ARGUS Valuation-DCF Software Certification Program

A Partnership with ARGUS Software®
Program Overview

ARGUS Valuation-DCF Software Certification Program

Georgia State University’s J. Mack Robinson College of Business, in partnership with Argus Software®, is introducing the University Certification Program for ARGUS Valuation–DCF. The ARGUS Valuation–DCF software is widely recognized as the industry gold standard for commercial real estate cash flow projection, investment and valuation analysis. The ARGUS Valuation–DCF software is used extensively to facilitate large-scale transactions, analyze asset performance and optimize portfolio allocation decisions in commercial real estate.

The ARGUS Software Certification (ASC) Program is designed as a two-day intensive course to create and validate experts in the market. The ASC designation is respected by commercial real estate companies worldwide as a testament to the valuable skillset acquired by program participants. The University Certification Program combines theory and application, demonstrating the broad potential of the ARGUS Valuation – DCF software while providing participants with an understanding of the underlying purpose.

Program Content

Part One—Fundamentals: An overview of ARGUS Valuation – DCF basic functionality includes a thorough understanding of property description and measurements, timing of cash flows and inflation, tenant rent rolls, rent changes, rent abatements, market leasing assumptions, space absorption, vacancy, leasing commissions, other sources of potential revenue, fixed vs. variable expenses, capital expenditures, purchase and resale prices, direct capitalization, cap rates, debt financing, present value discounting, along with tenant and property level reporting.

Part Two—Intermediate: An in-depth exploration of the ARGUS Valuation – DCF software covers detailed reimbursement methods, grossing up expenses, reference accounts, step rents, CPI adjusted rents, percentage rents from retail sales, tenant level parking, detailed rent abatements, detailed leasing commissions, stacking plans, and portfolio analysis.

Case studies will be used throughout to demonstrate these applications. The materials provided include extensive review questions to prepare program participants for the certification exam. Upon successful completion of ARGUS certification exam, participants achieve certified status in ARGUS Valuation-DCF.

To Register for the program, visit execed.gsu.edu and select Certificate Programs or call GSU at 404-413-3932
Program Participants  (Who Should Attend?)

The ARGUS Valuation-DCF Software Certification Program is designed for:

- Individuals who are familiar with basic commercial real estate concepts and investment decisions, but would like to expand their skillset to include proficiency in ARGUS Valuation – DCF and deepen their understanding of current methods used in commercial real estate analysis.
- Individuals who may be new to ARGUS Valuation – DCF, but would like to achieve an intermediate-level competency and obtain the ARGUS Software Certification (ASC) designation to distinguish their resumes and boost their marketability to prospective employers.
- Professionals who may have already used ARGUS Valuation – DCF in the past and are interested in qualifying for the ARGUS Software Certification (ASC) designation to validate their expertise.
- Managers and directors who would like to implement the use of ARGUS Valuation – DCF at their firm.

Professionals who benefit from ARGUS Valuation–DCF include:

- Appraisers
- Asset managers
- Commercial brokers
- Consultants
- Developers
- Investment analysts
- Leasing managers
- Lenders/underwriters
- Portfolio and fund managers

Program Benefits

Program participants will return to the industry with the knowledge and skills to:

- Quickly and accurately analyze commercial real estate assets and transactions
- Forecast property cash flows
- Develop leasing strategies, business and marketing plans
- Assess market realities and risks
- Calculate investment values and returns
- Share asset and transactional data with clients, partners and colleagues
- Generate customized property and portfolio reports

The ARGUS Software Certification (ASC) Program, in partnership with Georgia State University’s J. Mack Robinson College of Business, is a fast-paced, highly-interactive two-day course designed to help you earn one of the most highly respected certifications in the industry.
Program Faculty Director

The faculty director for this program is Jon Wiley, ASC, Ph.D., Assistant Professor in the Department of Real Estate at Robinson College of Business. He currently teaches Real Estate Development and Real Estate Financing in the M.S.R.E. and M.B.A. programs at Georgia State. His primary interest is in enhancing the quality of business decisions in commercial real estate through research and education. Since 2006, he has published 20 articles on commercial real estate, investment, valuation, development, brokerage and sustainable real estate in leading academic real estate journals including *Real Estate Economics*, *Journal of Real Estate Finance and Economics* and *Journal of Real Estate Research*. He has held faculty positions at Georgia State, Clemson University and College of Charleston and has taught ARGUS software to hundreds of students, including as early as 2004 at The University of Alabama.

Program Certificate

Below is an example of the certificate you will receive upon program completion:

![ARGUS Software Certification](image)
Program Location

The ARGUS Valuation-DCF Software Certification Program is held at the **GSU Buckhead Center** located in the heart of Atlanta’s business and financial district. The Center is located on floors 4, 5 and 6 of the Tower Place 200 building (pictured at lower right) and offers easy access to I-85 and Georgia 400. The Center offers 12 high-technology classrooms, 28 breakout rooms, and an Innovation Lab.

**Upper Left:** Floor plan for the 6th floor, GSU Executive Education Center.

**Left:** Map displaying the location of the Center in relationship to GA-400, Peachtree Road, and Piedmont Road.

**Above Top:** Photo of the exterior of the GSU Executive Education Center.

**Above:** Photo of one of the executive education classrooms in action.

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Program Details and Registration

**When:**
- **Date Option One:**
  August 9-10, 2013; Two-Day Program, Friday & Saturday, 8:30 AM to 4:30 PM
- **Date Option Two:**
  October 25-26, 2013; Two-Day Program, Friday & Saturday, 8:30 AM to 4:30 PM

**Location:**
Georgia State University, Robinson College of Business, Buckhead Center
Tower Place 200, Classroom 620; 3348 Peachtree Road NE, Atlanta, GA 30326

**Cost:**
- **ARGUS Valuation-DCF Software Certification Program**
  - $1,950 per person, standard registration fee
  - $1,650 per person, REIAC members or companies sending a team of two or more
  - $1,350 per person, GSU students and alumni

  **Note:** The fee covers tuition, temporary ARGUS Valuation-DCF software license, books and materials, one (1) ARGUS Valuation-DCF Software Certification exam fee, continental breakfast, lunch, afternoon snacks, wireless Internet, and parking.

**About the J. Mack Robinson College of Business**
The largest business school in the South and part of a major research institution, the J. Mack Robinson College of Business at Georgia State University is located in Atlanta, an epicenter of business and a gateway to the world. With programs on four continents and students from 150 countries, the College is world-wide and world-class. Its part-time MBA program is ranked #7 in the nation and has been in the top 10 for fourteen consecutive years. The College has 200 faculty, 7,400 students and 65,000 alumni. Noted for an emphasis on educating leaders, GSU has produced more of Georgia’s top executives with graduate degrees than any other school in the nation.

**About the Department of Real Estate**
The Department of Real Estate at the J. Mack Robinson College of Business at Georgia State University is ranked #10 in the country for its undergraduate program. The department offers a range of degree options including a bachelor’s, an MBA concentration, a MS in real estate, and a Ph.D. in real estate. The real estate major at the College offers a broad-based curriculum that provides a balance of theory and practice. Our programs emphasize the following major components—real estate appraisal, corporate real estate, development, finance, investments, and market analysis. A degree in real estate gives graduates the foundation necessary to succeed in this exciting industry.

**Register Online or Call**
Register online at [www.execed.gsu.edu](http://www.execed.gsu.edu) or by calling Shelley Nelson at 404-413-3932.