

# Postgraduate Certificate

## Technology Applied to Real Estate



## Postgraduate Certificate Technology Applied to Real Estate

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online
- » Target Group: Graduates who have previously completed any of the degrees in the fields of Social and Legal Sciences, Administration and Business.

Website: [www.techtute.com/in/school-of-business/postgraduate-certificate/technology-applied-real-estate](http://www.techtute.com/in/school-of-business/postgraduate-certificate/technology-applied-real-estate)

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# 01 Welcome

Technology applied to Real Estate has become a key tool in the real estate sector. Companies looking to stand out in today's market need to adapt to new technologies to offer a more efficient and satisfying customer experience to their customers. Technological advances in this field are numerous and increasingly sophisticated, making it possible to improve the processes of selling and renting properties, as well as the management of real estate. All this thanks to the implementation of property management software, online listing platforms and virtual or augmented reality solutions. For this reason, TECH has designed this 100% online university degree, which is presented as a competitive advantage in the sector. Thanks to it, the student will be trained with the necessary and most up to date skills to apply these technologies in their daily work.



Postgraduate Certificate in Financial and Actuarial Risk Management.  
TECH Technological University



“

*If you are looking for a 100% online academic option that allows you to combine your work with specialization in the area of Real Estate Management, this is the Postgraduate Certificate for you"*

02

# Why Study at TECH?

TECH is the world's largest 100% online business school. It is an elite business school, with a model based on the highest academic standards. A world-class center for intensive managerial skills education.



“

*TECH is a university at the forefront of technology, and puts all its resources at the student's disposal to help them achieve entrepreneurial success"*

## At TECH Technological University



### Innovation

The university offers an online learning model that balances the latest educational technology with the most rigorous teaching methods. A unique method with the highest international recognition that will provide students with the keys to develop in a rapidly-evolving world, where innovation must be every entrepreneur's focus.

"*Microsoft Europe Success Story*", for integrating the innovative, interactive multi-video system.



### The Highest Standards

Admissions criteria at TECH are not economic. Students don't need to make a large investment to study at this university. However, in order to obtain a qualification from TECH, the student's intelligence and ability will be tested to their limits. The institution's academic standards are exceptionally high...

**95%** | of TECH students successfully complete their studies



### Networking

Professionals from countries all over the world attend TECH, allowing students to establish a large network of contacts that may prove useful to them in the future.

**+100000**

executives prepared each year

**+200**

different nationalities



### Empowerment

Students will grow hand in hand with the best companies and highly regarded and influential professionals. TECH has developed strategic partnerships and a valuable network of contacts with major economic players in 7 continents.

**+500**

collaborative agreements with leading companies



### Talent

This program is a unique initiative to allow students to showcase their talent in the business world. An opportunity that will allow them to voice their concerns and share their business vision.

After completing this program, TECH helps students show the world their talent.



### Multicultural Context

While studying at TECH, students will enjoy a unique experience. Study in a multicultural context. In a program with a global vision, through which students can learn about the operating methods in different parts of the world, and gather the latest information that best adapts to their business idea.

TECH students represent more than 200 different nationalities.





TECH strives for excellence and, to this end, boasts a series of characteristics that make this university unique:



### Learn with the best

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In the classroom, TECH's teaching staff discuss how they have achieved success in their companies, working in a real, lively, and dynamic context. Teachers who are fully committed to offering a quality specialization that will allow students to advance in their career and stand out in the business world.

Teachers representing 20 different nationalities.



*At TECH, you will have access to the most rigorous and up-to-date case analyses in academia"*



### Analysis

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TECH explores the student's critical side, their ability to question things, their problem-solving skills, as well as their interpersonal skills.



### Academic Excellence

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TECH offers students the best online learning methodology. The university combines the Relearning method (postgraduate learning methodology with the best international valuation) with the Case Study. Tradition and vanguard in a difficult balance, and in the context of the most demanding educational itinerary.



### Economy of Scale

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TECH is the world's largest online university. It currently boasts a portfolio of more than 10,000 university postgraduate programs. And in today's new economy, **volume + technology = a ground-breaking price**. This way, TECH ensures that studying is not as expensive for students as it would be at another university.

03

# Why Our Program?

Studying this TECH program means increasing the chances of achieving professional success in senior business management.

It is a challenge that demands effort and dedication, but it opens the door to a promising future. Students will learn from the best teaching staff and with the most flexible and innovative educational methodology.



