

18th Latin American Real Estate Society International
Milenium Convention Center - September, 26th- 28th 2018

Parallel Sessions (subject to change)

SESSION A - 27/09 (Thursday) - 11:00am - 12:30pm

SESSION 01 - Plenary Room (2o floor)

Sustainability & Real Estate

moderator: *Prof. Dr. Claudio Tavares de Alencar*

THE VALUE OF SUSTAINABILITY FOR STAKEHOLDERS OF REAL ESTATE PROJECTS

Fabricio Alonso Richmond Navarro e Pedrita Fernanda Silva

GREEN CONSTRUCTION IN REAL ESTATE. A PROPOSAL FOR APPLICATION IN LOW INCOME HOUSING PROJECTS

Rosana Erika Braga Sousa e Marcelo Augusto Castro

THE CULTURE OF SUSTAINABILITY IN THE CONSTRUCTION SECTOR IN GREATER FLORIANÓPOLIS / SC, THROUGH THE BUILDERS, BUILDERS, ARCHITECTS, ENGINEERS AND INVESTORS

Mauro David Beal e Daniel Ferreira

FINANCIAL FEASIBILITY STUDIES FOR THE INCLUSION OF SUSTAINABLE SOLUTIONS IN MULTIFAMILY HOUSING IN RIO DE JANEIRO

Carlos Stozek Neto e Marcelo de Mattos Bezerra

SESSION 02 - Room Mezzanine M7

Market & Strategy I

moderator: *Prof. Dr. Osvaldo Silva*

QUANTITATIVE ANALYSIS OF MARKET DEMANDS IN THE CRISIS SCENARIO: A STUDY OF THE REAL ESTATE MARKET OF THE CITY OF FORTALEZA-CE

Antonio Exdras Gomes Freitas Filho e Marcelo Augusto Farias de Castro

REAL ESTATE MARKET CARIOCA: WHAT THE LAST FEW YEARS CAN TALK ABOUT THE NEXT

Pedro Borba Neves

ANALYSIS OF THE IMPACT OF THE ECONOMIC CRISIS ON THE REAL ESTATE MARKET IN FORTALEZA USING THE SHARPE AND SORTINO RATIOS

Pedro Oliveira Otoch e Marcelo Augusto Castro

METHODOLOGY FOR UPDATING THE GENERIC PLANT OF VALUES USING GEOGRAPHIC INFORMATION SYSTEM

José Nobre Weyne e Marcelo Augusto Castro

SESSION 03 - Room Mezzanine M4

Affordable Housing I

moderator: *Prof. Pedro Seixas*

THE CROWDFUNDING AS AN INITIAL FINANCING INSTRUMENT FOR LOW INCOME HOUSING

Victor Ferreira Sisnando e Marcelo Augusto Castro

THE POTENTIAL OF SELO CASA AZUL IN THE PRODUCTION OF SUSTAINABLE LOW-INCOME HOUSING

Henriette da Silva Perbells e Mauro Cesar Oliveira Santos

PUBLIC HOUSING POLICY AND PRODUCTION OF THE BUILT ENVIRONMENT: THE GOIÁS CASE AND CONTEMPORARY GOIÂNIA CITY (THE METROPOLIS OF THE CERRADO)

Elcileni de Melo Borges, Aristides Moysés e Celene Cunha Antunes Monteiro Barreira

MONITORING AND CONTROL OF THE ECONOMIC AND FINANCIAL INDICATORS APPLIED IN LOW-INCOME HOUSING PROJECTS EXECUTED WITH CONCRETE WALL

Filipe dos Santos Montenegro e Marcelo Augusto Castro

MARKET ASSESSMENT FOR HOUSING SOCIAL IN THE STATE OF GOIÁS

Maria Carolina Brandstetter

SESSION 04 - Room Mezzanine M2

Design & Real Estate I

moderator: *Prof. Dr. Daniel Pitelli Britto*

THE COLORS IN THE SYMBOLIC DIMENSION OF THE FAÇADES OF THE RESIDENTIAL REAL ESTATE PRODUCTION OF THE CITY OF SÃO PAULO IN THE 21ST CENTURY

