

INCDEV ALLIANCE  
**WORKSHOP**  
SUMMARY

## Course Overview

The Small Scale Real Estate Development Workshop is a day-long session designed to introduce the principles and implementation mechanisms behind neighborhood based development projects. The workshop offers specialized training about how to create small projects, like 1-3 story buildings with less than 20 units, which are residential, commercial or mixed in use. The course assumes you know a lot about where you live, but not necessarily much about the real estate process or building development.

Through presentations on finance, design and site selection, a hands-on practice exercise, and networking with local like-minded people, this workshop is the first step to becoming a small developer yourself or creating a supportive ecosystem for small development in your city.

Scholarships are available. To apply, please contact: [training@incrementaldevelopment.org](mailto:training@incrementaldevelopment.org)

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## Learning Objectives

- Get a big picture view of small scale real estate development and the value it provides in a community
- Understand how a building makes money and how to analyze what kind of building your local market will support
- Learn the first steps in formulating your own project and how to get started as a developer with little to no resources
- Learn how to read and interpret zoning to see what and where you can build
- Discover where you need help filling the gaps in your skills and expertise
- Meet people who can help you



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SAMPLE SCHEDULE

## **8:00 AM - REGISTRATION OPENS**

### **How to Cultivate Neighborhoods through Real Estate**

#### **The Financing Stair Steps**

At the scale of 1-3 story buildings that are residential, commercial or mixed in use, there are several clear cut tiers of conventional financing tools that when creatively used can formulate a deal attractive to investment.

#### **Building Types and Straightforward Design**

This session will demonstrate the value of using stable building types that are below the threshold that require costly structured parking or elevators and incorporate everyday building materials and practices.

#### **Comparables Analysis and Site Selection**

Finding the right site and not paying too much for it is the critical first step to any development project. This session will walk through a tool to organize information from comparable properties in your neighborhood.

#### **Introduction to the Project Pro forma**

Many early pro forma assumptions are based on how much rent the owner can charge. Memorize and repeat: If you can't get the rent, you don't get the building.

## **12:00 PM - LUNCH AT THE VENUE (PROVIDED WITH REGISTRATION)**

### **Parallel Pro forma**

This session will introduce an evaluation tool called the parallel pro forma, which creates an at a glance dashboard of critical metrics to measure potential projects head to head for a go/no-go decision.

### **Pro forma in Practice Exercise and Debriefing**

Participants will work on a building specific pro forma document with assistance from faculty, working through how the pro forma evolves through the arc of the project and assembling credible cost estimates. At the end, small groups report out to each other regarding the findings of their projects to share lessons learned.

### **Asking for Money**

Banks and equity investors have very different goals and perspectives when it comes to considering the small developer's projects. This session will walk you through how lenders and investors look at a deal and how to prepare your pitch and the supporting materials.

### **Due Diligence and Real Estate Acquisition**

The deal is almost done. But there is a pile of paperwork to assemble in order to get all your partners, funding sources and real estate transaction information together to close on your deal.

### **Final Q&A and Wrap-up**

## **5:00 PM - CONCLUSION**

