



COURSE OVERVIEW PM0270

Effective Property Management

Course Title

Effective Property Management

Course Date/Venue

August 23-27, 2026/Meeting Room F, Centro
Corniche Al Khobar by Rotana, Al Khobar, KSA

Course Reference

PM0270

Course Duration/Credits

Five days/3.0 CEUs/30 PDHs



Course Description



This practical and highly-interactive course includes real-life case studies and exercises where participants will be engaged in a series of interactive small groups and class workshops.

Property management, one of the fastest-growing areas of specialization within the real estate industry, is emerging as a managerial science. Today, property managers must possess the communication skills and technical expertise required for dynamic decision-making. Even as the profession becomes more specialized, the skills it requires become more varied. Property managers may be called on to act as market analysts, advertising executives, salespeople, accountants, diplomats or even maintenance engineers. These many roles require a wide range of interpersonal skills to deal effectively with owners, prospects, tenants, employees, outside contractors and others in the real estate business.



Property management specialists are needed to manage many different types of properties. Commercial properties can include large, multistory office buildings, regional shopping malls, strip shopping centers, Accommodation Compounds, Industrial Estates, ministorage centers and large warehouses. Residential properties vary from large multifamily communities to scattered single-family dwellings. Professionals are often called upon to manage homeowners' associations for condominium or cooperative developments. Newer entries include subsidized housing, mobile home parks, and retirement communities.



No standard titles or designations exist for those engaged in the property management profession. Each organization uses its own system for defining job categories, with responsibilities varying according to the type and extent of properties managed. A Property Manager with the title Vice President/Director of Real Estate, for example, may perform the duties of a Facility Manager or an Asset Manager. One Property Manager may manage a number of buildings with several tiers of staff to supervise, while another Property Manager takes care of a few single-family dwellings.

This course is designed to provide a comprehensive overview of the property management function. It covers professional property management, property management economics and planning, managing owner relations, marketing management, managing leases, managing lease negotiations, managing tenant relations, managing maintenance and construction, managing reports and insurance, managing the office, managing residential property, managing specialized housing, managing office property, managing retail property, managing industrial property, and managing life safety and environmental issues.

Course Objectives/Outcomes & Benefits for the Participants

Upon the successful completion of this course, each participant will be able to:-

- Apply and gain a good working knowledge on property management
- Carryout professional property management including the development of property management profession, classification of real property, specialized opportunities in property management, etc
- Discuss property management economics and planning as well as apply managing owner relations, marketing management, managing leases, managing lease negotiations, managing tenant relations
- Apply managing maintenance and construction, managing reports and insurance and managing the office
- List the managing residential property and identify the types of residential property, residential market analysis, marketing availability of space, etc and enumerate managing specialized housing such as managing cooperatives, managing condominiums, managing planned unit development (PUDs), etc
- Manage office property, retail property and industrial property
- Manage life safety and environmental issues such as managing life safety and security as well as recognize emergency equipment and technology, role of personnel in life safety, etc

Exclusive Smart Training Kit - H-STK®



*Participants of this course will receive the exclusive “Haward Smart Training Kit” (H-STK®). The H-STK® consists of a comprehensive set of technical content which includes **electronic version** of the course materials conveniently saved in a **Tablet PC**.*

Who Should Attend

This course provides an overview of all significant aspects and considerations of effective property management for property managers, administration and technical staff.

Course Certificate(s)

Internationally recognized certificates will be issued to all participants of the course who completed a minimum of 80% of the total tuition hours.

Certificate Accreditations

Haward's certificates are accredited by the following international accreditation organizations: -

-  British Accreditation Council (BAC)

Haward Technology is accredited by the **British Accreditation Council** for **Independent Further and Higher Education** as an **International Centre**. Haward's certificates are internationally recognized and accredited by the British Accreditation Council (BAC). BAC is the British accrediting body responsible for setting standards within independent further and higher education sector in the UK and overseas. As a BAC-accredited international centre, Haward Technology meets all of the international higher education criteria and standards set by BAC.

-  The International Accreditors for Continuing Education and Training (IACET - USA)

Haward Technology is an Authorized Training Provider by the International Accreditors for Continuing Education and Training (IACET), 2201 Cooperative Way, Suite 600, Herndon, VA 20171, USA. In obtaining this authority, Haward Technology has demonstrated that it complies with the **ANSI/IACET 2018-1 Standard** which is widely recognized as the standard of good practice internationally. As a result of our Authorized Provider membership status, Haward Technology is authorized to offer IACET CEUs for its programs that qualify under the **ANSI/IACET 2018-1 Standard**.

