

**RED 509 – Market Analysis for Real Estate
School of Policy, Planning, and Development
Fall 2012**

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Course Objectives

The basic objective of the course is to present fundamental economic theories, analytical techniques, as well as practical applications for market analysis of various forms of real estate. Assigned reading as well as class participation will emphasize a case study approach, drawing on case studies to analyze varying property types their particular methodologies regarding analyzing market opportunities. Various specialists in an array of property types may be guest speakers throughout the semester. A final project consisting of a market feasibility study of a selected development project will be prepared by all students.

Course Organization and Requirements

Depending on the class the student is enrolled into, the course meets once per week, on either Monday from 2:00 – 5:20 or Tuesday from 6:00 - 9:20 pm. Students are expected to attend their respective class and have read the required readings prior to class so that they can contribute to in-class discussions. Depending on progress during sessions, the topics and readings for each week may be subject to slight change.

Students will be graded based on the following:

- Group Cases (5 total) – 10% each
- Participation – 5%
- Mid Term – 25%
- Final Project - 20%

Recommended Textbook

The recommended text for this course is Urban Economics and Real Estate Markets (“UEREM”), by Denise DiPasquale.

Access to the Wall Street Journal, LA Business Journal, or other Real Estate publication is strongly recommended. Students should keep abreast of local and national news and trends in the real estate market. Common sources for information also include www.globest.com, www.curbedla.com; www.latimes.com; www.downtownnews.com, WSJ.com, LABJ.com, calculatedriskblog.com; etc. The first 5-10 minutes of class will be spent discussing current real estate issues and topics.

Readings not from the textbook will be available on the Blackboard site of USC, as will all assignments and lecture notes. The Blackboard site is <http://blackboard.usc.edu>.

Academic integrity

Students should maintain strict adherence to standards of academic integrity, as described in SCampus (<http://www.usc.edu/dept/publications/SCAMPUS/>). In particular, the University recommends strict sanctions for plagiarism, defined below.

11.11 Plagiarism

- A. The submission of material authored by another person but represented as the student's own work, whether that material is paraphrased or copied in verbatim or near-verbatim form.
- B. The submission of material subjected to editorial revision by another person that results in substantive changes in content or major alteration of writing style.
- C. Improper acknowledgment of sources in essays or papers.

NOTE: Culpability is not diminished when plagiarism occurs in drafts which are not the final version. Also, if any material is prepared or submitted by another person on the student's behalf, the student is expected to proofread the results and is responsible for all particulars of the final draft.

Source: SCampus University Governance,
<http://www.usc.edu/dept/publications/SCAMPUS/governance/gov05.html>

The recommended sanction for violations of academic integrity, such as plagiarism or cheating on an exam, is an F for the course. Materials on how to avoid plagiarism are available under Course Documents in the class web page. *I discourage heavy reliance on material found on the Wide World Web and, if used, all such material must be fully documented with regard to author as well as URL.* If you have any questions about academic integrity or citation standards, please ask in advance.

Disability Services

Any student requesting academic accommodations based on a disability is required to register with Disability Services and Programs (DSP) each semester. A letter of verification for approved accommodations can be obtained from DSP. Please be sure the letter is delivered to me (or to TA) as early in the semester as possible. DSP is located in STU 301 and is open early 8:30 a.m. – 5:00 p.m., Monday through Friday. The phone number for DSP is (213) 740-0776.

Class Meetings**Week 1 – INTRO TO MARKET ANALYSIS**

Monday, August 27 – Raphael Bostic/Alex Saunders

Tuesday, August 28 – Raphael Bostic/Alex Saunders

Lecture:

- General Introductions
- State of the Market lecture

Homework:

- Read ...

Reading:

- The Property and Capital Markets (Chapter 1 - UEREM)
- Operation of Property Markets (Chapter 2 – UEREM)
- The Urban Land Market: Rents & Prices (Chapter 3 – UEREM)

Week 2 – LABOR DAY (NO CLASS)**Week 3 – URBAN ECON**

Monday, September 10 – Raphael Bostic

Tuesday, September 11 – Raphael Bostic

Lecture:

- Urban Economics revisited

Homework:

- Read ...

