

**Course Number and Title**

CP 4610/Introduction to Real Estate and Investments  
City and Regional Planning, College of Architecture  
Georgia Institute of Technology  
Edrick Harris, 404.330.1036, Eharris@hjrussell.com  
Summer Semester/2012/Thursdays/4-7:30/Time/3 Credits

**Course Objectives/Student Learning Outcomes**

CP 4610 is an introductory look at the process and principles of real estate. The course will explore "language" of real estate as well as real world examples and case studies that display the fundamentals of real estate. Topics will include: Real estate market analysis, legal framework, services, transactions, investment analysis, and development.

CP 4610 gives the foundation and fundamentals of real estate. Every individual participates in real estate in some way. This course helps a student understand how and why they participate. The ultimate goal is to have each student familiar with the basic principles and help them in their future real estate ventures by getting the best deal in renting an apartment, buying a home, or investing in a retail center.

**Relationship of Course to your own Research and Practice/Creative work**

I am currently the Director of the Real Estate Development Division of Russell New Urban Development, LLC, the development arm of H.J. Russell and Company. H.J. Russell and Company is a local construction and development firm that has been contracting and developing nationally for nearly 60 years. Notable projects include working the GA Dome, Philips Arena, and Historic Westside Village, a mixed use development that's the home of the newest urban Walmart.

While the class is an introductory look into real estate, I will use current and past projects that I have worked on to give real world examples and incite debate on process and procedure. The class stays current by reviewing and discussing real estate trends and market changes. The core definitions and terms for real estate are introduced each class and reinforced with the project examples.

**Course Procedure and Organization**

Each class is dedicated to one or two general topics. The initial classes begin with defining real estate and the rights that a person may or may not have with the property. The real estate service industry is covered including brokerage, property management, and appraisals. Also, home purchase decisions and the loan/mortgage process is coverage at length. The final topics covered include financial topics such as financing development deals and time value of money. Guest speakers reinforce many of the lecture topics and become future contacts for the students in the class. Guest speakers include lenders, market analyst, city planners/zoning officials, and other developers.

**Required/Suggested Readings**

Required Text: *Real Estate Principles: Charles Floyd and Marcus T. Allen, 9th Edition*  
Additional reading will include real estate trade journals and periodicals.

**Course Requirements**

Requirement for the course will include article summaries, quizzes, 3 exams, and a final case study project.

The final case study project allows the students to gain additional real estate and development instruction by selecting a development project to complete and present to the class. The project can be any product type and will utilize the tools learned in the class to propose a new development. The student will look at the government regulations on the site, market conditions, marketing, basic financing strategy, and formulate an exit strategy to create a profitable venture.