



Real Estate Development and Investment: A Comprehensive Approach (Wiley Finance)

By S. P. Peca

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Real Estate Development and Investment

A Comprehensive Approach

Written by real estate industry veteran Stephen Peca, this timely guide skillfully outlines the various phases of the real estate development process and addresses some of the most important issues associated with this discipline.

Using numerous illustrations and anecdotes, this book takes you through the development process, from historical considerations and idea formulation to financial feasibility and asset disposition, while covering the entire cycle of real estate development for various property types. Topics touched upon throughout these pages include:

- The key factors affecting demand for different land uses and development
- The interaction of market research, financing, planning, contract negotiation, marketing, leasing, and property management
- The need for universal, current, and broad knowledge
- The importance of ethics in the development process
- The role of different professionals and companies involved in the development process
- Environmental considerations in real estate development
- And much more

Filled with in-depth insights and practical advice, this reliable resource will help you gain a firm understanding of the functional skills necessary to be successful in this field and familiarize you with several often-overlooked-but essential aspects of commercial real estate development.



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Editorial Review

From the Inside Flap

Real estate development and investment is an exciting endeavor that offers as many opportunities as it does challenges. In order to achieve success in this evolving field, you have to have a firm understanding of how to operate within it. And while this won't happen overnight, there is a way to shorten the learning curve.

Author Stephen Peca has been involved in the real estate industry and development business in one aspect or another for thirty years. During this time, he's gained some valuable insights into this dynamic discipline and now, with *Real Estate Development and Investment*, Peca shares them with you.

Written in a straightforward and accessible style, this informative guide skillfully outlines the different phases of the real estate development process—from conceptualization, site acquisition, and construction to financing, leasing, marketing, and investment management and discusses what you need to be aware of in order to keep projects organized and on track. And while leadership, management, control of the development team, and public/private partnerships are featured issues in this volume, Peca also takes the time to address other essential aspects of this process, such as idea refinement, ethics, and branding.

With *Real Estate Development and Investment* as your guide, you'll quickly gain an appreciation of the functional skills necessary to be successful in this field. Chapter by chapter, you'll become more familiar with:

- The factors affecting demand for different land uses and development
- The need for universal, current, and broad knowledge
- The key legal issues that must be considered by real estate developers
- The importance of environmental considerations in real estate development
- The role of different professionals and companies involved in the development process
- And much more

Once you understand the overall real estate development process, you can pursue this endeavor anywhere in the world—because while the laws may differ, the process is exactly the same. Whether you're an experienced real estate professional or putting your first project together, this reliable resource will show you what it takes to be successful in today's real estate development and investment business.

About the Author

Stephen P. Peca, CPA, MRICS, is a Managing Director of Concourse Realty Group, LLC, and is an adjunct assistant professor in the Real Estate Institute of New York University. Before forming Concourse Realty Group, he was with Fleet Securities, Inc. Peca also has extensive experience as a commercial banker, chief financial officer, and property developer. Much of his work extends into overseas markets, and as such, Peca has extensive experience arranging international and cross-border transactions, including corporate, project, and infrastructure finance. Peca has a Certificate in Advanced Management from the University of Chicago and has a BBA in public accounting. He has received the New York University Award for Outstanding Service and is a Member of the Royal Institution of Chartered Surveyors as a Chartered Management Consultancy Surveyor. He is also a member of the Financial Executive Networking Group (FENG) and established and leads the FENG NYC Real Estate Special Interest Group and is a member of CoreNet Global.

Users Review

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Calvin Fischer:

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