Gabriela Tiemi Minagawa Yokota e Sandra Regina Casagrande de Moraes

PERFORMANCE INDICATORS WITHIN RESIDENTIAL REAL ESTATE

Tífani Kiyomi Kuga e João da Rocha Lima Junior

RENTABILITY DUE TO THE ACCELERATION OF THE BUILDING THROUGH THE USE OF PRE-MANUFACTURED MASONRY PANELS APPLIED TO LOW INCOME CONSTRUCTIONS

Marcos Paulo Monteiro Ribeiro e Marcelo Augusto Castro

THE COST OF DESIGN DECISIONS IN REAL ESTATE DEVELOPMENT PROJECTS: REAL ESTATE TRAINING IN ARCHITECTURE COLLEGE.

Flávia Schmidt de Andrade Flávia e Giselle Arteiro Nielsen Azevedo

SESSION 05 - Room Mezzanine M2

Design & Real Estate II

moderator: *Prof. Dr. Emílio Haddad*

THE ARCHITECTURAL PROGRAM OF THE LEISURE AREAS PRODUCED BY THE RESIDENTIAL REAL ESTATE MARKET IN THE CITY OF SÃO PAULO: HISTORICAL STUDY

Sandra Regina Casagrande de Moraes e Samanta Machado de Araújo

HIERARCHY OF LOCATION ATTRIBUTES AND HOUSING CHARACTERISTICS CONSIDERED IN THE PROCESSES OF RESIDENTIAL CHOICES OF SÃO PAULO CITY

Rogério Calil Haddad Atala e Claudio Tavares Alencar

DETERMINING THE ABC CLASSIFICATION OF SERVICES OF A HIGH-END RESIDENTIAL EDIFICATION

Pedro José Trindade, Fabricio Alonso Richmond Navarro e Mauro César Barbosa

SESSION 06 - Room Mezzanine M7

Market & Strategy II

moderator: *Msc Paulo Pereira*

REAL ESTATE OVERVIEW AT SALVADOR/BA

Angelo Augusto Caldas Bello, Thiago Augusto Caldas Bello e Dayana Bastos Costa

PROPOSAL FOR THE DEVELOPMENT OF A REAL ESTATE INDEX AS A TOOL FOR MONITORING THE REGIONAL MARKET

Antonio Exdras Gomes Freitas Filho e Marcelo Augusto Castro

RISK ANALYSIS OF REAL ESTATE DEVELOPERS IN FORTALEZA WITH SHARPE INDEX

Antonio Exdras Gomes Freitas Filho e Marcelo Augusto Castro

THE APPLICATION OF CLUSTER ANALYSIS ON REAL ESTATE MARKETS

Simon Wiersma, Michael Heinrich e Tobias Just

SESSION 07 - Room Mezzanine M4

Knowledge & Real Estate

moderator: *Prof. Pedro Seixas*

THE QUALITY OF THE INFORMATION SYSTEMS OF THE REAL ESTATE MARKET OF CORPORATE OFFICES IN BRAZIL

Thiago Rodrigues Vilela, MARIA FERNANDA Acciardi VIOLATTI e Luiz Eduardo Nantes Saad

PROPOSAL FOR THE DEVELOPMENT OF THE CORPORATE EDUCATION PROGRAM IN POST-UNIFOR REAL ESTATE FROM THE BIBLIOMETRY OF THE LARES

Antonio Raniere Antônio Raniere e Marcelo Augusto Castro

INDIVIDUALIZED TARGET KPIS ADHERENT TO THE SPECIFIC CHARACTERISTICS OF THE OPERATIONAL UNITS IN THE FACILITY MANAGERS PERFORMANCE RATING

