



**JCR Capital Seminar Series  
Frequently Asked Questions**

“Commercial Real Estate Finance Uncovered: How to Buy, Invest, Finance, and Broker Commercial Real Estate Transactions”

**1. What courses do you offer?**

We offer the following courses:

**Course 1**

**The Foundation Course: Stabilized Commercial Properties**

This course covers:

- ✓ How leverage affects real estate values
- ✓ Solving for the leveraged return on investment (ROE)
- ✓ How to analyze stabilized/cash flowing commercial real estate assets
- ✓ Capital markets: Who are the lenders and how do they underwrite loans?
- ✓ Enhancing returns through leverage: Where risk meets reward
- ✓ Table top underwriting: How to quickly analyze any deal with only a calculator
- ✓ Key metrics and formulas for investing in stabilized properties: Making good decisions
- ✓ Case study: Stabilized real estate acquisition – good deal or bad deal?

**Course 2**

**Value Added Commercial Properties: Real Estate Wealth Creation**

This course covers:

- ✓ How to invest in unstabilized commercial real estate
- ✓ How to add value to an existing asset
- ✓ How to increase net operating income
- ✓ How to buy & invest based on future projections
- ✓ How to monetize your profits from a sale or refinance
- ✓ Key metrics and formulas to tell good deals from bad deals
- ✓ How to hit the “real estate grand slam”
- ✓ Case study in value added real estate: The Napkin Deal

**Course 3**

**Structuring the Deal: Understanding Mezzanine Debt &, Preferred Equity & Joint Venture Equity**

This course covers:

- ✓ Mezzanine Debt: Structures, underwriting, analysis, and pitfalls. When is it your best option?
- ✓ Preferred Equity: Typical preferred equity structures, preferred equity vs. mezzanine debt
- ✓ Equity: Typical equity structures, IRR waterfalls, co-investment, promote structures
- ✓ Key formulas and metrics used by equity investors
- ✓ How to structure your mezzanine, preferred equity or equity piece to maximize your return
- ✓ How to keep more of the profits by using the right structure

## Course 4

### **Opportunistic Real Estate: Distressed Assets, Land & How to Make Money in a Down Market**

This course covers:

#### Distressed Real Estate

- ✓ How to invest and evaluate distressed assets
- ✓ Understanding deed in lieu, foreclosures, bankruptcy, forbearance agreements, and specific workout strategies

#### Land & Land Development

- ✓ How to analyze and invest in land transactions
- ✓ Pitfalls and opportunities in land transactions
- ✓ The residual land analysis (residential & commercial): The best way to value land

#### Profiting from a Market Dislocation

- ✓ Specific strategies and techniques for making money in a down market
- ✓ How to take advantage of the market dislocations
- ✓ Asset restructures: Understanding all the options
- ✓ Case studies

## Course 5

### **How to Make Money in a Down Market**

This course covers:

- ✓ 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

## 2. Do you offer live seminars?

Yes, these are the options for live seminars:

- i. **Corporate Seminars**: JCR Seminars will be part of a corporate gathering or training session. These seminars are tailored to the clients needs. Repeat corporate clients include: CB Richard Ellis, University of North Carolina, NAIOP, and CCIM.
- ii. **“Open Venue” Events**: From time to time JCR will run “open venue” seminars around the country. For a current schedule of open venues, please contact Tara Eisler at [taraeisler@jcrcaiptal.com](mailto:taraeisler@jcrcaiptal.com)
- iii. **Build your own seminar**: The JCR Seminar Series will come to you and your market. If you can guarantee at least 10 people, JCR will build a seminar around your group in your market.

3. **How much do live seminars cost, and what materials will I receive?**

The cost for attending a live seminar is \$250 per person. All attendees will receive:

- ✓ Hard copy of the PowerPoint presentation
- ✓ Desk manual
- ✓ Excel model that computes the formulas used in the course
- ✓ Case study example with answers that can easily be applied to real life examples

4. **What if I am unable to attend a live seminar? Do you offer DVD's for purchase?**

Yes. If you cannot make a seminar but want the information and education, we offer DVD packages for each course. Each DVD package comes with:

- ✓ Two DVD box set of a live seminar.
- ✓ Hard copy of the Power Point presentation used in the seminar
- ✓ Desk manual, which goes into detail on the course concepts
- ✓ Excel model that calculates formulas and key metrics used in the course
- ✓ Case studies

5. **How much do the DVD packages cost?**

The DVD packages are \$299+s/h.

6. **How do I purchase the DVD courses?**

There are two methods:

1. Paypal: Please contact Tara Eisler at [taraeisler@jrcapital.com](mailto:taraeisler@jrcapital.com) for shipping rates and total payment amount, and then you can submit payment via PayPal to [jayrollins@jrcapital.com](mailto:jayrollins@jrcapital.com).
2. You can use the order form on this website, and send a check made payable to Colorado Capital & Design, LLC to:

Tara Eisler  
JCR Capital  
210 University Blvd. 7<sup>th</sup> Floor  
Denver, CO 80203

7. **Who should attend or buy a DVD set?**

The following people will benefit greatly from the courses:

- ✓ Commercial mortgage bankers (Courses 1-4)
- ✓ Residential mortgage bankders (Courses 1 &2 are key)
- ✓ New real estate investors (Courses 1&2 are must haves)
- ✓ Experienced real estate investors (Courses 2-4 are a must)
- ✓ Real estate attorneys (Courses 1-4 are a must)
- ✓ All others who have an interest in commercial real estate finance

**8. What will I get out of the course?**

The course emphasizes how to better understand commercial real estate and how you can use this information to make more money. The course focuses on the use of key metrics, formulas and repeatable analytic techniques to quickly size up any transaction and tell good deals from bad deals. When these techniques are applied to real life situations, the attendee will be able to make better decisions, negotiate from a position of strength and make more money.

**9. Is this an academic or practical course?**

This is a practical course where we discuss the key formulas, metrics and strategies you must have and can use every day to evaluate commercial real estate. This is a hands on program that will make you more knowledgeable and profitable.

**10. How can I learn more?**

Please view the YouTube trailer: <http://www.youtube.com/watch?v=aLOMGvmS280>

Please view testimonials: <http://www.youtube.com/watch?v=SziTWZ9e7XA>

Visit the JCR Capital website: <http://www.jcrcapital.com>