



The Second European Real Estate Convention

Education for Real Estate Professionals in Europe: How to face the challenges of a constantly changing market

Introduction

The second European Real Estate Convention aims at discussing and check options and working priorities for CEPI in the area of education for real estate professionals.

In Europe, the education program for future agents and property managers comprises three pillars, which will be at the core of the discussions throughout the day:

Basic education

Instruction and education provided by the universities and professional institutes constitute the main means through which the future real-estate professionals can gain access to the profession.

CEPI has set up EUREDUC, a minimum programme for real-estate agents and property managers. The purpose of this programme is to offer a basic course for the main universities, institutions of higher education and vocational schools that offer courses for real estate agents and/or property managers in the EU Member States.

More than fifty European education partners signed a Mission Statement, by which they commit to introduce the EUREDUC programme in their curriculum. Most of the signatories also requested and obtained the **CEPI Eur** label, which certifies that their action is compliant with the programme. A dozen **CEPI Eur** partners issue a joint certificate with CEPI to students who finish their course.

After a decade or so during which the project has been in operation, CEPI has undertaken to revise the minimum education criteria. This work is carried out with the support of IDIAB/Lyon III (Professor Sylvain Grataloup), and the University of Wiener Neustadt (Professor Stocker), in cooperation with CEI. The reflexion includes an additional question: is the qualification to be expressed in terms of ECTS or ECVT equivalents and if so, how should both be approached?

Continuing education

CEPI has been repeatedly called upon to develop continuing education modules. These calls come from Central Europe and concern generic education needs for the recognition of professionals through the strengthening the European references. Such calls also come from real estate agents who work or wish to work beyond borders and require networking or European references.

CEPI has developed a continuing education module for property managers in Central Europe, as well as two modules for cross-border agents.

This work is carried out with the support of IREIBS (Wiesbaden, Germany), KIINKO (Helsinki, Finland), IAVI (Ireland) and CIB (Belgium); it is desirable that education could be validated by accredited institutes and that participants could obtain a complementary certificate from CEPI as well.

Membership criteria

The EUREDUC programme is connected to a commitment from EPAG and CEAB member associations. They both have committed to ask their new members whether they have a level equivalent to Bac+3, ECTS.

It is proposed to repeat the exercise and to check whether it is possible to define common criteria for all the member associations of CEPI. Such criteria will necessarily have to address the question of the level of qualification, but will also require an analysis and a discussion of the level of skills required, as well as of the way to assess and quantify that level.

Without considering the issues in an explicit way, the Convention wishes to prepare and open this difficult and complex exercise, which may constitute a decisive breakthrough in the discussion concerning the recognition of professionals and their legitimacy.