers
- Residential compounds
- Commercial buildings
- Individuals or groups who have a deep interest in the Saudi real estate market

## Certification

Awarded upon successful completion of the course and passing of examination

## Logistics

**Total number of hours required:** 10 hours

**Total number of days required:** 2 days

**Timing:**  
4pm - 9pm (KSA time)

**Location:**  
On-site

**Cost:** SAR 500

# Behavioral skills for workers in Registry Notary

## Course Objectives

- Introduction to registration notarisation fundamentals
- Identify the most effective communication channels with members of the the real estate registration and documentation service
- Learn negotiation and persuasion tactics
- Highlight unethical behaviour within real estate
- Create a developmental guide

## Course Topics

- Fundamentals of registration and documentation
- Effective communication
- Negotiation and persuasion
- Ethics
- Legal framework



## Target Group

- Real estate agents and brokerage companies
- Real estate marketers
- Developers
- Residential compounds
- Commercial buildings
- Individuals or groups who have a deep interest in the Saudi real estate market

## Certification

Awarded upon successful completion of the course and passing of examination

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## Logistics

**Total number of hours required:** 5 hours

**Total number of days required:** 1 day

**Timing:**  
4pm - 9pm (KSA time)

**Location:**  
On-site

**Cost:** SAR 300

# | Saudi Real Estate Market

## Course Objectives

- Gain a foundational understanding of the real estate market in Saudi Arabia
- Highlight its various sectors and learn the industry terminology
- Study the legalities of the industry
- Understand the tax rules of the industry
- Identify the various real estate products and services and where they are best applied
- Learn economic feasibility analyse future predictions

## Course Topics

- Introduction to Saudi Arabia's real estate industry
- Terms and definitions
- Taxes and finances
- Products and services
- Legal framework



## Target Group

- Real estate agents and brokerage companies
- Real estate marketers
- Developers
- Residential compounds
- Commercial buildings
- Individuals or groups who have a deep interest in the Saudi real estate market

## Certification

Awarded upon successful completion of the course and passing of examination

-----

## Logistics

**Total number of hours required:** 10 hours

**Total number of days required:** 2 days

**Timing:**  
4pm - 9pm (KSA time)

**Location:**  
On-site

**Cost:** SAR 2250

# Financial Management of Real Estate Contributions

## Course Objectives

- Understand the purpose of real estate contributions, the purpose it serves, how it is structured and what it contributes to the wider real estate industry
- Explore how to apply real estate contributions to off-plan sales and rental units and what are the differences between the two concepts
- learn the specific role and responsibilities an accountant plays within real estate contributions
- Know the types of licenses which must be obtained and how to achieve them
- Identify the role the Capital Market Authority (CMA) plays in real estate contributions
- Learn the responsibilities of developers within real estate contributions
- Review the legal framework and how to operate within them

## Course Topics

- Real estate contribution fundamentals
- Licensing and permits
- Developers within real estate contributions
- Capital Market Authority
- Accountancy
- Legal framework
- Off-plan and rental units



## Target Group

- Real estate agents and brokerage companies
- Real estate marketers
- Developers
- Individuals or groups who have a deep interest in the Saudi real estate market

## Certification

Awarded upon successful completion of the course and passing of examination

## Logistics

**Total number of hours required:** 10 hours

**Total number of days required:** 2 days

### Timing:

4pm - 9pm (KSA time)

### Location:

On-site

**Cost:** SAR 2250

# Financing in Real Estate Contributions

## Course Objectives

- Learn the core concepts of real estate contributions, their purpose and how they operate
- Differentiate the key principles and know the similarities and differences between systems and regulations within real estate
- Study the history and evolution of the real estate industry
- Gain foundational knowledge of equity financing, its benefits and application
- Real estate contributions vs funds; Understand the concepts if real estate contributions and funds, recognising the identifying factors
- Identify the role of referencing bodies and how they impact real estate contributions

## Course Topics

- Real estate contributions theory and origins
- Financial techniques
- Licenses and regulations
- Data sets transparency
- Legal framework



## Target Group

- Engineers who want to become certified prefabricated building inspectors

## Certification

Awarded upon successful completion of the course and passing of examination

-----

## Logistics

**Total number of hours required:** 25 hours

**Total number of days required:** 5 days

**Timing:**  
4pm - 9pm (KSA time)

**Location:**  
On-site

**Cost:** SAR 950

# | Real Estate Management

## Course Objectives

- Learn the criteria of outcome analysis, how to judge a real estate business model to be successful or not and what to do to bring about improvements
- Identify the various internal and external factors which impact real estate management and how to create relevant strategies
- Create strategies for vacancy management, learning how to deal with empty real estate units and how to fulfill them efficiently
- Establish best practises and standards, learning the methods and techniques to ensure international standards and regulations are met
- Gain an understanding of property management technology, how to operate the most effective digital tools to improve efficiency and organization in property management
- Explore the concepts of property management as an investment and what to do to make it a profitable entity
- Study the financial basics around property management such as budgeting, accounting and investing
- Identify crisis management protocols, the best practises to handle challenges within property management and increase preparedness for a range of circumstances

## Course Topics

- Building inspection
- Prefabricated building inspection
- Roles and responsibilities of building inspectors
- Duty and responsibilities of a building inspector
- Sustainability and eco-friendly methods



## Target Group

- Real estate agents and brokerage companies
- Real estate marketers
- Developers
- Individuals or groups who have a deep interest in the Saudi real estate market

## Certification

Awarded upon successful completion of the course and passing of examination

## Logistics

**Total number of hours required:** 25 hours

**Total number of days required:** 5 days

**Timing:**  
4pm - 9pm (KSA time)

**Location:**  
On-site

**Cost:** SAR 680

# Prefabricated building inspection

## Course Objectives

- Establish a foundational understanding of inspecting prefabricated residential buildings
- Understand the various methodologies to ensure all actions are carried out in accordance with the guidelines set out
- Learn the core principles of the job role of building inspectors, ensuring the safety and integrity of buildings
- Apply all the theories in real world scenarios under the tutelage of trained professionals
- Explore how to operate in an eco-friendly manner, ensuring the buildings are not harmful to the environment

## Course Topics

- Types of real estate and management
- Business of real estate management
- Finance of real estate management
- Crisis management
- Best practises
- Most influential factors affecting real estate management
- Relevant skills required
- Assessing success and failure
- Legal framework

## Requirements to attend the course

### Candidate must have;

- A bachelor degree in civil engineering, architectural engineering, mechanical engineering or electrical engineering
- A valid membership to the Saudi Council of Engineers
- Participant must be a Saudi national