“

*We have highly qualified teachers and the most complete syllabus on the market, which allows us to offer you education of the highest academic level”*

This program will provide you with a multitude of professional and personal advantages, among which we highlight the following:

**01**

### A Strong Boost to Your Career

By studying at TECH, students will be able to take control of their future and develop their full potential. By completing this program, students will acquire the skills required to make a positive change in their career in a short period of time.

*70% of students achieve positive career development in less than 2 years.*

**02**

### Develop a strategic and global vision of the company

TECH offers an in-depth overview of general management to understand how each decision affects each of the company's different functional fields.

*Our global vision of companies will improve your strategic vision.*

**03**

### Consolidate the student's senior management skills

Studying at TECH means opening the doors to a wide range of professional opportunities for students to position themselves as senior executives, with a broad vision of the international environment.

*You will work on more than 100 real senior management cases.*

**04**

### You will take on new responsibilities

The program will cover the latest trends, advances and strategies, so that students can carry out their professional work in a changing environment.

*45% of graduates are promoted internally.*

05

### Access to a powerful network of contacts

TECH connects its students to maximize opportunities. Students with the same concerns and desire to grow. Therefore, partnerships, customers or suppliers can be shared.

*You will find a network of contacts that will be instrumental for professional development.*

06

### Thoroughly develop business projects.

Students will acquire a deep strategic vision that will help them develop their own project, taking into account the different fields in companies.

*20% of our students develop their own business idea.*

07

### Improve soft skills and management skills

TECH helps students apply and develop the knowledge they have acquired, while improving their interpersonal skills in order to become leaders who make a difference.

*Improve your communication and leadership skills and enhance your career.*

08

### You will be part of an exclusive community

Students will be part of a community of elite executives, large companies, renowned institutions, and qualified teachers from the most prestigious universities in the world: the TECH Technological University community.

*We give you the opportunity to study with a team of world-renowned teachers.*

# 04 Objectives

This Postgraduate Certificate allows the professional to acquire essential skills and knowledge to apply in the real estate sector, including the use of advanced technological tools with which to optimize sales, rental and property management processes. Thus, they will learn how to implement real estate management software, online listing platforms, virtual or augmented reality solutions, data analysis tools and automation systems. In addition, this program provides the student with a detailed understanding of how these technologies are changing the industry and how they can be used to improve their efficiency and success in today's marketplace.



“

*Take your real estate career to the highest level through the most updated knowledge on Big Data, Market Place, CRM or Artificial Intelligence”*

**TECH makes the goals of their students their own goals too.  
Working together to achieve them.**

The Postgraduate Certificate in Technology Applied to Real Estate will train students to:

01

Manage the technology currently used in the real estate sector

04

Detect the key points in the design process in order to know how to act in the event of possible drawbacks

02

Detect the main players that make up today's PropTech

05

Know the methodology to monetize in the construction world

03

Define the main taxes levied on profitability in the financial sector

06

Establish the areas and strategies of any company in Human Resources





07

Know the functioning of the land registry and the registry procedure in its entirety

05

# Structure and Content

This university degree is designed to adapt to the needs of the professional, since it is offered completely online, which offers the possibility of choosing the most convenient time and place to study. Lasting 6 weeks, this customized program aims to provide a unique and stimulating experience to lay the foundation for professional success in the field of Real Estate Management.



“

*You will learn how to perfectly manage automatic processes, applying Artificial Intelligence and Online Reality to the real estate sector”*

## Syllabus

The objective of the Postgraduate Certificate in Technology Applied to Real Estate is to update the knowledge of professionals in the area of Real Estate Management in order to improve their ability to make financial decisions.

The program focuses on developing managerial competencies for a rigorous professional performance in uncertain environments, analyzing several case studies through individual and team work during 6 weeks. In this way, it covers the latest technological advances in the real estate sector in depth, from the management of social networks, the application of Big Data and Market Place, the use of CRM or Online Reality, among other relevant topics.

In addition, the curriculum is designed to broaden the competencies of specialists in this field, from a strategic, technological and innovative perspective. Thus, the Postgraduate Certificate fosters the student's leadership to lead high-performance work teams in the sector.

Likewise, the teaching materials are available in various multimedia and textual formats to adapt to the academic requirements of each student and optimize the teaching process.

