



# Residential Real Estate

School year 2009/2010

# Welcome to Akelius University

Akelius University offers a one year MBA education within real estate management. The purpose is to provide the current knowledge required for a position as a manager or as a Board member in a real estate management company.

**Studies are practical in focus.** For the educational material and case studies, we use real case studies, real economic reports and prospectus.

**You will improve your English.** All education, group work, reports and presentations are held in English.

**You will improve your presentation technique.** During every educational workshop session, you will be required to give a presentation in English. Furthermore, you will receive training in presentation technique.

**You will develop an excellent network for the future.** All of our students are well educated and have experience from residential real estate companies. During the course you will develop friendships and relationships for life.

**You will visit several other countries.** The previous school year, course workshops were held in Cyprus, the USA, Sweden and Germany.

**Between the training sessions you will carry out self study** and you will perform tests on-line via the internet.

**You can receive a scholarship** from Akelius University Foundation. Several students will receive a scholarship amounting to over fifty percent of the course fees. Fill in a preliminary application to see what level of scholarship you are entitled to.



**Fredrik Lindgren**  
Director

Interested? Go to <http://university.akelius.de> for more information.

Your application is welcomed.



## Personal network

During the course, you will get to know other well educated, successful people within the real estate industry.

### **Become friends with the real estate's elite**

During the previous course, a valuable network was established with senior managers and leaders within the retail industry, even during social networking and relaxation events. The participants drove snow-scooters to an island 40 kilometers from Haparanda, relaxed in a midnight sauna and cooled off with a swim in a hole in the ice, they sang karaoke in Cyprus, played golf in Florida.

Most of the group didn't speak Swedish; you socialize in English of course.

Every year we arrange a student re-union where you have the chance to meet your old classmates together with other students who have graduated the course.

## Students as lecturers

Presentation technique is an essential part of your MBA education, and you will improve with practice.

Prior to every training week, you will write a report in English. Your report will address a topic in which you have knowledge and experience. During every training session, all students are required to deliver a presentation of their topic. All reports and presentations are performed in English.

During the training week in the USA, you will receive intensive training in presentation technique by trainers from Dale Carnegie. A lot of exertion and adrenalin, but also a lot of laughs are promised.

### Students 2008/2009



#### **Timo Attenhauser**

Property Manager  
Born 1979  
Master of Science,  
Business Administration  
Football, running



#### **Sandra Kudlacek**

Financial Controller  
Born 1977  
Master of Science,  
Business Administration  
Bachelor of Science, French  
Food, wine, running, travel,  
fashion



#### **Glenn Malmberg**

Regional Manager  
Staff: 22  
6,000 apartments  
Born 1961  
Engineer, economic studies  
5 children  
Golf

## Students 2008/2009



### Alexander Krüger

Property analyst  
Born 1979  
Master of Science,  
Mathematics  
Chess, football



### Anders Svensson

Corporate Financial Manager  
Staff: 2  
Born 1957  
Bachelor of Science,  
Accounting and Finance  
2 Children  
Golf



### Daniel Arefalk

Business Controller  
Staff: 2  
Born 1968  
Bachelor of Science,  
Business Administration  
3 children

# Subjects we deal with

Real estate property management in all its forms  
Maintenance  
Renovations  
Energy  
Letting  
Rental negotiations  
Property valuation  
Purchases and contracts  
Buying and selling properties  
Negotiation technique  
Due diligence  
Restructuring to a housing association  
Community properties  
Economy  
Annual accounts and financial statements

Financial reporting  
Calculations  
Finance  
Financial tools  
Establishing rents  
Inflation  
Strategies  
Migration  
Organisation  
Human resource issues  
Presentation technique  
English  
Dealing with the media  
Marketing via the Internet