## Target Group

- Real estate agents and brokerage companies
- Real estate marketers
- Investors
- Developers
- Individuals or groups who have a deep interest in the Saudi real estate market

## Certification

Awarded upon successful completion of the course and passing of examination

-----

## Logistics

**Total number of hours required:** 5 hours

**Total number of days required:** 1 day

**Timing:**  
4pm - 9pm (KSA time)

**Location:**  
On-site

**Cost:** SAR 300

# Thinking and problem solving skills

## Course Objectives

- Develop problem solving skills, identifying and categorizing problems within real estate
- Establish strategies on how to approach problem solving and methods to create solutions
- Implement theories of critical thinking and implement them to real world real estate problems
- Establish methods to build organizational skills and manage multiple tasks whilst maintaining maximum productivity and efficiency

## Course Topics

- Problem solving strategies
- Critical thinking
- Creative thinking
- Decision making
- Planning and organization
- Applying all skills to real estate



## Target Group

- Engineering consultants

## Certification

License received from the Saudi Council of Engineers upon successful completion of the course and passing of examination

-----

## Logistics

**Total number of hours required:** 10 hours

**Total number of days required:** 2 days

**Timing:**  
4pm - 9pm (KSA time)

**Location:**  
On-site

**Cost:** SAR 1999

# Engineering Consultant for Off-Plan Sales Projects

## Course Objectives

- Prepare engineers for off-plan sales projects, equip them with the necessary skills and knowledge to carry out an off-plan sale
- Gain theoretical knowledge of off-plan sales and rental projects, learn the techniques of how to operate within the established framework
- Build relationships with key stakeholders including real estate developers and establish sustainable relationships with them
- Deal with change requests, knowing how to process and evaluate requests made to implement changes to the project
- Study the various project phases and know what is required at each step

## Course Topics

- Engineer consultant licensing
- Escrow account management
- Consultancy duties
- Finances in off-plan sales projects
- Delivery phases
- Qualification requirements



## Target Group

- Individuals or groups interested in an owners association
- Real estate agents and brokerage companies
- Real estate marketers
- Developers
- Individuals or groups who have a deep interest in the Saudi real estate market

## Certification

Awarded upon successful completion of the course and passing of examination

-----

## Logistics

**Total number of hours required:** 5 hours

**Total number of days required:** 1 day

**Timing:**  
4pm - 9pm (KSA time)

**Location:**  
On-site

**Cost:** SAR 250

# | Owners Association

## Course Objectives

- Introduce the basic concepts and learn the organizational structure of an owners association
- Identify the various groups within an owners association and highlight the functionalities of each
- Understand the roles and responsibilities of each member of the owners association and what duties they must fulfill
- Study how to plan operations, including how to organize the operational duties of an owners association and how to execute them efficiently

## Course Topics

- Introduction to owners associations
- Types of owners associations
- Operational efficiency
- Management system
- Ownership
- Disputes
- Ethical standards
- Property manager role
- Legal framework



## Target Group

- Property managers
- Anyone with an interest in facility management
- Real estate agents and brokerage companies
- Developers
- Individuals or groups who have a deep interest in the Saudi real estate market

## Certification

Awarded upon successful completion of the course and passing of examination

-----

## Logistics

**Total number of hours required:** 15 hours

**Total number of days required:** 3 days

**Timing:**  
4pm - 9pm (KSA time)

**Location:**  
On-site

**Cost:** SAR 550

# | Facilities Management Basics

## Course Objectives

- Establish the importance of asset management, adopting long term maintenance strategies and implementing methods to increase the long term value and functionality of the asset
- Breakdown various maintenance programs, systems and becoming familiar with industry specific tools
- Implement facility management techniques required to manage and maintain a facility, including striking and maintaining working relationships with a variety of stakeholders
- Study the importance of the essential role maintenance plays when managing a facility and the impact it has both in the short and long term

## Course Topics

- Introduction to owners associations
- Introduction to facility management
- Maintenance methods and systems
- Asset life cycles
- Sustainability
- Crisis management
- Budgeting and financial management
- Legal framework
- Ethics



## Target Group

- Real estate development companies
- Engineers
- Surveyors
- Anyone with an interest in joint ownership

## Certification

Awarded upon successful completion of the course and passing of examination

## Logistics

### Total number of hours

**required:** 20 hours

### Total number of days

**required:** 4 days

### Timing:

4pm - 9pm (KSA time)

### Location:

On-site

**Cost:** SAR 700

# Sorting Real Estate Units

## Course Objectives

- Learn the basic principles of sorting real estate units including the step by step process of dividing buildings into individual units
- Establish how to calculate an area and fairly divide it whilst creating common spaces and the rules for it
- Implement an electronic system and learn how to operate the sorting system, organizing the documents correctly on the nation wide system
- Explore the process ownership documentation, issuing deeds and its technicalities
- Know each individuals duties and rights to ensure property owners are satisfied
- Study the criteria of multiple owners and how to go about achieving and maintaining the agreement of joint ownership

## Course Topics

- Types of real estate units
- Property ownership
- Joint property ownership
- Acquiring process
- Submitting unit sorting requests
- Legal framework
- Ethical standards

## Candidate must have;

- A bachelor degree in engineering, a surveying diploma or a diploma in architecture
- A valid membership to the Saudi Council of Engineers



## Target Group

- Property Managers
- Real estate agents and brokerage companies
- Anyone with an interest in property or risk management

## Certification

Awarded upon successful completion of the course and passing of examination

-----

## Logistics

**Total number of hours required:** 15 hours

**Total number of days required:** 3 days

**Timing:**  
4pm - 9pm (KSA time)

**Location:**  
On-site

**Cost:** SAR 550

# Real Estate Risk Management (101)

## Course Objectives

- Introduce to risk management, its fundamentals and concepts
- Identifying risks, recognising and categorizing different potential problems including financial, environmental, operational and market factors
- Learning how to develop strategies and how to devise and practically implement them depending on the situation and adapting to it
- Establish planning techniques and how to create contingency plans in advance and be well prepared to execute them when necessary

## Course Topics

- Risk management
- Types of risks
- Objectives
- Strategies
- Executing plans
- Legal framework
- Ethical standards



## Target Group

- Real estate developers
- Landlords
- Anyone with an interest in real estate development

## Certification

Awarded upon successful completion of the course and passing of examination

-----

## Logistics

**Total number of hours required:** 15 hours

**Total number of days required:** 3 days

### Timing:

4pm - 9pm (KSA time)

