



Making Profitable, Research-Driven Decisions in Property Development

Workshop By Prof. François Viruly

MQA Approved, 70% HRDC Refundable

Wednesday, 28th May 2025

Hilton Mauritius Resort & SPA
(Flic en Flac)



ABOUT THE COURSE

This 6-hour, in-person course, led by Prof. Viruly - Associate Professor at the University of Cape Town and Fellow of the Royal Institution of Chartered Surveyors (FRICS) - brings actionable strategies for making profitable, research-based property development decisions.

The program takes a hands-on approach to understanding market trends, analysing supply and demand, and applying effective property data collection techniques. It also shows how to convert market research into compelling marketing strategies that can be applied throughout the development process .

Participants will gain valuable knowledge in both financial and non-financial decision-making tools that ensure smarter, well-informed choices in property development projects. The course includes in-person lectures, interactive discussions, and real-life case studies. All materials will be provided in PDF format and in English.

PROFILE OF PARTICIPANTS

Property developers, real estate professionals, architects, investors, and managers, particularly those with some with mid-level experience in property development or investing in property projects.



OBJECTIVES

Explore how property professionals use research in their fields

Understand the fundamentals of property market research

Develop skills to integrate market data into investment decisions

Learn to use property market data effectively

Apply market data to property marketing strategies

Differentiate between different types of market research



TRAINING OUTLINE



MARKET RESEARCH

01

- The characteristics of market research in the property sector.
- Identifying and using key data affecting the property sector.
- Quantifying supply and demand in the property market.
- Market segmentation and identifying catchment areas.
- Understanding the components of high-quality market research.

RESEARCH-DRIVEN PROPERTY MARKETING STRATEGIES

02

- Fundamentals of property marketing.
- Developing a property marketing strategy.
- Identifying market gaps and opportunities.
- Aligning market research with marketing strategies.
- Crafting marketing strategies to meet business objectives.

DECISION-MAKING IN PROPERTY DEVELOPMENT

03

- Leveraging market research for development decision-making.
- Financial concepts in property development decision-making (e.g., yields, IRR).
- Non-financial property decision-making techniques.
- Balancing risk and returns in a property development.

AGENDA



PROF. FRANÇOIS VIRULY

Prof. François Viruly — Associate Professor at the University of Cape Town and Fellow of the Royal Institution of Chartered Surveyors (FRICS) — is a leading Property Economist with over 25 years of teaching experience in property development, economics, and finance. As the Director of Viruly Consulting, he combines deep academic knowledge with extensive practical experience in property and urban economics, offering strategic insight through comprehensive market studies and development advisory.

Prof. Viruly is a key thought leader in the African property space. He has led and contributed to over 100 large-scale research and development projects across South Africa and Sub-Saharan Africa. His portfolio includes inclusionary housing strategies, economic impact assessments, feasibility modelling for mixed-use developments, and policy formulation for governments and development agencies. His work has informed planning decisions in cities such as Cape Town, Johannesburg and Pretoria, and he has collaborated with both public and private sectors in shaping urban frameworks.



In addition to his deep local engagement, Prof. Viruly is a regular guest in Mauritius, where he provides expert consultation to leading property developers on investment strategies, market research. His insights have been instrumental in shaping several of the island's key real estate initiatives, bringing global perspective and academic rigor to one of the Indian Ocean's most dynamic property markets.

A respected voice in the industry, he frequently speaks at international conferences and has held leadership positions in the Royal Institution of Chartered Surveyors (RICS) and the African Real Estate Society (AfRES). He also chairs the Urban Real Estate Research Unit (URERU) at UCT, a hub for forward-thinking property research.

Known for blending academic depth with practical insight, Prof. Viruly continues to shape the future of property development in Africa and beyond.



**Making Profitable,
Research-Driven Property Decisions**

Wednesday, 28th May 2025

8:30 - 17:00

@HILTON MAURITIUS RESORT & SPA
(Wolmar, Flic en Flac, Mauritius)

FEES PER PARTICIPANT - Rs 26,000

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HRDC 70% Refundable

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