

Social Media Toolkit - Welcome!

Thank you for supporting the “Real Estate Development: Building Value in Your Community” course.

In this toolkit, you will find messaging from the “Real Estate Development: Building Value in Your Community” course landing page, the course logo, downloads to promotional videos, a shortened link to the course description page, and sample social media posts that you are welcome to share through your channels.

Please contact us at ai-marketing@umich.edu if you have any questions or ideas for additional opportunities to collaborate in support of this course.

Social Media Toolkit - About

Course Description

“Real Estate Development: Building Value in Your Community” provides an introductory understanding of real estate and community development. You will learn the fundamentals of real estate development, including development stages, team building, project feasibility, social impact, and financial modeling.

Through immersive, augmented reality experiences, you will be able to identify and analyze neighborhood-scale real estate development projects to determine feasibility and understand the implementation process. The course's unique focus on the community's history, demography, and culture will equip you with the knowledge to develop projects that center the community you're building them in. By the end of the course, you will have gained the skills and knowledge to begin working with your community to invest in your area and create a positive impact for years to come.

Course Image



[Click on the image to download.](#)

Social Media Toolkit - Media Assets

Social Image



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Quote Card



“Community is vital to the success of real estate development projects of all types and at all scales. The main goal of community development is to build safer, healthier, and more resilient communities.”

Chase Cantrell
Lecturer, Taubman College of Architecture and Urban Planning
University of Michigan



[*Click on the image to download.*](#)

Video Files

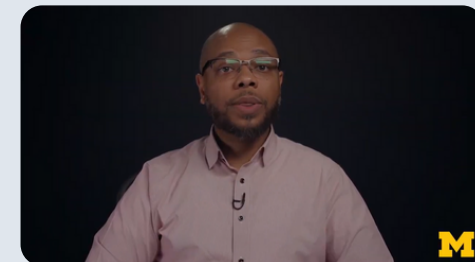
Benefit of Community



Paths of Growth



Power of 10




Click on the thumbnails to download the image or video.

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Short URL: <https://myumi.ch/Jw6zn>

Recommended Hashtags:

#RealEstate | #Entrepreneur | #CommunityFirst | #SocialImpact

Build  your community one neighborhood at a time. Learn important real estate development skills you need to become an entrepreneur with a mission. In the online course, “Real Estate Development: Building Value in Your Community,” you will learn how to use real estate development to better communities by investing in projects that benefit all who live there. Learn more:

Recommended Content: Social Image

Invest in your community by investing in yourself. In the online course “Real Estate Development: Building Value in Your Community,” you will learn how to assess market data, site conditions, due diligence, and the return on investment of potential community and real estate development projects. You can be an entrepreneur and build up your community. Enroll now:

Recommended Content: Social Image

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Community Values 🍷 Real Estate Development. Chase Cantrell, urban planning lecturer at University of Michigan, shows you the skills needed to uplift and invest in your community in the online course, “Real Estate Development: Building Value in Your Community.” Learn more:

Recommended Content: Quote Card

Learn how to support and lead real estate development projects that help revitalize neighborhoods and give the people the community they deserve. Enroll in the open online course “Real Estate Development: Building Community Value” today. Enroll Now:

Recommended Content: Quote Card

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For real estate developers, a community is a client base, a source of local investment, a source of neighborhood history, and a trusted and creative thought partner. Learn how community is a wise investment in the online course, “Real Estate Development: Building Value in Your Community.” Learn more:

Recommended Content: Benefits of Community Video

Let the “Power of 10” power your real estate decision-making. This technique is one of many Chase Cantrell, lecturer at Taubman College of Urban Planning, provides in the online course, “Real Estate Development: Building Value in Your Community.” Learn how the “Power of 10” and other tools can help you recognize what your community has to offer. Enroll now:

Recommended Content: Power of 10 Video

Grow your real estate portfolio by investing in growing communities. Tour a virtual neighborhood as part of the online course, “Real Estate Development: Building Value in Your Community,” and learn how to factor in planned and potential growth opportunities and be part of the revitalization of local communities. Learn more:

Recommended Content: Paths of Growth

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