AND PROPERTIES OPERATIONAL COST ESTIMATING

Gilson Pereira de Andrade Lima e Flávia Schmidt de Andrade Flávia

THE BEP IN THE STRUCTURING OF THE INFORMATION FLOWS IN THE CONSTRUCTION

Cristiane Ramos Magalhaes e Monica Santos Salgado

ISO/ABNT AND FACILITY MANAGEMENT

Moacyr da Graça

SESSION 08 - Plenary Room (2o floor)

Affordable Housing II

moderator: *Eduardo Rottmann*

THE MINHA CASA MINHA VIDA PROGRAM IN REAL ESTATE PRODUCTION: SÃO PAULO FROM 2009 TO 2017

Isabela Baracat Almeida e Roberto Righi

MUNICIPAL BOND FINANCING FOR AFFORDABLE HOUSING: SUPPLY VS. DEMAND-SIDE ASSISTANCE¹

Eunkyu Lee e Yildirim Yildirim

HOUSING POLICIES AND DELIVERY IN ARGENTINA: DIRECTIONAL CHANGES UNDER THE NEW ADMINISTRATION

Claudia Murray

SOCIAL HOUSING FOR RENT: BRAZILIAN AND INTERNATIONAL EXPERIENCES

Alice Lepiche Juliano, Igor Rossi Ota, Julia Guerra Azeredo, Nicholas Matheus Cortolesi e Alex Abiko

SESSION 09 - Room Mezzanine M2

Securitization and REITs

moderator: *Prof. Dr. Daniel Pitelli Britto*

IMPACT OF THE 2014-2017 CRISIS ON THE PERFORMANCE OF BRAZILIAN REAL ESTATE INVESTMENT TRUSTS

Caio Marranghello Mingione e Daniel Pitelli de Britto

RISK ANALYSIS IN REAL ESTATE INVESTMENT TRUSTS OF MALLS AND REAL ESTATE PAPERS USING THE TREYNOR INDEX

Lucas Paiva Marques e Marcelo Augusto Castro

METHODOLOGY OF ANALYSIS OF THE COMPOSITION OF PORTFOLIOS OF EFFICIENT AND CONSERVATIVE INVESTMENT FUND

Lia Chaves Gomes Filgueiras e Marcelo Augusto Farias

TIMBER REITS – KEY CONSIDERATIONS FOR INVESTMENTS IN TIMBERLAND

Cristiane Kisol Spercel e Etiene Carolina Almeida Boarati

SESSION 10 - Room Mezzanine M7

Market & Strategy III

moderator: *Fernando Souza*

SHARING ECONOMY: IMPACT ON THE REAL ESTATE MARKET OF SANTIAGO DE CHILE

Gerardo Ureta Campos

THE PRODUCTION OF GARAGES IN REAL ESTATE DEVELOPMENTS IN THE CITY OF NATAL

Emili Abreu Rolim, Maria Cecília Souza Souza, LUIZ ALESSANDRO QUEIROZ, Priscila Pamplona Pinto e Nayara Suassuna Silva

ANALYSIS OF SOCIOECONOMIC ASPECTS MOTIVATING THE IMPLEMENTATION OF PHARMACEUTICAL RETAIL STORES

Raimundo André Neto e Marcelo Augusto Castro

ANALYSIS AND CHARACTERIZATION OF THE REAL ESTATE PRODUCTION IN THE SOUTHERN ZONE OF NATAL/RN IN RELATION TO THE URBANIZATION PROCESS

Priscila Pamplona Pinto, Pedro Renan Lopes Costa, Leidian Aragão Torres, Maria Cecília Souza Souza e LUIZ ALESSANDRO QUEIROZ

SESSION 11 - Room Mezzanine M4

Law & Real Estate

moderator: *Prof. Dr. Osvaldo Silva*

ASPECTS OF THE ENVIRONMENTAL LITIGATION FOR THE URBAN SOIL ADJUSTMENT BY ENVIRONMENTAL LEGISLATION OF THE STATE OF CEARÁ

Carlos Hugo Carvalho Silva, Sheila Cavalcante Pitombeira e Marcelo Augusto Castro

