

**CHARTERED**   
INSTITUTE OF PROFESSIONAL CERTIFICATIONS

# CERTIFIED REAL ESTATE PROJECT DEVELOPMENT AND FINANCING MANAGER CRD™

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## CRD™

**Fully Accredited  
By:**

Chartered Institute of  
Professional Certifications

CPD  
Certification Service



# PROGRAM OVERVIEW



According to McKinsey, over **30% of real estate development projects fail to meet their projected financial returns** due to flawed feasibility studies, misaligned stakeholder interests, or inadequate risk management. Developers face extensive regulatory hurdles, with approval timelines stretching up to five years in some jurisdictions, while environmental and zoning compliance further complicates execution. Additionally, over **41% of real estate developers reported difficulty securing debt financing** due to rising interest rates and lender risk aversion.

This certified program is designed to equip real estate leaders with the strategic, financial, and operational skills to lead complex developments. You will master **land acquisition, feasibility studies, planning approvals, stakeholder coordination, and scheduling**. Additionally, you will gain knowledge in **site selection, due diligence, and negotiation, along with advanced financing strategies** such as mezzanine debt, preferred equity, and joint ventures. You'll also learn how to evaluate project feasibility, manage construction risks, and structure deals aligned with investor goals across residential, industrial, and mixed-use developments—even in volatile markets. Through this program, you will learn how to:

- 1. Master Land Acquisition Strategies:** Learn how to identify, assess, and secure optimal land parcels through location analysis, due diligence, and strategic negotiations.
- 2. Optimize Feasibility Studies:** Develop robust financial models to assess project viability, incorporating market demand, cost projections, and risk-adjusted return scenarios.
- 3. Navigate Regulatory Approvals:** Gain strategies to expedite permitting, zoning changes, and compliance with environmental regulations to avoid costly delays.

## ACCREDITATIONS



4.8



4.6





# PROGRAM OVERVIEW



**4. Structure Risk Mitigation Plans:** Implement proactive risk management frameworks to address construction delays, cost overruns, and market volatility.

**5. Leverage Advanced Financing Tools:** Explore alternative capital structures, including mezzanine debt, preferred equity, and other financing strategies to bridge funding gaps.

**6. Maximize Joint Venture Partnerships:** Learn negotiation tactics and governance frameworks to align investor, developer, and contractor incentives.

**7. Enhance Stakeholder Coordination:** Master communication strategies to manage conflicts between community groups, government agencies, and investors.

**8. Adapt to Market Volatility:** Develop contingency plans for economic downturns, interest rate fluctuations, and shifting demand cycles.

Upon completing the program and passing the Chartered exam, you will attain the **Certified Real Estate Project Development and Financing Manager (CRD™)** designation, globally recognized certification enhancing your professional credentials and demonstrating your expertise in managing financially viable, legally compliant, and strategically aligned real estate development projects. This industry-recognized certification has lifelong validity and will position you as a strategic leader in real estate project development.

## ACCREDITATIONS



4.8



4.6



# KEY SKILLS YOU WILL GAIN

## From This Program



**REAL ESTATE PROJECT DEVELOPMENT  
REAL ESTATE MARKET ANALYSIS  
REAL ESTATE FINANCIAL MODELING  
DEMAND PLANNING & FORECASTING**

**DEMOGRAPHIC & ECONOMIC  
INDICATOR ANALYSIS  
FEASIBILITY STUDY PREPARATION  
SITE SELECTION STRATEGY**

**DUE DILIGENCE EXECUTION  
REAL ESTATE NEGOTIATION TACTICS  
LAND USE PLANNING  
VISIONING & CONCEPTUAL PLANNING**

**ARCHITECTURAL STRATEGY ALIGNMENT  
STAKEHOLDER MANAGEMENT  
CAPITAL STACK STRUCTURING  
DEBT VS. EQUITY FINANCING  
INVESTOR CAPITAL SOURCING**

**DCF FINANCIAL MODELING  
NET PRESENT VALUE (NPV) CALCULATION**



# YOUR FACULTY DIRECTOR



## Daeon Smith-Jones

### Award-Winning Real Estate Strategist and Expert

Daeon Smith-Jones is a distinguished real estate strategist, developer, and investor with a proven track record of delivering high-impact residential and commercial projects. With extensive experience across the full real estate development lifecycle, she has **led initiatives from site feasibility and acquisition strategy to regulatory compliance, financial structuring, and asset disposition**. Her expertise lies in bridging deep market insight with strategic execution to create sustainable, profitable developments. In recognition of her excellence, Daeon was **awarded the prestigious International President's Award in Real Estate in 2017**.

