

Together with Bosphorus University Life-Long Training Center (BÜYEM), Realty World and DenizBank bring in Bosphorus University certified Real Estate Consultants to the Real Estate sector.

“Real Estate Consultancy Certificate Program” By Realty World, DenizBank and BÜYEM

Realty World, a reliable and innovative brand of the real estate sector and DenizBank, differentiating itself by introducing pioneer projects in the sector establish an exemplary cooperation with “Bosphorus University Life-Long Training Center (BÜYEM)”, a leading high quality educational institution in order to provide fully equipped and expert real estate consultants to the sector and meet the deficit of trained, qualified human resource which has come out in parallel with the growth recorded in the real estate sector.

“Real Estate Certificate Program” realized by the union of powers composed by Realty World, DenizBank and BÜYEM offers opportunity to acquire necessary training and knowledge related to principles and procedures of the profession for those who set Real Estate Consultancy as a career target and will enter the sector accordingly and to develop professional knowledge and skills for those who are already active in the sector.

Content of the training program designed by managers of Realty World with international knowledge, experience and know how in the sector and academics of the Bosphorus University consists of three main titles which are Real Estate Sector, Marketing-Sales and Professional Knowledge including practice in addition to theoretical information.

Trainings within the scope of “Real Estate Consultancy Certificate Program” to start on May 20th 2008 will be given by a trainer team composed of professionals from Realty World and DenizBank and academics of Bosphorus University.

In the press conference held in Bosphorus University BÜMED seminar hall on May 7th 2008 in order to share details of the cooperation, Hilmi Işıkören, General Manager of Realty World said: “Real Estate sector in Turkey constitutes the locomotive of the Turkish economy in recent years as it embraces a great potential and a bright future. In parallel with this development, Turkey is mentioned in every seminar and conference on real estate and construction held throughout the world and big foreign investors besides domestic ones have started to switch their investments to our country.

While the sector is growing at such a pace, there exists a serious deficit in qualified real estate consultant resources active in the sector. We set out with the aim of providing solution to the problem of meeting the deficit in terms of professional and sectoral knowledge in the sector offering such a bright future.

Based on our knowledge and experience at the international level, through establishing cooperation with the experienced trainer team of “Bosphorus University”, a prestigious and leading educational institution and the innovative vision of “DenizBank”, we defined the standards of today’s and future’s most popular profession. As a result of this, we drew up the certificate program that we are presenting you here.

The main objective of the “Real Estate Consultancy Certificate Program” is to meet the said wide deficit in the real estate sector and lay down the necessary infrastructure that the sector deserves. Being one of the most prestigious professions in the USA, “Real Estate Consultancy” is not regarded as a specialist professional branch in Turkey. We have adopted it as a mission and started to work to make “Real Estate Consultancy” become a significant profession in Turkey. We have not limited the certificate program solely to our members. In order to expand it throughout the sector, we have opened it to visionaries who want to be the best in this field. The program will welcome not only new comers to the sector but also those who have been active in the sector for years, but want to develop themselves via modern and new methods”.

DenizBank Retail Banking Executive Vice President, Arif İsfendiyaroğlu said: “Finance sector is undergoing changes in our country in parallel with developments in the world. Our society gets acquainted with brand new banking products and solutions. In accordance with these changes, “mortgage”, that is “mortgage backed housing finance” has entered our lives after having become law. As DenizBank, we have progressed very rapidly in this field in which we envisaged an intensifying competition and strengthened our identity as an expert and forerunner bank in allocating credits to housing projects. We have provided finance to more than 130 outstanding housing projects. On the other hand, we have agreed to utilize our experience and expertise we have in crediting housing projects to extend support to the development of the real estate sector.

Thanks to the “Real Estate Consultancy” program aimed at providing professional training and implemented in cooperation with Realty World, a reliable brand in the real estate sector and Bosphorus University, a long established educational institution, people active in the real estate sector will have a school.

Our objective is to raise esteem of real estate brokerage institutions by the society and make real estate consultancy become one of the professions preferred by university graduates as well”.

Manager of the Bosphorus University Life-Long Training Center, Dr Tamer Atabarut said: “In particular upon the adoption of mortgage law, the necessity to professionalize in the real estate sector has grown more significant. It is an undeniable fact that the need for trained and qualified man power in the sector will reach its peak after secondary markets become functional as a result of decrees and laws to be issued in the forthcoming period. After secondary markets are constituted and enter into market to the full extent in the insurance sector, the growth that mortgage and roof sector real estate market will reach will be around 600 billion USD at the lowest estimate. On the other hand, this training should be treated within the framework of social responsibility.”

According to information provided in the meeting, trainings planned to be completed in 72 hours (3 days a week) are open to all participants being high school graduates at least. Participation will be determined via pre-interview to be held by BÜYEM. Participants who will pass the exam to be held at the end of the training will be granted Bosphorus University Real Estate Consultancy Program Certificate.

Note to Editor:

**REALTY WORLD - DENİZBANK - BÜYEM
“REAL ESTATE CONSULTANCY CERTIFICATE PROGRAM”**

Program Content:

- **Real Estate Sector :**
 - Career in Real Estate Sector
 - Real Estate Entrepreneurship
 - Real Estate Sector in Turkey and the World
 - Understanding Real Estate Value Package
 - Real Estate Finance and Mortgage System

- **Marketing and Sales:**
 - Techniques of Portfolio Construction
 - Real Estate Marketing Techniques
 - Sales Completion
 - Differentiation in Customer Relationship Management
 - Principles of Effective Communication
 - Building Self Motivation

- **Professional Knowledge**
 - Commission Sharing Rates
 - Principles of Real Estate Valuation
 - Professional Legislation and Ethical Rules
 - Title Deed and Rental Contracts
 - Tax legislation related to Real Estates
 - Basic Law

Days and Hours: Monday, Tuesday, Thursday/ 18.30 - 21.30 (72 hours in total)

You can find detailed information on program fees at www.buyem.boun.edu.tr.