DEVELOPING AN ASSET MANAGEMENT STRATEGY

Course Focus

The hotel asset manager is responsible for managing lodging investments to meet the specific objectives of ownership. The asset manager’s role in building value is analyzed at both the portfolio and the property level. This course focuses on the importance of developing a strategic vision for asset management, and for using the latest asset management techniques in pursuit of that strategic vision.

Participants will examine the role of the asset manager in real estate portfolio management and learn how to develop a strategic vision for asset management. They will learn how to create an asset management plan designed to accomplish long-term financial goals, create forecasts, and build models that analyze sell versus hold alternatives and make optimal recommendations consistent with the asset management strategy and plan.

Who Should Take this Course?

This course is designed for -

• Managers and professionals in the hospitality industry with financial or operational responsibility for real estate, investments, or management contracts;
• General managers, asset managers, and others with asset management responsibilities;
• Business development professionals with branded operators who have professional interaction with owners;
• Lenders, investors, real estate professionals, and developers who seek entrance into the hospitality real estate market.

Key Benefits

Participants who complete this course will be able to...

• Analyze the asset manager’s role in building value at both the portfolio and the property level
• Develop a strategic vision for asset management
• Create an asset management plan for a property’s long-term needs
• Model the optimal holding period and make recommendations on selling versus holding the asset

Pricing & Registration

The online course price is US$769. Register online at:

sha.cornell.edu/online/courses
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Course Topics

- **Module 1 - Portfolio Management**
  1. Why Real Estate in the Portfolio?
  2. Economics of Portfolio Management

- **Module 2 - Asset Management**
  1. The Asset Management Process
  2. Highest and Best Use Forecasting
  3. Creating the Asset Management Plan

- **Module 3 - Sell Versus Hold Decisions**
  1. Sell Versus Hold Strategies
  2. Selling and Holding
  3. Making the Decision

Course Format

Our online courses take a problem-based approach to learning, and we build each course around realistic case studies and scenarios. All courses are self-paced, and are managed by an online instructor who leads the online discussions and is available to answer any questions about the course content. You will have a 2-week instructional period at the beginning of the course within which you will complete the required elements of the course. You will have access to the course content for one additional week following the instructional period.

Number of Hours to Complete Course: 6

This course is part of an online certificate:

- Certificate in Hotel Real Estate Investments and Asset Management

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