

JAMES A. GRAASKAMP COLLECTION OF TEACHING MATERIALS

V. INDUSTRY SEMINARS AND SPEECHES - SHORT TERM

A. Appraisal Organizations

6. 1974

- e. "A Guide to Feasibility Analysis",
sponsored by SREA Broward County Chapter
204, May 31, 1974

*See previous lecture
"A Guide to Feasibility Analysis
for contents of this
lecture*

A GUIDE TO ^FFEASIBILITY ANALYSIS

A Seminar at the Ramada Inn
Sponsored by Society of Real Estate Appraisers
Broward County Chapter 204
Fort Lauderdale, Florida
Friday, May 31, 1974

Instructed by Professor James A. Graaskamp
University of Wisconsin School of Business

MORNING SESSION: 9:00 A.M.

- I. Real Estate as an Enterprise and the Management Process
- II. Elements of a Total Feasibility Analysis
- III. Elements of Financial Feasibility

COFFEE BREAK: 10:30

- IV. The Concept of Risk
- V. Determining Objectives and Criteria of the Client
- VI. Structuring Market Data Analysis with Models

LUNCHEON: 12:00

AFTERNOON SESSION: 1:00 P.M.

- I. Market Segmentation and Identification of Prospective Buyers or Tenants
- II. Developing a Customer Profile with a Consumer Survey
- III. Pre-Architectural Programming

COFFEE BREAK: 2:30

- IV. Structuring and Modeling Cash Flows for Rental Properties
- V. Modeling Cash Flows for Land Development
- VI. Modeling Cash Flows and other Measures of Economic Impact on a Community
- VII. Risk Evaluation