



Course Five: How to Make Money in a Down Market

The newest addition to the JCR Seminar Series is, *How to Make Money in a Down Market*.

This course focuses on how to create opportunity in the current real estate credit market dislocation. The course starts by asking the important question, "Where were you in 1992?" This was the last time the real estate markets had a material dislocation and many of the people active today never experienced a market dislocation, let alone developed strategies on how to profit from one. This course will change that, and will empower the attendees with the ability to develop specific business development strategies in a time of uncertainty.

This course covers the following topics:

- The current environment: What is going on with the real estate capital markets
- The "real driver" of property values today
- The current challenges facing property owners, lenders and investors
- The challenges you and the market will face over the next 12-24 months
- **How to turn market challenges into your opportunities by "Changing the Conversation"**
- The top ten specific strategies you can implement now and make more money in 2008
- The top two questions you must ask every client today
- Once you have become the trusted advisor: How to qualify the business at the "asset level"
- Open discussion and exchange of thoughts, ideas and possibilities
- Closing remarks