### Location:

On-site

**Cost:** SAR 2450

# Real Estate Developer for Off-plan projects

## Course Objectives

- Explore the fundamentals of real estate development, defining and understanding the basic concepts and significance of real estate development in the industry
- Learn the relevant licenses, regulations, authorities, laws and rules which must be adhered to and the procedure of attaining the relevant licenses
- Understand the duties and obligations of various stakeholders including developers, regulators and service providers
- Study quantity calculations and knowing its mechanisms, its role in financial management and the distribution of payments for project expenses

## Course Topics

- Introduction to real estate development
- Key stakeholders
- Developer qualification criteria
- Quantity calculation mechanisms
- Rules and regulations
- Distinction of off-plan sale and leasing
- Legal framework



## Target Group

- Individuals interested in earning a Mostadam qualification and working as lead project managers in sustainability within existing buildings and communities

## Certification

Awarded upon successful completion of the course and passing of examination

## Logistics

**Total number of hours required:** 15 hours

**Total number of days required:** 3 days

### Timing:

4pm - 9pm (KSA time)

### Location:

On-site

**Cost:** SAR 550

# Sustainable Building - Existing Buildings and Communities

## Course Objectives

- Understand the criteria to achieve a Mostadam certification for existing buildings and communities (eco friendly sustainable buildings)
- Prepare industry professionals to become leaders when managing and executing projects
- Learn the technicalities of credit requirements and the process of submitting credit clarification inquiries
- Explore how to use industry specific tools to create evaluation statements
- Know how to create and operate credit templates

## Course Topics

- Mostadam fundamentals and requirements
- Project leader duties and responsibilities
- Credit inquiries
- Credit templates
- Industry tools
- Legal framework

## Candidate must have;

- A bachelor degree in civil, electrical, mechanical or architectural engineering or construction management
- A good understanding of design and construction principals
- Foundational knowledge of environmental friendly and sustainability practises
- Fluency in English



## Target Group

- Individuals interested in earning a Mostadam qualification and working as lead project managers in sustainability for new residential buildings

## Certification

Awarded upon successful completion of the course and passing of examination

## Logistics

### Total number of hours

**required:** 15 hours

### Total number of days

**required:** 3 days

### Timing:

4pm - 9pm (KSA time)

### Location:

On-site

**Cost:** SAR 550

# Sustainable Building - New Residential Buildings

## Course Objectives

- Understand the criteria to achieve a Mostadam certification for new residential buildings
- Prepare industry professionals to become leaders when managing and executing projects
- Learn the technicalities of application guidelines in accordance with design and construction guidelines and how to register them
- Explore using industry specific tools
- Know how to create applications and inquiries
- Apply knowledge in real life simulation workshops

## Course Topics

- Mostadam fundamentals and requirements
- Project leader duties and responsibilities
- Application guidelines and templates
- Industry tools
- Legal framework
- Workshops

## Candidate must have;

- A bachelor degree in civil, electrical, mechanical or architectural engineering
- Work experience of at least 3 years in a relevant field
- A good understanding of design and construction principals
- Foundational knowledge of environmental friendly and sustainability practises
- Fluency in English
- Membership with the Saudi Engineering Association



## Target Group

- Real estate marketers
- Real estate agents and brokerage companies
- Developers
- Individuals or groups who have a deep interest in the Saudi real estate market

## Certification

Awarded upon successful completion of the course and passing of examination

-----

## Logistics

**Total number of hours required:** 20 hours

**Total number of days required:** 4 days

**Timing:**  
4pm - 9pm (KSA time)

**Location:**  
On-site

**Cost:** SAR 700

# Basics of Real Estate Registration

## Course Objectives

- Understand the fundamentals of the real estate registration systems
- Know the rules and regulations and how to operate the system
- Study the processes and procedures to file and complete registrations
- Learn how to create and execute contract deeds and certificates of ownership
- Familiarise yourself with spatial data, maps and surveys of the real estate registration
- Explore the new industry technology-created features and tools
- Identify the penalties are for breaching the rules

## Course Topics

- Introduction to real estate registration
- Processes and procedures
- Organisational structure
- Spatial data, maps and surveys
- Features and tools
- Contract deeds and ownership certificates
- Legal framework and penalties



## Target Group

- Engineers wanting to become certified construction quality inspectors

## Certification

Awarded upon successful completion of the course and passing of examination

-----

## Logistics

**Total number of hours required:** 65 hours

**Total number of days required:** 13 days

**Timing:**  
4pm - 9pm (KSA time)

**Location:**  
On-site

**Cost:** SAR 1950

# | Construction Quality Inspection

## Course Objectives

- Understand the basic concepts and gain foundational knowledge of quality inspection for construction projects
- Learn to define the processes required to carry out quality inspections
- Know how to articulate the key responsibilities and duties of a construction inspector
- Apply knowledge and best practise procedures through hands-on, practical training
- Establish how to use the construction platform with all of its tools and systems as provided by the Sustainable Building Program.

## Course Topics

- Definitions of procedures
- Responsibilities and duties
- Foundational knowledge and know-how
- Practical training
- Sustainable Construction Platform training
- Legal framework

## Candidate must have;

- A bachelor degree in civil or architectural engineering
- A valid membership to the Saudi Council of Engineers
- At Least 3 years of field experience in a supervisory role within engineering
- Saudi citizenship



## Target Group

- Mortgage brokers
- Real estate agents and brokerage companies
- Individuals or groups who have a deep interest in the Saudi real estate market

## Certification

Awarded upon successful completion of the course and passing of examination

-----

## Logistics

**Total number of hours required:** 25 hours

**Total number of days required:** 5 days

**Timing:**  
4pm - 9pm (KSA time)

**Location:**  
On-site

**Cost:** SAR 1150

# | Mortgage

## Course Objectives

- Learn the fundamentals and define the registered mortgage system
- Identify various mortgages and their effects on property ownership and transactions
- Understand the policies and regulations tied to mortgages
- Know the different stages of how to manage mortgaged properties
- Apply theory in a practical setting

## Course Topics

- Basics of registered mortgage systems
- Defining registered mortgage systems
- Policies and procedures
- Best practises
- Legal Framework



## Target Group

- Chartered accountants interested in off-plan sale projects

## Certification

Awarded upon successful completion of the course and passing of examination

-----

## Logistics

**Total number of hours required:** 10 hours

**Total number of days required:** 2 days

**Timing:**  
4pm - 9pm (KSA time)

**Location:**  
On-site

**Cost:** SAR 1999

# Chartered Accountant for Off-plan Sale Projects

## Course Objectives

- Establish the core concepts and structure of the overseeing committee of off-plan projects
- Understand the Wafi program, its purpose, benefits and features offered
- Study the principles of escrow account management
- Identify the various aspects and processes of escrow accounts and when to apply which practises
- Learn the legalities of accountancy for off-plan sale projects including compliance, auditing and reporting
- Know how to structure a well informed report whilst leaving an easily identifiable trail