Haward Technology's courses meet the professional certification and continuing education requirements for participants seeking **Continuing Education Units** (CEUs) in accordance with the rules & regulations of the International Accreditors for Continuing Education & Training (IACET). IACET is an international authority that evaluates programs according to strict, research-based criteria and guidelines. The CEU is an internationally accepted uniform unit of measurement in qualified courses of continuing education.

Haward Technology Middle East will award **3.0 CEUs** (Continuing Education Units) or **30 PDHs** (Professional Development Hours) for participants who completed the total tuition hours of this program. One CEU is equivalent to ten Professional Development Hours (PDHs) or ten contact hours of the participation in and completion of Haward Technology programs. A permanent record of a participant's involvement and awarding of CEU will be maintained by Haward Technology. Haward Technology will provide a copy of the participant's CEU and PDH Transcript of Records upon request.

Course Fee

US\$ 5,500 per Delegate + **VAT**. This rate includes H-STK® (Haward Smart Training Kit), buffet lunch, coffee/tea on arrival, morning & afternoon of each day.



Course Instructor(s)

This course will be conducted by the following instructor(s). However, we have the right to change the course instructor(s) prior to the course date and inform participants accordingly:



Mr. Mike Taylor, PhD (on-going), MScLI, MBA, MBL, BSc, HDE, is a **Senior Project & Finance Management Consultant** with over **30 years** of experience in **Power & Water Utilities, Other Energy Sectors** and **Financial** industries. His expertise lies extensively in the areas of **Effective Property Management, Project Quality Management, Quality Control & Site Inspection, Project Quality Plan, Construction Quality Management, Material Management & Project Turnover, Project Risk Management, Risk Identification Tools & Techniques, Project Life Cycle, Project Stakeholder & Governance, Project Management Processes, Project Integration Management, Project Management Plan, Project Work Monitoring & Control, Project Scope Management, Project Time Management, Project Cost Management, Project Quality Management, Quality Assurance, Project Human Resource Management, Project Communications Management, Project Planning, Scheduling & Cost Control Professional, Project Scheduling & Cost Control, Facilitation & Leadership Skills, Coaching, Human Resource Development, Psychometric Testing, Career Development & Competence, Succession Planning, Self-Development & Empowerment, Personal Learning Needs Identification, Data Quality Control, Data Quality Assessment, Data Quality Planning, Data Quality Strategy Management, Customer Management, Leadership Skills, Presentation Skills, Negotiation Skills, Decision Making Skills, Communication Skills, Emotional Intelligence, Performance Management, Contract Management, Quality Management, Commercial Strategy, Project Management, Risk Management, Leadership & Business Management, Human Resource Management, Planning, Budgeting & Cost Control, Business Development, Innovation, Sales Strategy and Knowledge & Intangible Asset Assessment Design**. Further, he is also well versed in **Project Financial Data, Financial Indicators, Financial Leverage, Discounted Cash Flows, Economic Cost Analysis, Equity Profitability Analysis, Financial Modelling & Forecasting, Financial Analysis Techniques, Financial Data Analysis Concepts & Process, Credit Analysis, Financial & Accounting Management, Financial Planning Techniques, Vendor Invoice Processing & Management, Evaluating Cost & Revenue, Budgeting & Cost Control and Marketing Management**. Mr. Taylor is the **Founder & CEO** of Mitakon Innovation Pty Ltd wherein he is responsible for the development of Executives & Senior Managers specializing in innovation, knowledge management and commercial negotiation as well as authored, implemented and executed a global 21st century facilitation and leadership methodology.

During his career life, Mr. Taylor has gained his practical and field experience through his various significant positions and dedication as the **Knowledge-Solutions Service Provider, Founder-Principal/CIO, Subject Matter Expert, Consulting Partner, Executive/Management Development Facilitator, Multinational/Corporate Senior Management Consultant, Senior Quality & Finance Management Consultant, Executive Management Development/Facilitator, Business Consultant/Facilitator, Business & Quality Consultant/Coach, Client Director, Administration Manager, Quality Manager, International Sales & Business Development Executive, Regional Sales Manager, National Key Accounts Manager, Commercial Sales & Marketing Consultant, Admin Assistant, Sales & Marketing Representative, Key Note Speaker, Lecturer and Instructor/Trainer** for various international companies such as the Highland Group (Business Consulting), **Anglo American, BHP Billiton, Rio Tinto, DI Management Solutions (BPO), Master Deal Making Institute (MDMI), RMG/Contact Media & Communications, Paul Dinsdale Properties (PDP), Giant Leap Architects, Wise Capital Investments (HOD), Evolution® Advertising, Collaborative Xchange, Leatt Corporation, Dentsply SA, FMCG/Binzagr Company, Unilever, Kellogg's, BAT, Hershey's, CORO, Lilly Direct/Lennon Generics and Bausch & Lomb**.