## Advantages for the company

Well educated staff creates competitive advantage

The correct knowledge can save millions within the area of real estate

Employees with an excellent network benefits the company

Be an attractive employer:  
Offer education

Invest in education even during financial recession

Opportunity to receive a scholarship

## Advantages for the student

Improved knowledge within the areas of Real estate property management

Attractiveness in the employment market

Higher salary

Improved presentation technique  
Improved English

Build an excellent professional network

Maintain contact with our graduate organization

Opportunity to receive a scholarship

# Skills you can expect after the course

- Evaluate financial reports.
- Buy and sell properties.
- Improved negotiations.
- Perform due diligence.
- Calculate a properties value.
- Understanding about how population movement affects the value of property during a decade.
- Establish maintenance plans and understand the profit in different measures.
- Ability to judge location from a chosen strategy.
- Assess risk versus return.
- Ability to find the correct type of tenants.
- Negotiate rental agreements in the best manner.
- Reduce the level of vacancy.
- Marketing the company via the web and brochures
- Principles of dealing with the media.
- A considerably improved spoken presentation.
- Considerably improved English.
- Ability to write legible texts and reports.

## Facts about the course

Property management  
Annual accounts and financial reports  
Calculations  
Presentation technique  
English  
Current practical case studies from real life.

Qualified participants  
Four training workshops in four different countries  
Self study between the workshop sessions  
Tests on line via the Internet

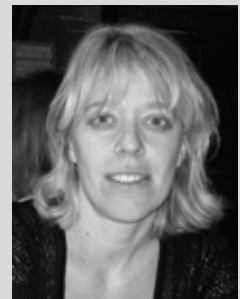
## Literature

Several standard works are included during the course. Prior to our first conference in Turkey you will be required to read a number of chapters from Principles of Corporate Finance by Brealey/Myers/Allen. This is required as a basis for the calculation exercises performed during the first workshop session. Besides the above, all students during the school year will write three reports, followed by subsequent presentations. These reports are also a part of the course literature which is included during the school year.

## Students 2008/2009



**Demitris Syllouris**  
CEO, Board member  
Staff: 8  
Born 1965  
Certified Public Accountant  
4 children  
Basketball, music



**Eva-Lotta Stridh**  
Financial Manager  
Staff: 18  
Born 1975  
Bachelor of Science; Business Administration and Russian  
Plays the violin, skiing, hill walking, running, dance



**Jordan Milewicz**  
Regional Manager  
Staff: 1  
Born 1982  
Management assistant,  
Real estate  
Business administrator,  
Real estate  
Golf, skiing, sailing, boxing

## Students 2008/2009



### Kristina Persson

Business Controller

Staff: 3

Born 1967

Bachelor of Science, Business Administration and Economics

1 child

Family, friends, training, literature, travel



### Lars Flygare

District Manager

Staff: 4

Born 1964

Technical college graduate

2 children



### Lars Lindfors

Country Manager Sweden

Staff: 110

30,000 apartments

Born 1959

Classes in economics and law

2 children

Art, wilderness and nature, golf

# Home page

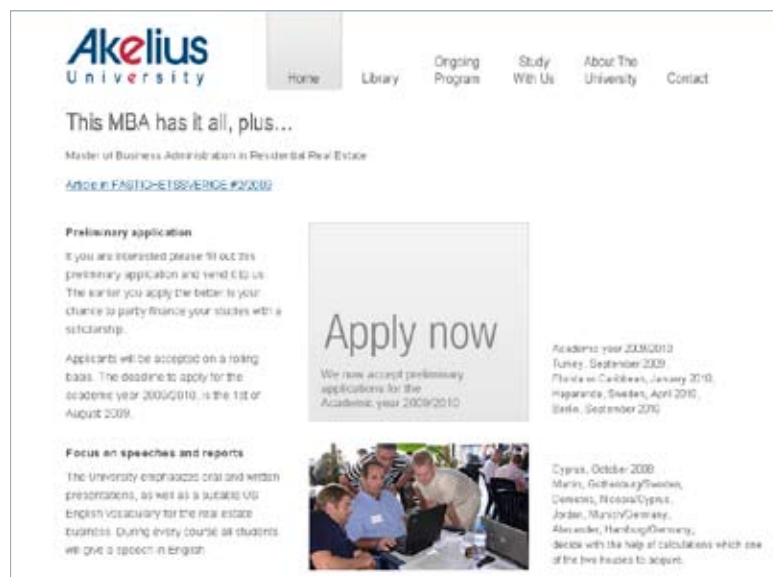
The reports that the students write prior to every workshop session will be published on the homepage. Here you can also find the tests you will be expected to complete. For every report there is also multiple-choice test consisting of 20 questions. All the multiple-choice tests shall be completed by the students.