## Course Topics

- Roles and duties of a chartered accountant
- Financial actions
- Escrow account management
- Contracts
- Off-plan committees



## Target Group

- Individuals wanting to become a homeowner association manager
- Homeowners wanting to understand the structure and governance of homeowner association
- Individuals or groups who have a deep interest in the Saudi real estate market

## Certification

Awarded upon successful completion of the course

-----

## Logistics

**Total number of hours required:** 15 hours

**Total number of days required:** 3 days

**Timing:**  
4pm - 9pm (KSA time)

**Location:**  
On-site

**Cost:** SAR 550

# | Joint Property Manager

## Course Objectives

- Establish a foundational knowledge and skills to effectively manage an owners association
- Understand the basic concepts, purpose and structure of an owners association
- Learn the responsibilities of the board of directors
- Know the legal framework, regulations and rules of an association
- Review financial strategies on how to correctly and effectively manage finances in accordance with the law
- Study conflict resolution management
- Distinguishing the types of owners within an association

## Course Topics

- Introduction to owners association management
- Conflict resolution management
- Financial management
- Definitions of titles and responsibilities
- Ethics and transparency
- Legal framework

## Candidate must have;

- A high school diploma



## Target Group

- Real estate agents and brokerage companies
- Accountants with an interest in working in real estate finance

## Certification

Awarded upon successful completion of the course and passing of examination

-----

## Logistics

**Total number of hours required:** 20 hours

**Total number of days required:** 4 days

### Timing:

4pm - 9pm (KSA time)

### Location:

On-site

**Cost:** SAR 700

# | Real Estate Financing

## Course Objectives

- Introduction to real estate financing and its structural concept
- Identifying the different types of financing products and services
- Learning the procedures of how to operate financing within real estate
- Know how to use industry tools and technology
- Create awareness of how to identify fraudulent behavior
- Study the core objectives of the Real Estate Development Fund and Ministry of Housing
- Understand how to sort through data and apply it appropriately
- Establish the structure of contracts and compliance
- Explore how to provide advice and guidance to stakeholders on their options

## Course Topics

- Basics of Real Estate Financing
- Products and services
- Processes and procedure
- Industry tools and technology
- Data and application
- Contracts and compliance
- Fraud and safeguarding
- Legal framework



## Target Group

- Engineers wanting to become certified in the sector of sustainability for new projects

## Certification

Awarded upon successful completion of the course and passing of examination

-----

## Logistics

**Total number of hours required:** 15 hours

**Total number of days required:** 3 days

**Timing:**  
4pm - 9pm (KSA time)

**Location:**  
On-site

**Cost:** SAR 550

# Sustainable Cycle for New Communities

## Course Objectives

- Understand the standards of sustainable assessment of new communities during the design and construction phase - as set out by the goals in Vision 2030
- Learn and apply sustainability principles
- Demonstrate how to register projects in the Sustainable Building Program
- Develop standard models for sustainable projects
- Explore detailed construction designs
- Implement teachings in practical sessions

## Course Topics

- Sustainability projects theory
- Sustainability projects practise
- Registration and documentation
- Contract templates and technical guidelines
- Workshops

## Candidate must have;

- A bachelor degree in civil, architectural, electrical or mechanical engineering
- An understanding of the fundamentals in sustainability and sustainability assessment systems
- Basic knowledge of building design and construction
- Proficiency in English



## Target Group

- Engineers wanting to become certified in the sector of sustainability for new commercial buildings

## Certification

Awarded upon successful completion of the course and passing of examination

## Logistics

**Total number of hours required:** 15 hours

**Total number of days required:** 3 days

**Timing:**  
4pm - 9pm (KSA time)

**Location:**  
On-site

**Cost:** SAR 550

# Sustainable Cycle for New Commercial Buildings

## Course Objectives

- Learn the fundamentals of the sustainable rating system for new commercial buildings
- Understand and execute the sustainable rating system to a diverse range of commercial building projects
- Know how to document and register projects in accordance with regulations
- Create templates and learn to utilise a variety of industry specific tools
- Learn the legal requirements surrounding new commercial buildings

## Course Topics

- Theory of sustainable rating systems for new commercial buildings
- Practical workshops
- Registration and documentation
- Tools and techniques
- Templates and contracts
- Sustainability standards
- Legal framework

## Candidate must have;

- A bachelor degree in civil, architectural, electrical or mechanical engineering
- Minimum one year of working experience in sustainable buildings
- An understanding of the fundamentals in sustainability assessment systems
- A valid membership to the Saudi Engineers Association
- Proficiency in English



## Target Group

- Real estate agents and brokerage companies
- Real estate marketers

## Certification

Awarded upon successful completion of the course and passing of examination

-----

## Logistics

**Total number of hours required:** 10 hours

**Total number of days required:** 2 days

**Timing:**  
4pm - 9pm (KSA time)

**Location:**  
On-site;

**Cost:** SAR 350

# Real Estate Communication Skills (101)

## Course Objectives

- Differentiating the various methods of communication based on ethnicities, backgrounds and cultures
- Developing cultural awareness
- Learning the different communication styles and behaviours
- Recognising non-verbal communication
- Adapting communication style based on the audience
- Increasing communication and presentation skills
- Learning techniques on how to better negotiate
- Understanding principles to boost persuasion skills

## Course Topics

- Types of communication
- Communication and culture
- Presentations
- Negotiation
- Persuasion



## Target Group

- Asset, facility and property managers

## Certification

Awarded upon successful completion of the course and passing of examination

## Logistics

**Total number of hours required:** 15 hours

**Total number of days required:** 3 days

**Timing:**  
4pm - 9pm (KSA time)

**Location:**  
On-site;

**Cost:** SAR 600

# Real Estate Asset Management

## Course Objectives

- Learn the roles and responsibilities of a real estate asset manager - differentiating between a property manager, facilities manager and asset manager
- Understand how to build and develop a suitable team along with the relevant processes and policies to effectively manage assets
- Develop strategies on effectively managing stakeholders
- Recognise key qualities and skills needed in the team
- Know how to draft RFP's (request for proposal), follow ups, analysing and awarding bids
- Create business models in alignment with organisational goals
- Explore risk management and develop efficient and regulation compliant risk management strategies
- Study best practises and international standards

## Course Topics

- Roles and responsibilities of asset managers
- Supply chain management
- Financial management
- Risk management
- Team building and management
- International standards
- Legal framework