Reading:

- Firm Site Selection, Employment Decentralization, and Multicentered Cities (Ch. 5 – UEREM)
- The Operation of Nonresidential Property Markets (Ch. 11 – UEREM)
- Econometric Analysis of Metropolitan Office and Industrial Markets (Ch. 12 – UEREM)

Week 4 – METRO AREAS

Monday, September 17 – Raphael Bostic

Tuesday, September 18 – Raphael Bostic

Lecture:

- Metropolitan Areas and Property Submarkets

Homework:

- Read ...

Reading:

- The Urban Housing Market: Structural Attributes and Density (Ch. 4 – UEREM)
- The Market for Housing Units: Households, Prices and Financing (Ch. 8 – UEREM)
- The Market for Housing Services: Moving, Sales & Vacancy (Ch. 9 – UEREM)
- The Cyclical Behavior of Metropolitan Housing Markets (Ch. 10 – UEREM)

Week 5 – RESIDENTIAL (MULTIFAMILY)

Monday, September 24 – Alex Saunders

Tuesday, September 25 – Alex Saunders

Lecture:

- The Property and Capital Markets
- Housing Overview
- Introduction to Multi Family product
- Apartment case introduction and overview

Homework:

- Complete Case #1: La Jolla Ground-Up Multifamily

Week 6 – RESIDENTIAL (MULTIFAMILY)

Monday, October 1 – Alex Saunders

Tuesday, October 2 – Alex Saunders

Presentation:

- Case #1: La Jolla Ground-Up Multifamily

Lecture:

- Overview Case #2: La Jolla Existing Multifamily

Homework:

- Complete Case #2: La Jolla Existing Multifamily

Week 7 – RESIDENTIAL (MULTIFAMILY)

Monday, October 8 – Alex Saunders

Tuesday, October 9 – Alex Saunders

Presentation:

- Case #2: La Jolla Existing Multifamily

Lecture:

- Wrap-up Multifamily Product

Homework:

- Prepare for Midterm

Week 8 – ULI WEEK (NO CLASS)

Monday, October 15

Tuesday, October 16

Week 9 – MIDTERM

Monday, October 22
Tuesday, October 23

Week 10 – MIDTERM REVIEW / FOR SALE MARKET

Monday, October 29 – Raphael Bostic/Alex Saunders
Tuesday, October 30 – Raphael Bostic/Alex Saunders

Lecture

- For Sale Market

Homework

- Complete CASE #3: For Sale Development Case

Week 10 – RESIDENTIAL (FOR SALE)

Monday, November 5 – Alex Saunders
Tuesday, November 6 – Alex Saunders

Lecture

- For Sale Market

Deliverables:

- Turn-in CASE #3: For Sale Development Case

Presentations:

- CASE #3: For Sale Development Case

Week 12 – OFFICE

Monday, November 12 – Alex Saunders
Tuesday, November 13 – Alex Saunders

Lecture:

- Office Markets

Case:

- CASE #4: Bayview Corporate Center (be prepared to discuss in detail)

Homework:

- CASE #4 Bayview Corporate Center “present day”

Week 13 – OFFICE

Monday, November 19 – Alex Saunders

Tuesday, November 20 – Alex Saunders

Deliverables:

- Turn-in CASE #4: Bayview Case

Presentations:

- CASE #4: Bayview

Homework:

- Read Case #5: Retail Case
- Retail Location and Market Competition (Ch. 6 – UEREM)

Week 14 – RETAIL

Monday, November 26 – TBD

Tuesday, November 27 – TBD

Lecture:

- Retail Markets

Case:

- CASE #5: Retail Case Discussion

Homework:

- CASE #5: Retail Case Market Analysis

Week 15 – RETAIL

Monday, December 3 – TBD

Tuesday, December 4 – TBD

Deliverables:

- Turn-in CASE #5: Retail Case

Presentations:

- CASE #5: Retail Case

Final: To Be Announced

ACADEMIC RESPONSIBILITY

"Students, faculty, and administrative officials at the University of Southern California, as members of the academic community fulfill a purpose and a responsibility.