Mr. Taylor has **Master's** degree in **Leadership & Innovation, Business Administration and Business Leadership** as well as a **Bachelor** degree in **Physical Education** and pursuing **PhD** in **Global Governance & Energy Policy**. Further, he is a **Certified Instructor/Trainer, Certified Internal Verifier/Trainer/Assessor** by the **Institute of Leadership & Management (ILM)** and a member of **Incremental Advantage, Da Vinci Institute, Black Management Forum, Institute of Directors (IOD), World Future Society (WFS), Social Science Research Network, University of Kwazulu Natal (Alumnus), Anthropology & Archaeology Research Network and National Research Foundation (NRF)**. He has further delivered numerous trainings, courses, workshops, seminars and conferences globally.

Accommodation

Accommodation is not included in the course fees. However, any accommodation required can be arranged at the time of booking.

Training Methodology

All our Courses are including **Hands-on Practical Sessions** using equipment, State-of-the-Art Simulators, Drawings, Case Studies, Videos and Exercises. The courses include the following training methodologies as a percentage of the total tuition hours:-

- 30% Lectures
- 20% Practical Workshops & Work Presentations
- 30% Hands-on Practical Exercises & Case Studies
- 20% Simulators (Hardware & Software) & Videos

In an unlikely event, the course instructor may modify the above training methodology before or during the course for technical reasons.

Learning Design & Customization

This course can be customized to the exact requirements of clients. Haward Technology is so proud of our huge capabilities in tailoring our courses to the training needs of our valued clients.

Course Program

The following program is planned for this course. However, the course instructor(s) may modify this program before or during the course for technical reasons with no prior notice to participants. Nevertheless, the course objectives will always be met:

Day 1: Sunday, 23rd of August 2026

0730 – 0800	<i>Registration & Coffee</i>
0800 – 0815	<i>Welcome & Introduction</i>
0815 – 0830	PRE-TEST
0830 – 0930	Professional Property Management <i>Development of the Property Management Profession • Classification of Real Property • Specialized Opportunities in Property Management • Duties of the Property Manager • Growth of Professionalism in Property Management • Case Study: The Professional Property Manager</i>
0930 – 0945	<i>Break</i>
0945 – 1100	Property Management Economics and Planning <i>The General Business Economy • The Real Estate Economy • The Management Plan • Market Analysis • Property Analysis • Analysis of Owner's Objectives • Preparation of the Management Plan • Case Study: The Property Manager as Economist-Planner</i>
1100 – 1230	Managing Owner Relations <i>Nature of the Relationship • The Management Contract • Takeover Procedures • Continuing Owner Manager Relations • Case Study: The Owner Relations Manager</i>



1230 – 1245	Break
1245 – 1420	Marketing Management Marketing Principles • Marketing Activities • Advertising Campaign Strategy • Advertising Methods • Management Promotional Efforts • Personal Selling Activities • Economics of Marketing • Case Study: The Marketing Manager
1420 – 1430	Recap Using this Course Overview, the Instructor(s) will Brief Participants about the Topics that were Discussed Today and Advise Them of the Topics to be Discussed Tomorrow
1430	Lunch & End of Day One

