

# Certificate Course in Marketing of Industrial Properties



## Supported by CEA

*(CEA SN: C2L3S0495)*

*6 Core CPD Credit Hours awarded under Core C2 L3*



## 3<sup>rd</sup> Intake

- Module 1 : Background to Industrial Properties.
- Module 2 : Characteristics & Types of Industrial Properties
- Module 3 : Marketing Industrial Properties
- Module 4 : Transaction Process
- Module 5 : JTC & HDB Policies on Industrial Properties

## Course Objectives

This Certificate Course is to equip estate agents/salespersons on the fundamentals in marketing industrial properties in Singapore. Unlike other types of properties, industrial properties have certain unique features and characteristics that estate agents/salespersons should be familiar with.

As JTC and HDB are the largest developers and managers of industrial properties, it is necessary that estate agents/salespersons be informed of the policies and regulations of JTC and HDB with regard to the use and occupation of industrial properties. In addition, estate agents/salespersons should be acquainted with the relevant portions of the guides and regulations introduced by CEA and other relevant authorities that relate to the marketing of industrial properties.

The process, techniques and the various types of marketing activities will be taught in this course to equip estate agents/salespersons with the essential tools to successfully market industrial properties. These skills include both selling and leasing industrial properties.



### Enquiries :

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**VENUE :** Singapore Institute of Surveyors & Valuers  
110 Middle Road #09-00  
Chiat Hong Building  
Singapore 188968



**Date & Time**

Module 1: 10 Jan 2017 (Tue) 2pm to 5pm

Module 2: 11 Jan 2017 (Wed) 2pm to 5pm

Module 3: 13 Jan 2017 (Fri) 2pm to 5pm

Module 4: 17 Jan 2017 (Tue) 10am to 1pm

Module 5: 19 Jan 2017 (Thu) 10am to 1pm

Assessment: 10 Feb 2017 (Fri) 2pm to 3.40pm

**Course Fee :**

S\$770.00 (incl. Assessment Fee + GST)

**SkillsFuture Credit claimable! (Singaporean and aged 25 years)**

**Assessment**

- Total of Fifty (50) multiple choice questions (MCQ).
- Certificate of Accomplishment will be issued upon passing the assessment.
- 6 Core CPD credit hours will be awarded upon completion of all modules & passing the assessment.
- Participants will need to pass the assessment within one year of completing the course.

## Lecturers



**Dr Lim Lan Yuan**

President  
Singapore Institute of Surveyors & Valuers  
Association of Property & Facility Managers

Dr Lim has some 40 years of extensive experience in property business. In addition to his doctorate, he holds an MBA, an MSc (Construction Management), a LLM (Distinction), a BSc (Estate Management), a BSc (Economics) and a LLB (Hons).



**Mr Lim Kien Kim**

Executive Director, Industrial Services  
Colliers International, Singapore

Mr Lim has structured more than S\$600 million worth of industrial space deals. A veteran with more than 20 years of experience across Asia, Mr Lim has held senior positions in international real estate companies including Chesterton International, Knight Frank and now Colliers International.



**Mr Lee Sze Teck**

Trainer

Mr Lee started his career with JTC Corporation as an analyst reviewing policies related to the Singapore industrial property market. He moved on to Colliers International providing advisory services to REITs, developers and statutory boards. Currently he is with a consultancy firm handling market research, park development and investment in local and international industrial projects.

**To Register : [www.nationproperty.sg/MIP-3/Registration.aspx](http://www.nationproperty.sg/MIP-3/Registration.aspx)**