## Target Group

- Real estate marketers
- Real estate agents and brokerage companies
- Developers
- Individuals or groups who have a deep interest in the Saudi real estate market

## Certification

Awarded upon successful completion of the course and passing of examination

## Logistics

**Total number of hours required:** 10 hours

**Total number of days required:** 2 days

**Timing:**  
4pm - 9pm (KSA time)

**Location:**  
On-site;

**Cost:** SAR 500

# Feasibility Studies in Real Estate Projects

## Course Objectives

- Establish what to look for when analysing a project for feasibility
- Study time management and business model optimisation
- Learn market research strategies and know how to identify trends, demands and opportunities in real estate
- Build effective real estate analysis models - learn how to use analysis and evaluation tools
- Understand risk and return in real estate investment
- Apply knowledge and theory in practical scenarios

## Course Topics

- Fundamentals of feasibility in real estate projects
- Market analysis
- Investment evaluation
- Models and tools
- Workshops
- Legal framework



## Target Group

- Accountants
- Real estate brokerage companies
- Developers
- Investors
- Anyone with an interest in real estate finances

## Certification

Awarded upon successful completion of the course and passing of examination

## Logistics

**Total number of hours required:** 25 hours

**Total number of days required:** 5 days

**Timing:**  
4pm - 9pm (KSA time)

**Location:**  
On-site

**Cost:** SAR 900

# Financial Management in the Real Estate Sector

## Course Objectives

- Introduction to financial management
- Learn techniques and strategies around accounting and budgeting
- Understand how to create a variety of financial statements including balance sheets, cash flow statements, income statements and more
- Develop financial analysis techniques using industry tools and models
- Study the core principles of financial management and how it aligns to best practises and international standards
- Implement theory into practise in real world situations through workshops
- Create investment evaluations in real estate and present them to stakeholders

## Course Topics

- Fundamentals of financial management in real estate
- Accounting principals
- Financial statements
- Tools, skills and strategies
- Financial analysis
- Risk management
- Off-plan real estate
- International standards
- Legal framework



## Target Group

- Real estate agents and brokers
- Developers
- Investors

## Certification

Awarded upon successful completion of the course and passing of examination

-----

## Logistics

**Total number of hours required:** 25 hours

**Total number of days required:** 5 days

**Timing:**  
4pm - 9pm (KSA time)

**Location:**  
On-site;

**Cost:** SAR 950

# | Facilities Management

## Course Objectives

- Understand the fundamentals of facility management
- Define the roles and responsibilities
- Learn the various elements of infrastructure including HVAC systems, security systems, utilities etc.
- Identify the various services required, for example, cleaning, maintenance, waste management
- Devise preventative and corrective maintenance strategies
- Learn how to integrate risk management into the wider strategy
- Deal with assessment tools, KPIs and performance evaluation
- Study health and safety regulations
- Know how to build long term client relationships through communication and client management

## Course Topics

- Basics of facility management
- Maintenance and operations
- Security systems
- IT management
- Risk management
- Team building and staff
- Client relation management
- Ethical standards
- Legal framework



## Target Group

- Real estate agents and brokerage companies
- Real estate marketers
- Developers
- Individuals or groups who have a deep interest in the Saudi real estate market

## Certification

Awarded upon successful completion of the course and passing of examination

-----

## Logistics

**Total number of hours required:** 10 hours

**Total number of days required:** 2 days

**Timing:**  
4pm - 9pm (KSA time)

**Location:**  
On-site

**Cost:** SAR 400

# | Ethics in Real Estate (101)

## Course Objectives

- Develop a foundational understanding of the core principles surrounding ethics in real estate
- Understand the difference between professional work ethics and real estate-specific ethics
- Study common ethical dilemmas in real estate
- Learn conflict resolution
- Know the consequences of unethical practises within the industry
- Create a code of ethics for real estate professionals
- Implement theory in practical workshop sessions

## Course Topics

- Definitions and concepts
- Professional code of ethical conduct in real estate
- Conflict resolution
- Unethical behavior
- Ethical dilemmas
- Legal framework
- Workshops



## Target Group

- Anyone looking for a role in data management within the real estate industry

## Certification

Awarded upon successful completion of the course and passing of examination

## Logistics

**Total number of hours required:** 20 hours

**Total number of days required:** 4 days

**Timing:**  
4pm - 9pm (KSA time)

**Location:**  
On-site

**Cost:** SAR 850

# Data Management in Real Estate Markets

## Course Objectives

- Learn the concepts of data management, analysis and visualization in real estate
- Understand various data structure types, such as structured, unstructured, semi-structured etc.
- Explore different types of data, such as numerical, categorical, textual etc.
- Working with digital data in Arabic
- Develop the concepts of data handling, such as data review, data refinement, graphs, sums etc.
- Study the methodology of Power BI
- Use Power BI to develop skills such as data cleaning, merging data, creating dimensions and sums

## Course Topics

- Data management
- Data structure
- Power BI
- DAX programming
- Dimension tables
- Application in Arabic
- Software tools



## Target Group

- Real estate agents and brokerage companies
- Real estate marketers
- Developers
- Individuals or groups who have a deep interest in the Saudi real estate market

## Certification

Awarded upon successful completion of the course and passing of examination

-----

## Logistics

**Total number of hours required:** 15 hours

**Total number of days required:** 3 days

**Timing:**  
4pm - 9pm (KSA time)

**Location:**  
On-site

**Cost:** SAR 4400

# | Real Estate Contributions

## Course Objectives

- Form a foundational understanding of real estate contributions
- Identify what causes real estate contributions to fail
- Apply best practises in accordance with regulations
- Differentiate between real estate contributions and real estate funds
- Learn the roles and responsibilities of all stakeholders within real estate contributions
- Understand the legality surrounding real estate contributions

## Course Topics

- Introduction to real estate contributions
- Best practises and international standards
- Differences between real estate contributions and other funds
- Roles and responsibilities
- Legal framework
- Ethics



## Target Group

- Accountants interested in working in financial management in real estate
- Real estate agents and brokerage companies
- Real estate marketers
- Developers
- Individuals or groups who have a deep interest in the Saudi real estate market

## Certification

Awarded upon successful completion of the course and passing of examination

-----

## Logistics

**Total number of hours required:** 25 hours

**Total number of days required:** 5 days

**Timing:**  
4pm - 9pm (KSA time)

**Location:**  
On-site

**Cost:** SAR 900

# Financial Management in the Real Estate Sector

## Course Objectives

- Understand the fundamentals of financial management in real estate
- Learn the accounting cycle and how to budget
- Read and interpret financial statements
- Know how to apply financial information to the decision making process
- Use financial analysis to evaluate real estate projects