**A certified real-estate developer and active investor**, Daeon brings a unique combination of financial acumen, regulatory knowledge, and practical field experience. She has successfully **managed complex development projects, negotiated high-value deals, and advised on capital strategies that maximize returns and minimize risk**. As a respected trainer and speaker, she equips professionals with actionable tools and frameworks to lead real estate projects confidently and effectively. Her work empowers others to navigate the evolving real estate landscape with clarity, precision, and long-term vision.

# OUR PARTICIPANTS

Over 70% of FORTUNE 500 Companies Have Attended Our Accredited Programs Before





# PROGRAM AGENDA



## MODULE 1 - INTRODUCTION TO REAL ESTATE DEVELOPMENT

- Definition and Phases of Real Estate Development
- Key Roles and Stakeholders
- Overview of Development Process: From Concept to Completion

## MODULE 2 - REAL ESTATE MARKET ANALYSIS AND DEMAND FORECASTING

- Understanding Supply and Demand Dynamics in Real Estate
- Key Market Metrics: Absorption Rates, Vacancy Rates, and Inventory
- Interpreting Demographic and Economic Indicators for Forecasting
- Tools and Techniques for Market Feasibility Analysis

## MODULE 3 - SITE SELECTION AND ACQUISITION STRATEGY

- Location Analysis
- Due Diligence Processes
- Negotiation Tactics
- Aligning Site Selection with Your Development Strategy

## MODULE 4 - PROJECT CONCEPTUALIZATION AND DESIGN

- Visioning
- Land Use Planning
- Architectural Strategy
- Aligning Project Goals with Stakeholder Expectations

## MODULE 5 - REAL ESTATE FINANCING STRATEGIES

- Capital Stack Structuring
- Debt vs. Equity Financing
- Sourcing Capital from Private and Institutional Investors

## MODULE 6 - FINANCIAL MODELING FOR REAL ESTATE PROJECTS

- DCF Modeling, NPV, and IRR
- Cash Flow Projections
- Sensitivity Analysis
- Excel and Specialized Tools

## MODULE 7 - BUDGETING AND COST CONTROL

- Cost Estimation
- Budget Tracking Systems
- Variance Analysis

# PROGRAM AGENDA



- Staying on Budget Without Compromising Quality

## **MODULE 8 - LEGAL FRAMEWORK AND REGULATORY COMPLIANCE**

- Zoning Laws and Entitlements
- Environmental Compliance
- Permitting Processes

## **MODULE 9 - RISK MANAGEMENT AND MITIGATION**

- Project Risk Assessment Frameworks
- Insurance
- Contingency Planning
- Managing Financial and Operational Risk

## **MODULE 10 - ASSET MANAGEMENT, OPERATIONS & EXIT STRATEGY**

- Transitioning from Project Completion to Operations
- Leasing vs. Disposition
- Maximizing Investment Returns
- Exit Strategies



# YOUR CHARTER DESIGNATION



Chartered Institute of Professional Certifications' programs are unique as they provide you with professional charter designations and marks that can be used across your lifetime once you have completed our programs.

Upon successfully attending this program, you will be awarded with the **Certified Real Estate Project Development and Financing Manager (CRD™)** designation. that can be used in your resume, CV and other professional credentials. This certification is industry-recognized with lifelong validity.

Globally recognized and in high demand, this certification demonstrates your expertise in managing the full lifecycle of real estate project development, from market analysis and site acquisition to financial structuring, regulatory compliance, and risk management. It validates your capability to lead complex development initiatives, optimize investment performance, and ensure successful project delivery within established legal, financial, and operational frameworks. Developed by **Chartered Institute of Professional Certifications**, the content of this program has been independently accredited by **CPD Certification Service** as adhering to the highest standards of continuing professional principles.

# ABOUT US

49,525

Business Leaders Have  
Attained Their Chartered  
Certifications Since 2009

390

Certified and Fully  
Accredited Programs

87%

Chartered Leaders Have  
Reported Career Promotions  
and Enhancements

## Chartered Institute of Professional Certifications

All of Chartered Institute of Professional Certifications programs are fully accredited programs. The professional charters and designations are trademarked credentials that can only be used by professionals who have completed and passed our accredited program. It is also independently accredited by CPD as adhering to the highest standards of continuing professional principles.

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INSTITUTE OF PROFESSIONAL CERTIFICATIONS



# OUR FACULTY DIRECTORS

We Collaborate With  
Instructors From  
Renowned Institutions



**HARVARD**  
UNIVERSITY



**Wharton**  
UNIVERSITY of PENNSYLVANIA



**Stanford University**



**UNIVERSITY OF MICHIGAN**



THE LONDON SCHOOL  
OF ECONOMICS AND  
POLITICAL SCIENCE



**Columbia  
Business  
School**

**London  
Business  
School**



# CONTACT US TODAY

We Thank You for Your Ongoing Support  
of Our Programs

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