This Postgraduate Certificate takes place over 6 weeks and is divided into 1 module:

### Module 1.

Technology applied to Real Estate



### Where, When and How is it Taught?

TECH offers the possibility of developing this Postgraduate Certificate in Technology Applied to Real Estate completely online. During the 6 weeks of the specialization, the student will be able to access all the content of this program at any time, which will allow the students to self-manage their study time.

*Master the most cutting-edge digital transition tools in the real estate industry and lead your company to professional success.*

**Module 1. Technology applied to Real Estate**

**1.1. New technologies: PropTech**

- 1.1.1. Introduction
- 1.1.2. The process of change: Internet and SEO positioning
- 1.1.3. The process of change: Blockchain and Artificial Intelligence
- 1.1.4. Tools for digital transformation

**1.2. Social media**

- 1.2.1. Definition
- 1.2.2. Specific Aspects
- 1.2.3. Uses applied to Real Estate
- 1.2.4. Main market operators

**1.3. Big Data**

- 1.3.1. Definition
- 1.3.2. Specific Aspects
- 1.3.3. Uses applied to Real Estate
- 1.3.4. Main market operators

**1.4. Market place**

- 1.4.1. Definition
- 1.4.2. Specific Aspects
- 1.4.3. Uses applied to Real Estate
- 1.4.4. Main market operators

**1.5. MLS**

- 1.5.1. Definition
- 1.5.2. Specific Aspects
- 1.5.3. Uses applied to Real Estate
- 1.5.4. Main market operators

**1.6. Customer Relationship Management (CRM)**

- 1.6.1. Definition
- 1.6.2. Specific Aspects
- 1.6.3. Uses applied to Real Estate
- 1.6.4. Main market operators

**1.7. Crowdfunding**

- 1.7.1. Definition
- 1.7.2. Specific Aspects
- 1.7.3. Uses applied to Real Estate
- 1.7.4. Main market operators

**1.8. Fintech**

- 1.8.1. Definition
- 1.8.2. Specific Aspects
- 1.8.3. Uses applied to Real Estate
- 1.8.4. Main market operators

**1.9. Artificial Intelligence and Virtual Reality**

- 1.9.1. Definition
- 1.9.2. Specific Aspects
- 1.9.3. Uses applied to Real Estate
- 1.9.4. Main market operators

**1.10. Automatic processes: Chatbot**

- 1.10.1. Definition
- 1.10.2. Specific Aspects
- 1.10.3. Uses applied to Real Estate
- 1.10.4. Main market operators



# 06

# Methodology

This academic program offers students a different way of learning. Our methodology uses a cyclical learning approach: **Relearning**.

This teaching system is used, for example, in the most prestigious medical schools in the world, and major publications such as the **New England Journal of Medicine** have considered it to be one of the most effective.







“

*Discover Relearning, a system that abandons conventional linear learning, to take you through cyclical teaching systems: a way of learning that has proven to be extremely effective, especially in subjects that require memorization"*

## TECH Business School uses the Case Study to contextualize all content

Our program offers a revolutionary approach to developing skills and knowledge. Our goal is to strengthen skills in a changing, competitive, and highly demanding environment.

“*At TECH, you will experience a learning methodology that is shaking the foundations of traditional universities around the world*”



*This program prepares you to face business challenges in uncertain environments and achieve business success.*



*Our program prepares you to face new challenges in uncertain environments and achieve success in your career.*

## A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch to present executives with challenges and business decisions at the highest level, whether at the national or international level. This methodology promotes personal and professional growth, representing a significant step towards success. The case method, a technique that lays the foundation for this content, ensures that the most current economic, social and business reality is taken into account.

“

*You will learn, through collaborative activities and real cases, how to solve complex situations in real business environments”*

The case method has been the most widely used learning system among the world's leading business schools for as long as they have existed. The case method was developed in 1912 so that law students would not only learn the law based on theoretical content. It consisted of presenting students with real-life, complex situations for them to make informed decisions and value judgments on how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

What should a professional do in a given situation? This is the question we face in the case method, an action-oriented learning method. Throughout the program, the studies will be presented with multiple real cases. They must integrate all their knowledge, research, argue and defend their ideas and decisions.

## Relearning Methodology

TECH effectively combines the Case Study methodology with a 100% online learning system based on repetition, which combines different teaching elements in each lesson.

We enhance the Case Study with the best 100% online teaching method: Relearning.