For every workshop session there is also a final test. The final test contains 100 questions to be answered within 30 minutes.

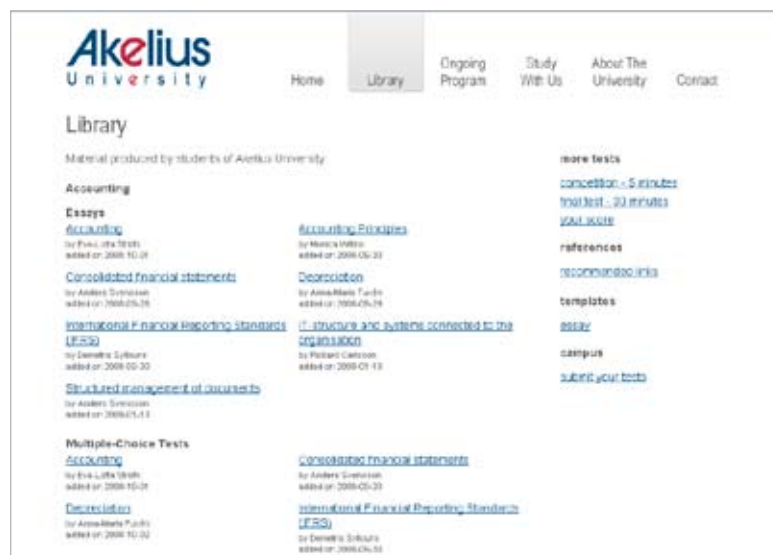
All the tests can be performed several times. Your highest result reached is then saved. You log in with your student-ID to be able to see your result.

Both the multiple choice questions and the final test contribute toward your final examination.

Go to <http://university.akelius.de> for more information.



The screenshot shows the Akelius University homepage. The header includes the Akelius University logo and a navigation menu with links for Home, Library, Ongoing Program, Study With Us, About The University, and Contact. The main content area features a headline "This MBA has it all, plus..." followed by "Master of Business Administration in Residential Real Estate" and "Apply in FAST! (2+1+188+ERDE) #2009". There are three main sections: "Preliminary application" with a call to action to apply now, "Focus on speeches and reports" highlighting oral and written presentations, and a list of academic years and locations including Cyprus, Malta, Jordan, and Alexandria. A large "Apply now" button is prominently displayed.



The screenshot shows the Akelius University Library page. The header is identical to the homepage. The main content area is titled "Library" and lists "Material produced by students of Akelius University". It features a grid of links to various resources, including "Accounting", "Essays", "Consolidated financial statements", "International Financial Reporting Standards (IFRS)", "Accounting Principles", "Declarations", "IT structure and systems connected to the organization", "Structured management of courses by", "Multiple-Choice Tests", and "Consolidation financial statements". A sidebar on the right contains links for "more tests", "concession - 5 minutes", "final test - 30 minutes", "your score", "references", "recommendations", "templates", "essay", "campus", and "submit your tests".

# Guest speakers

During the school year, you will meet several guest speakers. Below you can find a small selection of our speakers from 2008/2009.



**Robert Kelly**, Dale Carnegie, Florida. During three intensive days in Florida the group was drilled in presentation technique by guest speakers from Dale Carnegie.

**Anna Lindqvist**, lighting designer, Swedish-Finnish high school in Haparanda, taught the students the principles involved in lighting.



**Sten-Åke Danielsson**, Asset manager at Danske bank, went through the current financial state of the market, prophesized about development and spoke about the world's financial markets.