## Course Topics

- Introduction to financial management
- Accounting and budgeting
- Financial statements
- Financial analysis
- Applying financial analysis
- Legal Framework
- Ethical standards



## Target Group

- Lawyers wanting to specialize in real estate
- Real estate brokerage companies with legal departments
- Individuals or groups with an interest in real estate contractual law

## Certification

Awarded upon successful completion of the course and passing of examination

-----

## Logistics

**Total number of hours required:** 15 hours

**Total number of days required:** 3 days

**Timing:**  
4pm - 9pm (KSA time)

**Location:**  
On-site

**Cost:** SAR 600

# Real Estate Contract Management (101)

## Course Objectives

- Introduction to contract management and its role in real estate
- Learn the basic principles of contractual agreements
- Know how to structure contracts
- Identify the definitions and terminology
- Highlight the technical skills required to create a contract
- Understand the processes to manage a contract pre and post signing
- Study the legal process and implications

## Course Topics

- Fundamentals of contract management
- Contract structures
- Definitions and terminology
- Technical skill and contract writing
- Processes and procedures
- Legal framework



## Target Group

- Real estate agents and brokerage companies
- Real estate marketers
- Developers
- Residential compounds
- Commercial buildings
- Individuals or groups who have a deep interest in the Saudi real estate market

## Certification

Awarded upon successful completion of the course and passing of examination

-----

## Logistics

**Total number of hours required:** 15 hours

**Total number of days required:** 3 days

**Timing:**  
4pm - 9pm (KSA time)

**Location:**  
On-site

**Cost:** SAR 650

# | Real Estate Investment

## Course Objectives

- Understand the fundamentals of real estate investment
- Study the various strategies, products and services available
- Learn the concept of risk and reward in real estate
- Know how to leverage debt correctly
- Identify financial indicators
- Create sound valuations of investments
- Establish financial feasibility
- Explore the various financing options such as investment funds, mortgage, raising capital etc.

## Course Topics

- Introduction to real estate investment
- Strategies, products and services
- Risk and reward
- Financial indicators
- Investment valuations
- Financial feasibility
- Raising capital

# 6.

## How to Contact SREI

# There are several ways in which you can contact SREI.



You can visit them in their offices with two in Riyadh, one in Jeddah, one in Khobar and one in Madinah respectively.

## Office Addresses;

### Riyadh;

Comprehensive Residential Center  
Al-Ulaya Road (opposite financial city)  
Al Ghadeer  
Sunday to Thursday - 10am to 6pm

### Customer Service Center

King Abdulaziz Road (intersection of  
Anas Bin Malik)  
Al Yasmeen  
Sunday to Thursday - 8am to 4pm

### Khobar;

Comprehensive Residential Center  
King Faisal Street  
Al Bustan  
Sunday to Thursday - 10am to 6pm

### Jeddah;

Comprehensive Residential Center  
King Abdulaziz Road  
Auto Mall  
Sunday to Thursday - 10am to 6pm

### Madinah

Comprehensive Residential Center  
King Abdullah Road  
Hatem  
Sunday to Thursday - 10am to 6pm



Alternatively, you can contact SREI through one of the following digital services; X account [@SRE\\_Institute](#) 8am to 12am



Call 199011  
Sunday to Thursday - 8am to 12am



Email [info@srei.sa](mailto:info@srei.sa)  
Sunday to Thursday - 8am to 12am



[Contact Form](#) through the website  
This will require selecting a category, giving you full name, email address and mobile number along with your inquiry message.

## FAQ

You can also see their [FAQ's](#) for basic information

# 7.

# The Real Estate Market

## 7.1

### Quarter 4 2024 vs Quarter 4 2023

- The average price in the residential sector **increased** by 3.1% year-on-year
  - Apartment prices **increased** by 2.9%
  - Residential land plot prices **increased** by 2.5%
  - Villa prices **increased** by 6.5%
- The average price in the commercial sector experienced a **growth** of 5% year-on-year
  - Commercial land plot prices **increased** by 5.2%
  - Commercial building prices **increased** by 5.1%
  - Retail shop prices **decreased** by 1.17%

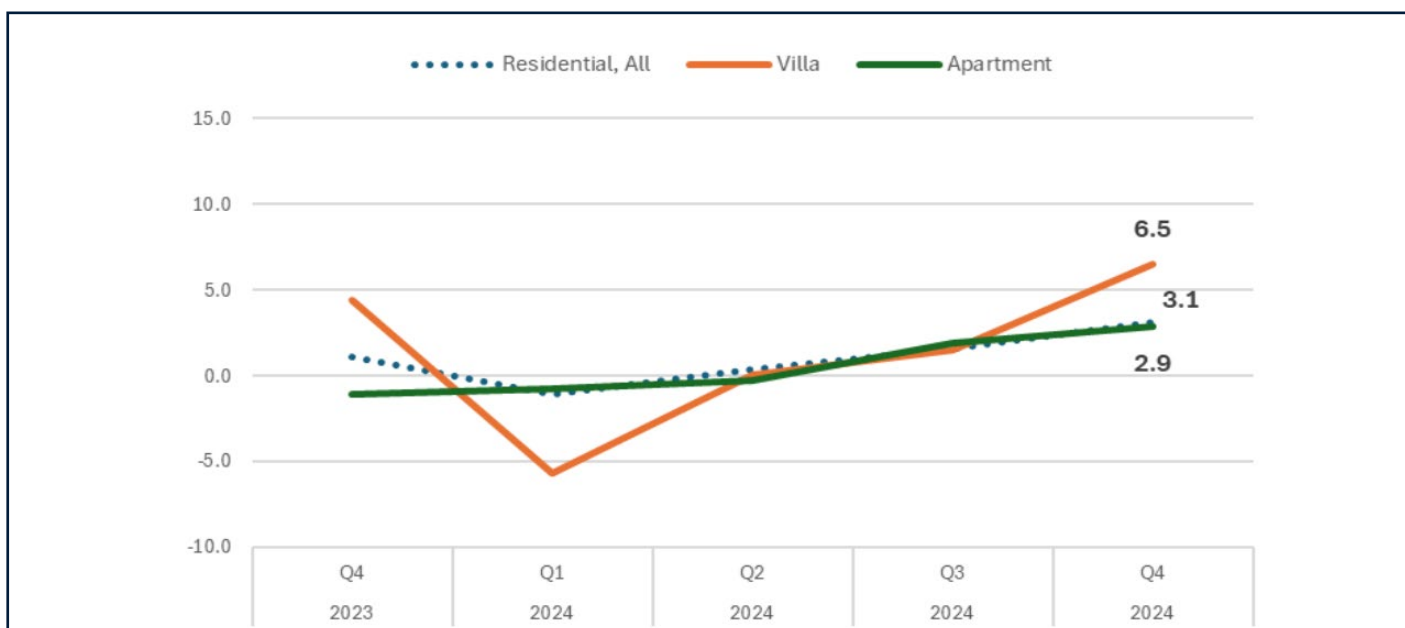


Figure.1: Annual change in real estate prices (%) by residential types year on year