*Our online system will allow you to organize your time and learning pace, adapting it to your schedule. You will be able to access the contents from any device with an internet connection.*

At TECH you will learn using a cutting-edge methodology designed to train the executives of the future. This method, at the forefront of international teaching, is called Relearning.

Our online business school is the only one in the world licensed to incorporate this successful method. In 2019, we managed to improve our students' overall satisfaction levels (teaching quality, quality of materials, course structure, objectives...) based on the best online university indicators.



In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically.

With this methodology we have trained more than 650,000 university graduates with unprecedented success in fields as diverse as biochemistry, genetics, surgery, international law, management skills, sports science, philosophy, law, engineering, journalism, history, markets, and financial instruments. All this in a highly demanding environment, where the students have a strong socio-economic profile and an average age of 43.5 years.

*Relearning will allow you to learn with less effort and better performance, involving you more in your specialization, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation to success.*

From the latest scientific evidence in the field of neuroscience, not only do we know how to organize information, ideas, images and memories, but we know that the place and context where we have learned something is fundamental for us to be able to remember it and store it in the hippocampus, to retain it in our long-term memory.

In this way, and in what is called neurocognitive context-dependent e-learning, the different elements in our program are connected to the context where the individual carries out their professional activity.



This program offers the best educational material, prepared with professionals in mind:



### Study Material

All teaching material is produced by the specialists who teach the course, specifically for the course, so that the teaching content is highly specific and precise.

These contents are then applied to the audiovisual format, to create the TECH online working method. All this, with the latest techniques that offer high quality pieces in each and every one of the materials that are made available to the student.



### Classes

There is scientific evidence suggesting that observing third-party experts can be useful.

Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.



### Management Skills Exercises

They will carry out activities to develop specific executive competencies in each thematic area. Practices and dynamics to acquire and develop the skills and abilities that a high-level manager needs to develop in the context of the globalization we live in.



### Additional Reading

Recent articles, consensus documents and international guidelines, among others. In TECH's virtual library, students will have access to everything they need to complete their course.





### Case Studies

Students will complete a selection of the best case studies chosen specifically for this program. Cases that are presented, analyzed, and supervised by the best senior management specialists in the world.



### Interactive Summaries

The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".



### Testing & Retesting

We periodically evaluate and re-evaluate students' knowledge throughout the program, through assessment and self-assessment activities and exercises, so that they can see how they are achieving their goals.



07

# Our Students' Profiles

The Postgraduate Certificate is aimed at University Graduates, Graduates and Graduates who have previously completed any of the following degrees in the field of Social and Legal Sciences, Administrative and Economic Sciences.

The diversity of participants with different academic profiles and from multiple nationalities makes up the multidisciplinary approach of this program.

The Postgraduate Certificate may also be taken by professionals who, being university graduates in any area, have two years of work experience in the field of Real Estate Management.







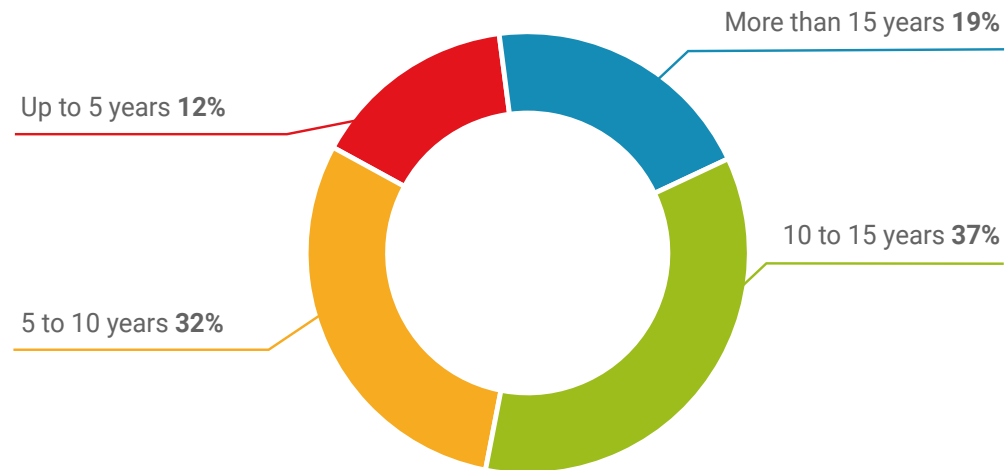
“

*Take a step further by specializing in a booming area such as Technology applied to Real Estate Management and increase your chances of joining the best companies in the sector”*

