LEARN THE BASICS OF REAL ESTATE DEVELOPMENT FROM AN INDUSTRY PROFESSIONAL

REAL ESTATE DEVELOPMENT CLASS

CONCORDIA UNIVERSITY

The development of real estate involves a number of different functions, each of which requires a basic level of expertise in order to maximize success. Those students who want an overview of this exciting business or who want to develop expertise in one or more functions in the development process will be well served to take part in this opportunity.

Topics to be discussed include:

1. Market planning
2. Site selection
3. Financing
4. Design
5. Procurement of entitlements and community relations
6. Construction
7. Marketing

Dr. Jon Pelmear is a graduate of USC Law School who developed extensive expertise in working in various functions throughout the real estate business for over 30 years. For the first 9 years of his career Dr. Pelmear worked as a commercial real estate broker leasing and selling industrial properties. After that he was a Vice President/Project Manager for a number of real estate development companies; there he developed commercial facilities up to 95,000 square feet in Santa Fe Springs, developed a 220,000 square foot build-to-suit facility in Fullerton, and master-planned mixed-use commercial parks up to 80 acres. He also managed pre-construction design and entitlements for retail/office projects up to 725,000 square feet in Garden Grove, Long Beach, and Orange, and for industrial projects up to 280,000 square feet in Corona and Fullerton.

Then he worked for a pension fund advisor, where he bought industrial and retail properties throughout the country. His interest in retail led him to become Vice President of Real Estate for a number of major retailers, where he negotiated the leasing of new retail properties throughout the West. He is a member of the International Council of Shopping Centers, the Association of Corporate Real Estate Executives, and the Real Estate Investment Advisory Council. He is also a member of the National Association of Industrial and Office Properties, holds a California Real Estate Broker License, and was on the Site Development Committee for Habitat for Humanity. His teaching experience includes a position as Instructor in Contracts and Corporate Law at Cal Poly, Pomona.