

English Intensive

Hochschule für Wirtschaft und Umwelt, Nürtingen -
Geislingen

B Sc. Real Estate

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English Programme Studiengang Immobilienwirtschaft

Overview



Warm-up

In pairs, discuss the following question and report the results of your discussion to the rest of the group:

In which type of companies and situations do you think you need English when working in the real estate industry and why?

Overview English Programme Bachelor of Science Immobilienwirtschaft

- 1. Semester
 - English Intensive Vorwoche in two groups
 - English Placement Test based on the European Reference Frame (A1 – C2) (probably November) as part of the online language learning programme Speexx
- 2. Semester
 - Based on your results from the placement test:
 - Recommendation to complete the online learning programme Speexx to level B2.1
 - Details to on date and time of placement test via e-mail
 - Level B2.1 “Prüfungsvorleistung” for 3. Semester
- 3. Semester
 - Immobilienenglisch: course focussing on the relevant terminology required in real estate practice in three groups
 - Real Estate English Vocabulary
 - Presentation plus essay/paper on a property of your choice

Introduction

Student Introduction

Based on the questions below, interview your neighbour and report the results of your interview to the rest of the group.

<ul style="list-style-type: none">• Where do you come from?• For how long have you lived there?• Where do you live now? • What is your favourite music? • What are your hobbies? • What's your favourite series, film, or book? • Which celebrity from film/TV/Streaming, politics, social media or sports etc., would you invite for dinner?	<p><u>Notes:</u></p>
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Business Vocabulary

Sometimes a word in English may remind you of a similar word in German. In some cases, however, these words have different meanings.

Find the English translation of the following terms.

aktuell:

wirtschaftlich:

Thema:

Hauptsitz:

Büro:

rentabel:

Daten:

Kredit:

Tochtergesellschaft:

Protokoll:

Politik:

Quote:

Presentation Skills

Presentation skills

In preparation for a case study exercise later in the programme, we will introduce you to some useful language, tips and techniques for presenting in English.

Starting a presentation

Most formal and many informal presentations have three main parts and follow this simple formula:

- Tell the audience what you are going to say! – Introduction
- Say it! – Main part
- Tell them what you said! – Conclusion

There are several ways you can tell the audience what you are going to say.

would like + infinitive

Today **I'd like to tell** you about our new plans
This morning **I'd like to bring** you up to date on the state of the project

going to + infinitive

I'm going to talk to you about our new developments
This afternoon **I'm going to be reporting** on the current transactions

will + infinitive

I'll begin by explaining the situation on the market
I'll start off by reviewing our progress
After that, **I'll move** on to my next point

will be + verb - ing

I'll be talking about our plans regarding the UK market
During the next hour, we'll **be looking** at the advantages and disadvantages of our new products



Now complete the sentences (a,b,c..) with the correct form of the verb and a sentence ending from the selection below (1,2,3...)

1. you on the proposed project.
2. you up to date on our investment plans.
3. you how the new property management programme works.
4. you an overview of the present market situation.
5. at business opportunities in Asia.
6. on our financial target for next year.
7. by telling you about the result of our analysis.
8. about the new regulatory requirements.

a) **give** Today I'd like to give you an overview of the present market situation.

b) **show** I'll be showing _____

c) **talk** During the next two hours we'll be _____

d) **bring** I'd like to _____

e) **report** This afternoon I'm going to _____

f) **update** Today I'd like to _____

g) **look** This morning we'll be _____

h) **begin** Today I'll _____

Structuring a presentation

The purpose of the introduction is not only to tell the audience who you are and what the presentation is about; you also want to tell the audience (briefly) how the talk is structured. Here are some useful phrases to talk about the structure.