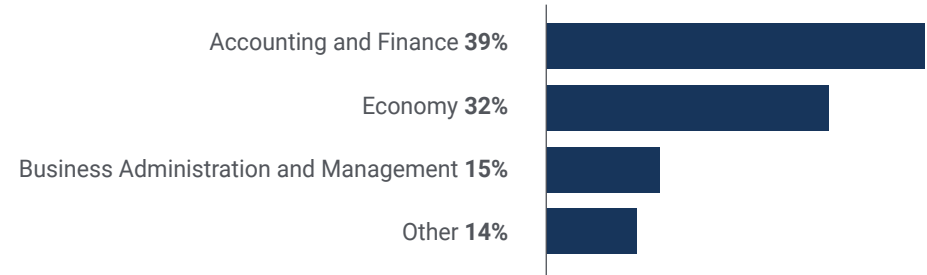
### Average Age

Between **35** and **45** years old

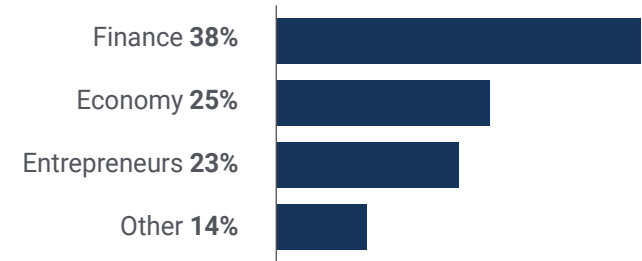
### Years of Experience



### Training

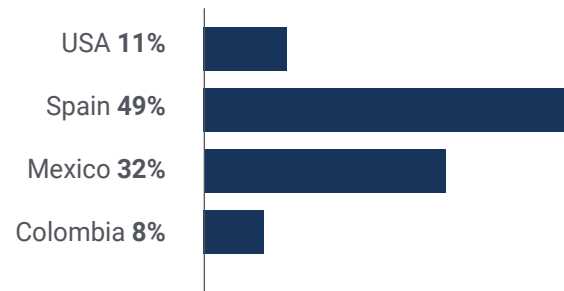


### Educational Profile



## Geographical Distribution

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## David Cruz Machín

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Community Manager specialized in the Real Estate Sector

*"The Postgraduate Certificate in Technology Applied to Real Estate allowed me to update my knowledge in the area of digital real estate management and gave me tools to make more accurate financial decisions. The methodology of the program was very effective to understand the theoretical contents and apply them in practical cases. In addition, the quality of the teaching staff and the teaching materials allowed me to obtain a complete and updated training in the sector"*

08

# Course Management

This program has a teaching staff of great prestige in the sector, composed of highly qualified experts in the field of Technology Applied to Real Estate. The professionals have extensive experience and up-to-date knowledge in both theory and practice. In addition, they stand out for offering rigorous and quality learning, effectively transmitting the skills and knowledge necessary for students to acquire a complete and updated training in the sector.





“

*Join our program in Applied Real Estate Technology, learn from highly trained experts and stand out in the real estate industry"*

## Management



### Dr. Loras González, Diego

- ♦ CEO of Oikos Inmobiliaria
- ♦ CEO and founder of Loan Soluciones Financieras
- ♦ Sales Manager at Homes Agents
- ♦ Area Manager at Tecnocasa
- ♦ Law degree from Madrid Complutense University

## Professors

### Mr. Moñux Fernández, Francisco

- ♦ CEO at Maitea Real Estate
- ♦ Audi M Conde Premium Sales Consultant
- ♦ Sales Consultant and Product Specialist at Nissan Ibericar Reicomsa
- ♦ Real Estate and Property Agent Course
- ♦ Farm Management Course



09

# Impact on Your Career

This Postgraduate Certificate has a significant impact on the career of professionals specialized in Real Estate Management. By providing up-to-date and specialized instruction in technology applied to the industry, the program prepares students to make strategic, data-driven decisions and improve their professional performance in changing and competitive environments. In addition, the acquisition of new skills and competencies can enhance your professional profile and open up opportunities to access positions of greater responsibility and leadership.