## 7.2

### Quarter 4 2024 vs Quarter 3 2024

- The average price in the residential sector **increased** by 1.6% quarter-on-quarter
  - Apartment prices **increased** by 0.5%
  - Residential land plot prices **increased** by 0.9%
  - Villa prices **increased** by 2.4%
- The average price in the commercial sector **increased** by 2.7%
  - Commercial land plot prices **increased** by 3.2%
  - Commercial building prices **decreased** by 2.3%
  - Retail shop prices did not experience any change of note
- There was a significant change in the prices of real estate in the agricultural sector with prices **decreasing** by 9.5%.

## 7.3

### Regional Changes Q4 2024 v Q4 2023

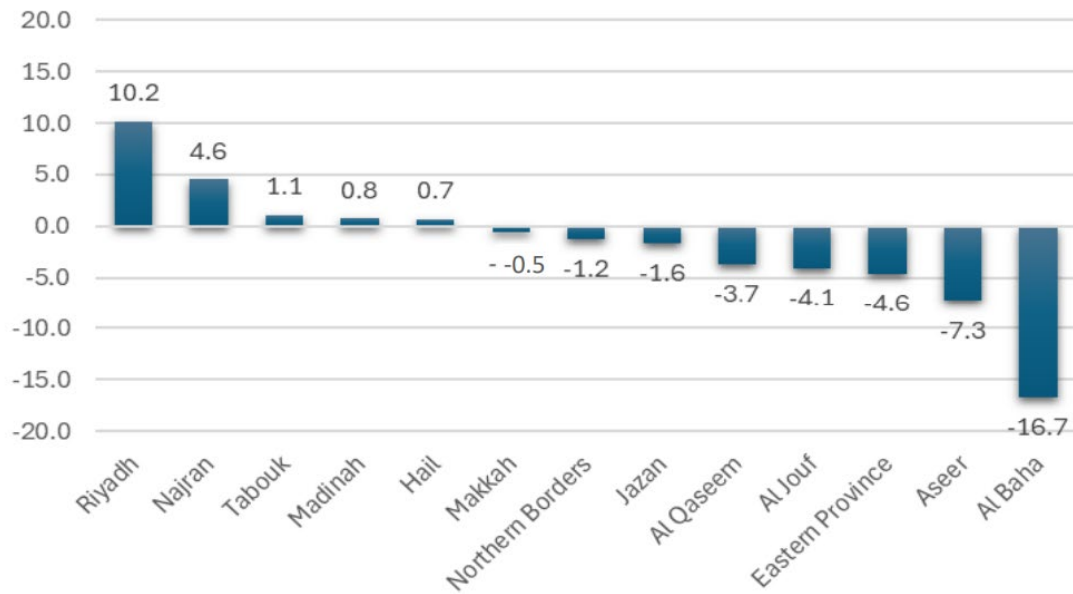


Figure.2: Change in real estate prices (%) by region year on year

- The capital city Riyadh has experienced the most amount of growth year-on-year which is to be expected given it is the largest city and is being heavily invested in to attract foreign investment.
- The only other regions which have experienced a positive growth are Najran on the southern border with Yemen, and Tabouk in the northern region. Both regions are set to benefit from an expansion of tourist activity and heavy investment in development by the government.
- Though many of the rest of the country's regions' performances have been marginally positive or have declined in comparison to the previous year, a lot of positive change can be expected over the next coming 10 years.
- This can be directly related to two major milestones;
  - ▶ The 2030 Kingdom Vision which has an ambitious target of achieving 70% homeownership by the start of next decade, with several programs launched to help facilitate the access to property ownership
  - ▶ The announcement of the 2034 FIFA World Cup with scenic cities such as Abha, in the Asir region, selected as locations to host football matches, attracting tourists, interest and investors.

## 7.4

# Annual Statistics [2024] vs Annual Statistics [2023]

The [General Authority for Statistics](#) released its findings for the annual year of 2024.

- The average price in the residential sector **increased** by 1.0% in comparison to 2023
  - This led to the real estate price index **increasing** by 2.3%
  - Residential plot prices **increased** by 1.2%
  - Apartment prices **increased** by 0.9%
- The average price in the **commercial sector increased** significantly by 6.1%
  - Commercial land plot prices **increased** by 6.1%
  - Commercial buildings **increased** by 6.0%
- The average price in the agricultural sector rose due to agricultural land prices **increasing** by 1.4%