The University must, therefore, provide an optimal learning environment, and all members of the University community have a responsibility to provide and maintain an atmosphere of free inquiry and expression. The relationship of the individual to this community involves these principles: Each member has an obligation to respect:

1. THE FUNDAMENTAL HUMAN RIGHTS OF OTHERS
2. THE RIGHTS OF OTHERS BASED UPON THE NATURE OF THE EDUCATIONAL PROCESS
3. THE RIGHTS OF THE INSTITUTION

ACADEMIC DISHONESTY

The following statements and examples explain specific acts of academic dishonesty.

1. Examination Behavior: Any use of external assistance during an exam is considered academically dishonest unless expressly permitted.
 - a. Communicating in any way with another student during the examination.
 - b. Copying material from another student's exam.
 - c. Using unauthorized notes, calculators or other devices.
2. Fabrication: Any intentional falsification or invention of data or citation in an academic exercise will be considered a violation of academic integrity.
 - a. Inventing or altering data for a laboratory experiment or field project.
 - b. Resubmitting returned and corrected academic work under the pretense of grader evaluation error, when, in fact, the work has been altered from its original state.
3. Plagiarism: Plagiarism is the theft and subsequent passing off of another's ideas or words as one's own. If the words or ideas of another are used, acknowledgement of the original source must be made through recognized referencing practice.
 - a. Direct Quotation: Any use of a direct quotation should be acknowledged by footnote citation and by either quotation marks or appropriate indentation and spacing.
 - b. Paraphrase: If another's ideas are borrowed in whole or in part and are merely recast in the student's own words, proper acknowledgement must, nonetheless, be made. A footnote or proper internal citation must follow the paraphrase material.
4. Other Types of Academic Dishonesty:
 - a. Submitting a paper written by another;
 - b. Using a paper or essay in more than one class without the instructor's express permission;
 - c. Obtaining an advance exam copy without the knowledge or consent of the instructor;
 - d. Changing academic records outside of normal procedures;
 - e. Using another person to complete homework assignment or take-home exam without the knowledge and consent of the instructor.

The above information is taken directly from the SCampus and the Academic Affairs Unit of the Student Senate in conjunction with the Academic Standards Committee.

APPENDIX A: ACADEMIC DISHONESTY

SANCTION GUIDELINES

VIOLATION	RECOMMENDED SANCTION (<i>assuming first offense</i>)
Copying answers from other students on exam.	F for course.
One person allowing another to cheat from his/her exam or assignment.	F for course for both persons.
Possessing or using extra material during exam (crib sheets, notes, books, etc.)	F for course.
Continuing to write after exam has ended.	F or zero on exam.
Taking exam from room and later claiming that the instructor lost it.	F for course and recommendation for further disciplinary action (possible suspension).
Changing answers after exam has been returned.	F for course and recommendation for disciplinary action (possible suspension).
Fraudulent possession of exam prior to administration.	F for course and recommendation for suspension.
Obtaining a copy of an exam or answer key prior to administration.	Suspension or expulsion from the University; F for course.
Having someone else take an exam for oneself.	Suspension or expulsion from the University for both students; F for course.
Plagiarism.	F for the course.
Submission of purchased term papers or papers done by others.	F for the course and recommendation for further disciplinary action (possible suspension).
Submission of the same term papers to more than one instructor where no previous approval has been given.	F for both courses.
Unauthorized collaboration on an assignment.	F for the course for both students.
Falsification of information in admission application (including supporting documentation).	Revocation of university admission without opportunity to apply.
Documentary falsification (e.g., petitions and supporting materials medical documentation).	Suspension or expulsion from the University; F for course when related to a specific course.
Plagiarism in a graduate thesis or dissertation.	Expulsion from the university when discovered prior to graduation; revocation of degree when discovered subsequent to graduation.

Please refer to *Trojan Integrity: A Faculty Desk Reference*, for more information on assessing sanctions. You may also consult with members of the Office of Student Judicial Affairs and Community Standards at any point in the process, (213) 740-6666.

Note: The Student Conduct Code provides that graduate students who are found responsible for academic integrity violations may be sanctioned more severely than Appendix A suggests.