“

*Thanks to TECH you will not only considerably expand your knowledge, but you will also work on improving your professional leadership skills"*

## Are you ready to take the leap? Excellent professional development awaits you

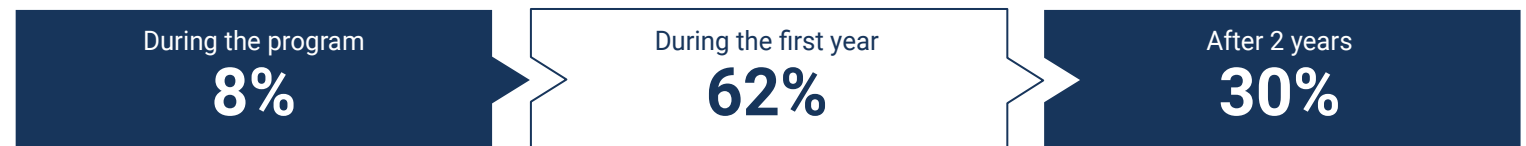
TECH's Postgraduate Certificate in Technology Applied to Real Estate is an intensive program that prepares you to face challenges and business decisions in the field of Real Estate Investment. Its main objective is to promote your personal and professional growth. Helping you achieve success.

If you want to improve yourself, make a positive change at a professional level, and network with the best, then this is the place for you.

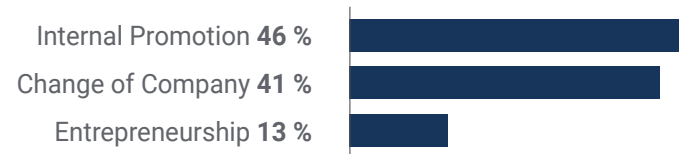
*If you are looking to master the main market operators in Artificial Intelligence and Virtual Reality for real estate management, this is the program for you.*

*Knowing in detail the most effective strategies in social networks for the real estate sector will become a distinctive asset in your work environment.*

### Time of Change



### Type of change



## Salary increase

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This program represents a salary increase of more than **26%** for our students



10

# Benefits for Your Company

Having an expert in Real Estate Technology can be very beneficial for Real Estate Management companies. This professional has specialized training in the latest technological trends applied to the sector, which allows the company to be at the forefront and improve its operational efficiency. In addition, a specialist in this area can provide a more strategic and analytical view of real estate investments, which increases the accuracy of decision-making and the profitability of projects. Therefore, hiring experts in this area can be a valuable asset for any real estate company looking to grow and improve its performance.





“

*A university program that will foster your strategic thinking thanks to novel and innovative approaches"*

Developing and retaining talent in companies is the best long-term investment.

01

### **Growth of talent and intellectual capital**

The professional will introduce the company to new concepts, strategies, and perspectives that can bring about significant changes in the organization.

---

02

### **Retaining high-potential executives to avoid talent drain**

This program strengthens the link between the company and the professional and opens new avenues for professional growth within the company.

03

### **Building agents of change**

You will be able to make decisions in times of uncertainty and crisis, helping the organization overcome obstacles.

---

04

### **Increased international expansion possibilities**

Thanks to this program, the company will come into contact with the main markets in the world economy.



05

### **Project Development**

The professional can work on a real project or develop new projects in the field of R & D or business development of your company.

---

06

### **Increased competitiveness**

This program will equip students with the skills to take on new challenges and drive the organization forward.

11

# Certificate

The Postgraduate Certificate in Technology Applied to Real Estate guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Technological University.







“

*Successfully complete this program and receive your university qualification without having to travel or fill out laborious paperwork”*

This **Postgraduate Certificate in Technology Applied to Real Estate** contains the most complete and up-to-date program on the market.

After the student has passed the assessments, they will receive their corresponding **Postgraduate Certificate** issued by **TECH Technological University** via tracked delivery\*.

The certificate issued by **TECH Technological University** will reflect the qualification obtained in the Postgraduate Certificate, and meets the requirements commonly demanded by labor exchanges, competitive examinations, and professional career evaluation committees.

Title: **Postgraduate Certificate in Technology Applied to Real Estate**

Official N° of Hours: **150 h.**



\*Apostille Convention. In the event that the student wishes to have their paper certificate issued with an apostille, TECH EDUCATION will make the necessary arrangements to obtain it, at an additional cost.



## Postgraduate Certificate Technology Applied to Real Estate

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online

# Postgraduate Certificate Technology Applied to Real Estate