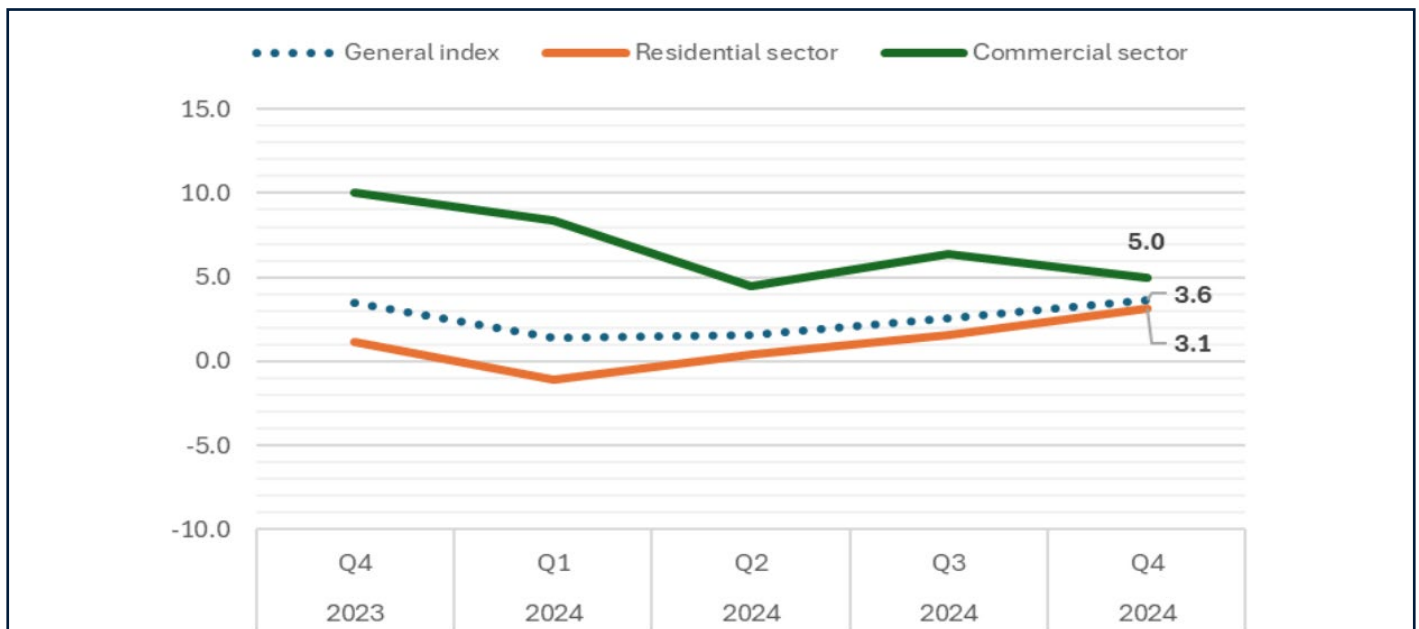


Figure.3: Change in real estate prices (%) year on year



# Recommendations

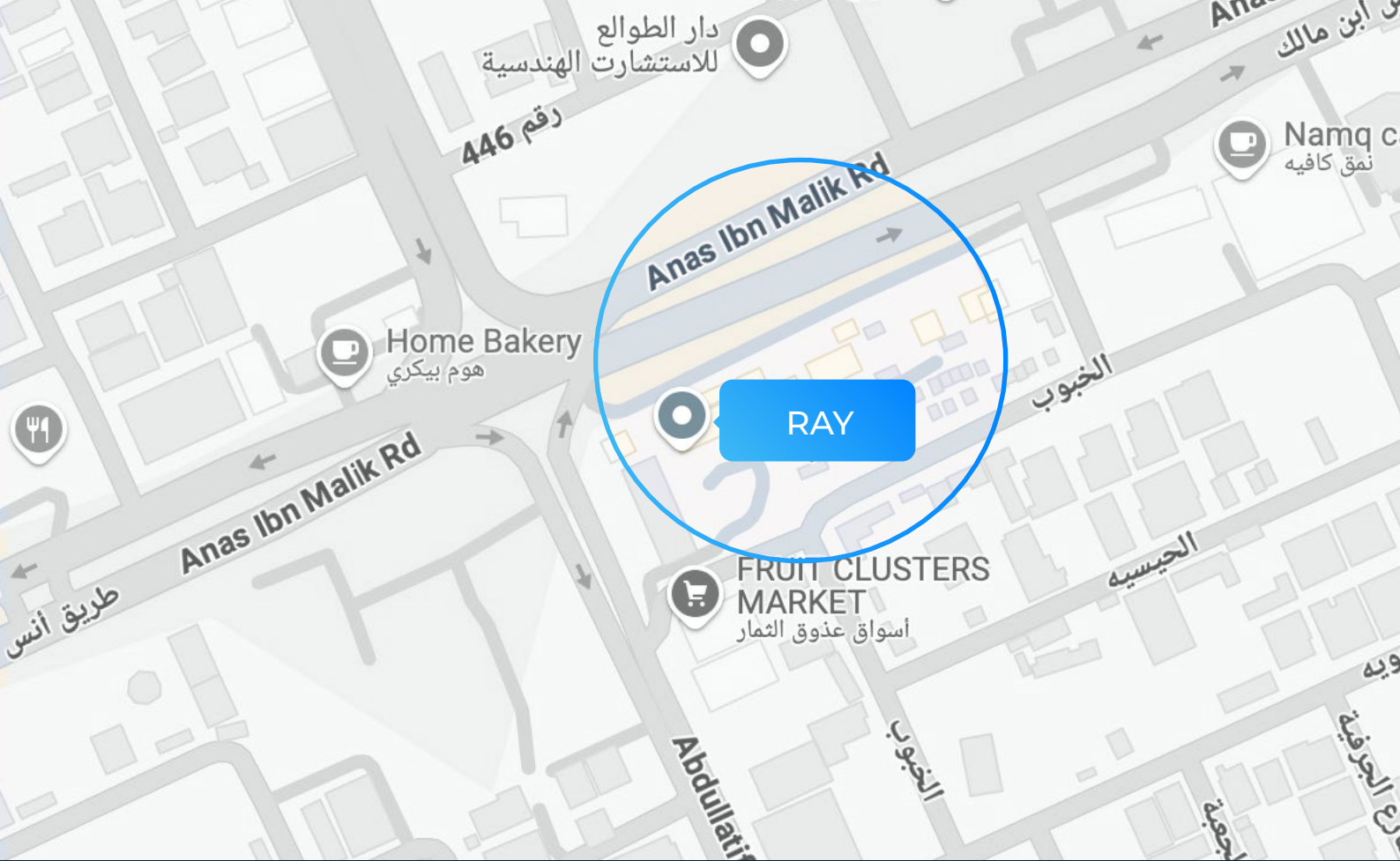
## | Recommendations

Having conducted a deep analysis of SREI as it stands today, we commend REGA for its efforts to increase the standards of the Saudi real estate industry and elevate the skills and qualifications of its professionals through educational technology.

The wide range of courses available, combined with the affordable fees charged makes it accessible to the masses and over a long period of time will become an essential foundational block to uphold and evolve industry standards.

Having made a good start, we believe there is still room for improvement and there are certain steps SREI can take to further elevate its value to the industry. Our recommendations to do this are as follows;

- Introduce a scholarship and subsidy scheme for nationals to help incentivise them through affordability and accessibility to join the industry. Also forge partnerships with other educational institutions such as high schools and universities to attract young talent who can be trained in the vision of SREI and REGA
- Target social media with short, simplified content to further attract the younger generation to the industry. Create a variety of content highlighting the potential and possibilities of roles within the industry and the ease with which they can be secured through SREI with a focus on self-improvement
- Establish an apprenticeship scheme through partnerships with a variety of industry stakeholders such as real estate brokerage companies, contractors, engineering and architectural firms, proptechs etc. to facilitate students receiving vital real world experience and the possibility of securing employment
- Introduce free short courses and information to generate traction and further enhance the reputation of being the go to education platform for all things real estate
- Create free, simple, step-by-step guides on how to achieve home ownership for investors
- Introduce a dedicated channel of information specifically for internationals, to attract foreign investment. Created in English and available in multiple languages, courses should be provided on a variety of topics such as residential investment, commercial investment, how to operate real estate businesses etc.



# Contact Us

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