- **We've divided** our presentation **into** three (main) parts: x, y and z
- In my presentation, **I'll focus** on three major issues.
- **First (of all)**, I'll be looking at ..., **second** ..., and **third** ...
- **I'll/We'll begin/start off by** explaining ...
- Then/Next/After that, I'll go on to ...
- **Finally**, I'll offer some solutions

Now complete the gaps with the words below.

after – all – areas – divided – finally – start – then – third

I'll be talking today about the new structure of our department. I'll _____ by describing the changes. _____ I'll go on by presenting our new client. _____, I'll discuss how we can best define our new role.

I've _____ my talk into three main parts. First of _____, I'll tell you something about our company's history. _____ that, I'll describe how the company is structured, and finally, I'll give you some details about our new investment process.

I'd like to update you on what we've been working on over the last month. I'll focus on three _____: first, our joint venture partner; second, our development project. And _____, our marketing concept.

Ending a presentation

Do not forget your conclusion – research shows that most listeners only remember the last 3 to 5 sentences of a presentation: **So, remember to summarise your most important points in the conclusion!**

You find examples of phrases for conclusions and closing words on the next pages.

Presentation Phrase Bank

Introducing yourself and others

Good morning/good afternoon. Let me introduce myself/Let us introduce ourselves. I'm (name) and student/s of ...

I'm (name), and this is my fellow student (name) and...

Introducing your topic

We'd like to talk about...

As you can see from the handout, our topic today is...

Today's topic is...

What I'd like to present to you today is...

The subject of my presentation today is...

Structuring your presentation

I'll/We'll begin by...

Firstly..., secondly..., thirdly...

To move on to my next point...

To go back to what I said earlier...

To recap on the main features...

To expand on this a bit more...

Lastly / my last point is...

Our presentation is in three parts.

My presentation is divided into three main sections.

Firstly, secondly, thirdly, finally...

We're going to.../ take a look at.../ talk about.../ examine.../ tell you something about...

Language for using visuals

This graph shows you...

If you look at this, you will see...

This chart illustrates the figures...

This graph gives you a breakdown of...

As you can see

This clearly shows...

Giving examples

Let me give you an example...

A good example of this is...

To highlight/underline this...

Summarising / Concluding

That brings me to the end of my presentation.

To summarise, I would like to say...

So, to sum up...

This, in a nutshell, is...

In conclusion...

To close...

Changing speaker

Now, let me hand over to.... who will tell you about...

My colleague will now deal with...

X will now speak to you about...

Presentation Practice

Company structures and job roles in the Real Estate industry

Task 1:

Look at the following abbreviations. They represent legal company structures. Do you know what they stand for? Can you imagine a German equivalent?

Abbreviation	Full name	German equivalent
PLC		
Ltd		
Inc		
LLP		

Task 2:

Now discuss in groups the tasks of the following jobs in Real Estate. If required, consult the Internet.

- Real Estate Developer
- Property Manager
- Real Estate Agent/Broker
- Real Estate Valuer
- Construction Manager
- Asset Manager

Task 3:

In groups research, e.g., on the Internet, information on the companies below. Summarise the results of your group work and present them to the rest of the group. Your presentation should be formal, which means it should be delivered standing up at the front of the group and include an introduction of your group and a conclusion. The phrases on the pages 8 and 9 will help you. Try to use some of them where appropriate.

Group 1: CBRE	https://www.cbre.com
Group 2: Tishman & Speyer	http://tishmanspeyer.com
Group 3: Tectareal	https://www.tectareal.de/en/
Group 4: Vonovia	https://www.vonovia.de/?sc_lang=en
Group 5: SwissLife	https://de.swisslife-am.com/de/home/real-estate.html
Group 6: L & P	https://lplusp.com/immobilienbewertung/

Your presentation should include the following:

- What is the legal form of the company?
- Where does it operate?
- How big is it? Present any numbers you can find, e. g., on number of employees, financial results, if applicable - investment volume, assets under management, number of properties owner, number of projects developed.
- In what business fields does it operate and/or what services does it offer?
- Did you know the company, or have you heard of it before?
- Do you think it is an interesting company? Explain why.
- Use at least three sentences from the presentation phrases from the previous pages.