**Anders Janson**, Foyen, held education concerning legislation and rules about how companies and Boards function.



**Jan-Erik Höjvall**, Akelius Fastigheter, shared his 20-30 years practical experience of negotiation technique. The participants learnt many useful tips and strategies.



**Helmut Ullrich**, CFO Deutsche Wohnen, spoke about the German property market and specifically about German listed companies. Deutsche Wohnen.



**Sven-Erik Bucht**, Local authority Chairman in Haparanda, presented the recent years exciting developments in Haparanda and Torneå.



**Eddie Ekberg**, chief editor for Fastighetssverige (Property Sweden), gave the student's valuable tips about how media and journalists should be managed.

## Students 2008/2009



**Leiv Synnes**  
Financial Manager  
Staff: 1  
Born 1970  
Bachelor of Science;  
Business Administration  
3 children  
Swimming, basket ball,  
tennis, golf



**Martin Glogger**  
Property Analyst  
Born 1982  
Bachelor of Science;  
Business Administration  
Football, running



**Martin Hellgren**  
Project leader  
Born 1977  
Master of Science,  
Business Administration  
Sailing, travel

## Students 2008/2009



### Rhonda Hull

Born: 1968  
Real Estate/Corporate  
Attorney  
Bachelor of Science, Business  
Administration LLB - Canada  
4 children  
running, sailing



### Rickard Carlsson

CIO  
Staff: 2  
Born 1977  
Master of Science,  
Business Administration  
Bachelor of Science,  
Computer Science  
Ice-hockey, football



### Rüdiger John

Property Analyst  
Born 1979  
Diploma, Industrial Engineer  
1 child  
Running, mountain-biking,  
hill walking

## Field trips

During the 2008-2009 school year, we have undertaken several field trips to other educational institutes, visits to properties, observed the different stages in the building process.

**Lindbäcks Bygg** which is situated in Piteå and constructs pre-fabricated multistory wooden houses in modular form. This was one of many appreciated field trips during 2008/2009.



“Writing reports was both  
hard work and rewarding”

# Applications

Admission to the university takes place continually. Prior to school year 2009-2010 we wish to receive your application by August the 1st at the latest. The earlier you apply the better the chance you have of having a part of you studies financed by a scholarship.

The application form can be found on the University's homepage.

## Price

The MBA education costs 170.000 SEK. The fee includes course literature, hotel costs as well as full board and lodgings for approximately half of the overnight stays. Flight costs are not included.

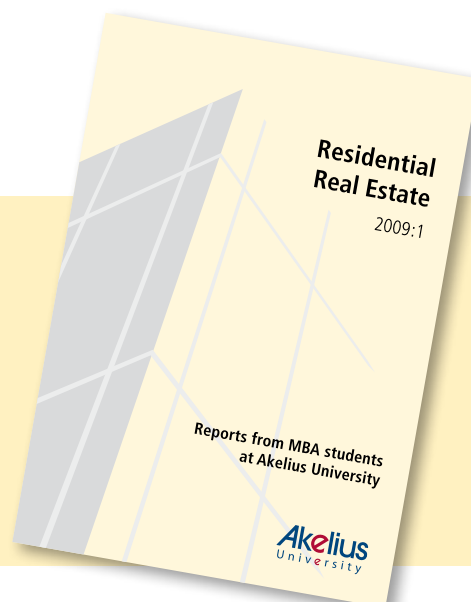
## Four grade levels

Akelius University has four levels of grade: Pass, Cum Laude, Magna Cum Laude and Summa Cum Laude.

Half of the students each year are expected to reach Cum Laude, approximately 40 percent are expected to reach Magna Cum Laude. Those 10 percent who are the absolute best will achieve Summa Cum Laude. There is even a lower grade level, called Pass.

The examination is divided into different steps:  
Reports, presentations, multiple choice tests, and a final exam.

Prior to every workshop session all students receive a large amount of home study. In order to improve the ability to write legible texts which allow the reader to simply and quickly understand the relevant facts, all the students write a number of reports in English. The best of these reports are chosen to be a chapter in a book.