Day 2: Monday, 24th of August 2026

0730 – 0900	Managing Leases Leasehold Estates • Types of Lease Payments • Provisions of a Valid Lease • Lease Formats • Case Study: The Lease Manager and Record Keeper
0900 – 0915	Break
0915 – 1100	Managing Lease Negotiations Qualifying a Tenant • Negotiating the Terms • Signing the Agreement • Case Study: The Lease Negotiator
1100 – 1230	Managing Tenant Relations Establishing a Sound Landlord-Tenant Relationship • Rent Collection • Lease Renewals • Rental Increases • Terminating the Tenancy • Terminating the Tenancy in Court • Case Study: The Tenant Relations Manager
1230 – 1245	Break
1245 – 1420	Managing Maintenance and Construction Basic Maintenance Procedures • The Property Manager and Maintenance Personnel • Preventive Maintenance and Maintenance Inspections • Setting Up a cost-Efficient Maintenance Program • Key to Successful Maintenance Management • Contracting for New Construction • Complying with the Americans with Disabilities Act • Energy Management • Life-Cycle Costing • Case Study: The Maintenance Manager
1420 – 1430	Recap Using this Course Overview, the Instructor(s) will Brief Participants about the Topics that were Discussed Today and Advise Them of the Topics to be Discussed Tomorrow
1430	Lunch & End of Day Two

Day 3: Tuesday, 25th of August 2026

0730 – 0930	Managing Reports and Insurance Operating Reports • Financial Reports • Cash Flow Statement for Tax Purposes • Determining Profitability
0930 – 0945	Break
0945 – 1100	Managing Reports and Insurance (cont'd) Tax Records • Risk Management and Insurance • Types of Insurance



1100 – 1215	Managing Reports and Insurance (cont'd) Insurance for the Manager • Allocating Cost of Risk Management Between Manager and Owner • Case Study: The Risk Manager
1215 – 1230	Break
1230 - 1420	Managing the Office Establishing the Management Office • Computers and Property Management • Staffing the Management Office • Determining Management Expenses • Calculating the Management Fee • Case Study: The Office Manager
1420 - 1430	Recap Using this Course Overview, the Instructor(s) will Brief Participants about the Topics that were Discussed Today and Advise Them of the Topics to be Discussed Tomorrow
1430	Lunch & End of Day Three

Day 4: Wednesday, 26th of August 2026

0730 – 0930	Managing Residential Property Types of Residential Property • Residential Market Analysis • Marketing Availability of Space • Managing Tenant Relations • Maintaining the Apartment Building • Apartment Operating Reports • The Apartment Building Staff • Case Study: The Residential Manager
0930 - 0945	Break
0945 – 1100	Managing Specialized Housing Managing Cooperatives • Managing Condominiums • Managing Planned Unit Developments (PUDs) • Managing Communities • Management Fees
1100 – 1215	Managing Specialized Housing (cont'd) Leasing Cooperative and Condominium Units • Managing Mobile Home Parks • Managing Subsidized Housing • Managing Housing for the Elderly • Case Studies: Managing a Condominium and Managing Subsidized Housing
1215 – 1230	Break
1230 - 1420	Managing Office Property Market Analyses • Property Analysis • Marketing Office Space • Qualifying the Prospective Client • Negotiations and the Lease
1420 – 1430	Recap Using this Course Overview, the Instructor(s) will Brief Participants about the Topics that were Discussed Today and Advise Them of the Topics to be Discussed Tomorrow
1430	Lunch & End of Day Four

Day 5: Thursday, 27th of August 2026

0730 – 0930	Managing Office Property (cont'd) Maintenance and Staffing of Office Buildings • The Intelligent Building • Security and Life Safety • Management Administration and Accounting • Case Study: The Office Property Manager
0930 - 0945	Break
0945 – 1100	Managing Retail Property Classification of Shopping Centers • Marketing Retail Property • Leasing Retail Property • Maintenance of Retail Property • Security and Life Safety of Retail Property • Administrative Responsibilities • Case Study: The Retail Property Manager



1100 – 1215	Managing Industrial Property Nature of Industrial Real Estate • The Industrial Real Estate Market • Marketing Industrial Space • Maintenance of Industrial Property • Security of Industrial Property • Specialized Industrial Property: Ministorage Centers • Case Study: The Industrial Property Manager
1215 – 1230	Break
1230 - 1345	Managing Life Safety and Environmental Managing Life Safety and Security • Emergency Equipment and Technology • Role of Personnel in Life Safety • Property Management Procedures • Managing Criminal Activity Issues • Managing Environmental Issues • Managing Hazard Control • Case Study: The Life Safety Manager
1345 – 1400	Course Conclusion Using this Course Overview, the Instructor(s) will Brief Participants about the Course Topics that were Covered During the Course
1400 – 1415	POST-TEST
1415 – 1430	Presentation of Course Certificates
1430	Lunch & End of Course

Practical Sessions

This practical and highly-interactive course includes real-life case studies and exercises:-



Course Coordinator

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