## Students 2008/2009



### Sascha Rudolf

Property Analyst  
Born 1982  
Degree in Business Administration  
Cycling, horticulture



### Ulf Eriksson

District Manager  
4,000 apartments  
Staff: 7  
Born 1967  
Senior high school;  
Technical and economy  
2 children  
Football, golf



### Björn Endruweit

Business Developer  
Born 1976  
Diploma, Business administration and civil engineering  
2 children  
Rowing

## Students 2008/2009



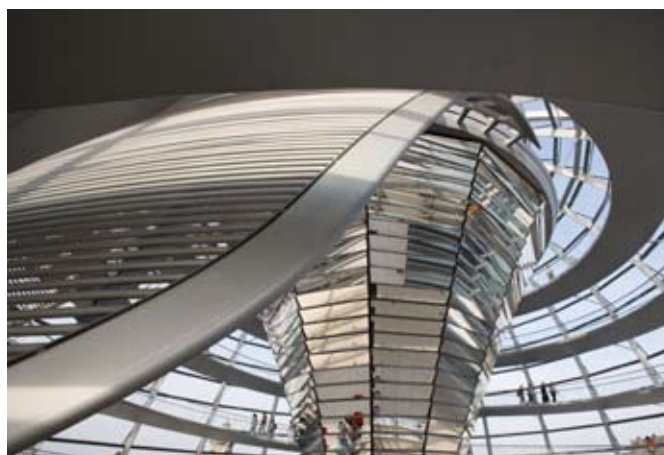
**Matthias Naterski**  
Regional Manager  
Staff: 5  
Born 1975  
Management assistant in  
real estate  
Tennis, music



**Ola Svensson**  
District Manager  
Staff: 9  
Born 1972  
Secondary School, Electricity  
and tele-communications  
2 children  
Spinning



**Oliver Trabalski**  
Property Analyst  
Born 1978  
Diploma in Economics  
Ice hockey, Travel



# Travel destinations

## Four countries

The education takes place during four seminars. In the coming school year, it will be Turkey at the end of September, the West Indies or Florida in January, Haparanda at the end of April, and Berlin in September 2010.

## Turkey September 2009

Hotel Talya is one of Antalya's best situated first rate hotels, beautifully situated on a rock ledge, walking distance from the old town and shopping centre. Talya has its own bathing platform on the rocks with steps down into the sea. There is even a fitness centre including Turkish bath, bubble pool, sauna and massage, as well as tennis courts, table tennis and wireless connection to the internet.

## Haparanda April 2010

At the end of April you will visit Sweden's most northern point, on the boarder to Finland. You will reside at Cape East in Haparanda. During the summer you can experience the midnight sun. In April the snow is still lying on the ground. You have the chance to try your luck at fishing through the ice of the river Torne and ride snow-scooter safari.



## Per Ekelund

Regional Manager  
Staff: 28  
7,400 apartments  
Born: 1971  
2 children  
Golf



## Pål Ahlsén

Country Manager Germany  
Staff: 30  
Born: 1972  
Masters of Science,  
Financial Economics  
Skiing, golf, music



## Ralf Spann

Regional Manager  
Staff: 11  
Born: 1975  
Diploma Kfm  
Football, travel

# Scholarships worth a million for the coming school year

For the school year 2009/2010, five candidates will receive 100,000 SEK each, nine candidates will receive 90,000 SEK, 80,000 SEK, 70,000 SEK etcetera.

Roger Akelius has donated one billion SEK to the Akelius University Foundation for scholarships. It takes many years to establish an international elite university for property managers, since the value of the education is determined by how well the students succeed in the years after the course. This is the reason why we will provide scholarships for the first five years to those who have already succeeded in their careers within real estate.

## **What do I need to do to receive a scholarship?**

Fill out the preliminary application found on the homepage, <http://university.akelius.de>. Describe your education and your experience. The more you are able to contribute to the education the better chance you have of receiving a larger scholarship.

Admission to the university takes place continually. The earlier you apply the better the opportunity you have of receiving a larger scholarship.



“Apply now and increase your chances of receiving a scholarship”

**Roger Akelius**