DISTRACTS OF PURCHASES AND SALE PROMOTIONS IMPACTS AND SOLUTIONS FOR BUILDERS

Gabriela Gomes Dornelles, Cibele Brock dos Reis, Juliana Carolina Mousquer Torres, LISANDRA DE LUCENA THEIL e Monique Genari

THE ANALYSIS OF CANCELLATION LAW'S IMPACT ON THE INTERNAL RATE OF RETURN

Luis Eduardo Moraes Saba

CANCELLATION LAW - THE EVIL THAT DESTROYED THE REAL ESTATE SECTOR

Maurício SOLER, M. Soler e Daniel Ferreira

SESSION 12 - Plenary Room (2o floor)

Analysis of Real Estate Investments

moderator: *Profa. Dra. Eliane Monetti*

COMPARATIVE ANALYSIS OF RISK AND RETURN BETWEEN GOVERNMENT SECURITIES AND REAL ESTATE MARKET OF FORTALEZA

Pedro Oliveira Otoch e Marcelo Augusto Castro

ANALYSIS OF THE EFFICIENT PORTFOLIO BETWEEN REAL ESTATE MARKET AND FEDERAL PUBLIC SECURITIES

Pedro Oliveira Otoch e Marcelo Augusto Castro

RISK ANALYSIS APPLIED TO REAL ESTATE INVESTMENT IN THE MAIN BRAZILIAN

Marcela Moreira Caracas e Marcelo Augusto Castro

THE INTEREST RATE SENSITIVITY OF REAL ESTATE INVESTMENTS

Michael Heinrich e Thomas Schreck

SESSION 13 - Plenary Room (2o floor)

Urban Development & Real Estate

moderator: [Paulo Pereira](#)

THE SOCIAL IMPACTS DUE TO THE URBAN DEVELOPMENT PROCESS ACHIEVED FROM MEGA REAL ESTATE PROJECTS. CASE STUDY: PALM JUMEIRAH ISLAND

Khuloud Ali e Virginia Vasconcellos

EXPEDITE ANALYSIS OF BROWNFIELD CONSTRUCTIVE PONTENCIAL WITH SCENARIOS ANALYSIS

Marcela de albuquerque Ferreira e Marcelo Augusto Farias de Castro

PROPOSAL OF METHODOLOGY FOR THE DEVELOPMENT OF REVITALIZED BROWNFIELDS

Mariana Aderaldo Porto e Marcelo Augusto Castro

AGGLOMERATION OF CORPORATE HEADQUARTERS LOCATION IN THE METROPOLITAN AREAS: A CASE STUDY OF PUBIC LISTED FIRMS

Thabelo Ramantswana

MARKET FEASIBILITY ANALYSIS THROUGH THE STUDY OF OFFER MACROZONES

Camila Carneiro Canedo Custódio, Marcos Túlio Cândido, Maria Carolina Brandstetter e PEDRO Henrique NOGUEIRA

SESSION 14 - Room Mezzanine M7

Valuation

moderator: [Eduardo Rottmann](#)

EVALUATION OF A SINGULAR PROPERTY, WITH ACCESS TO THE BAY CHANNEL AND WITH SUFFICIENT ENTRY FOR RECEIVING VESSELS (CASE STUDY)

Radegaz Nasser Junior e Wilson Lang

VALUATION STANDARDS: A COMPARISON BETWEEN THE INTERNATIONAL STANDARD AND THE BRAZILIAN STANDARD IN THE REAL ESTATE CONTEXT

Fernanda Antunes Batista da Silva

THE ROLE OF GRAFFITI IN THE REAL ESTATE MARKET, AS A VALUE AGGREGATOR AND LOCAL TRANSFORMER

Rayana Gama Ribeiro

THE INADEQUATE USE OF STATISTICAL INFERENCE: A CASE STUDY OF LAND LEASED IN THE UNIVERSITY CITY - UFRJ IN RIO DE JANEIRO

Oswaldo Luiz de Souza Silva, Alice de Barros Horizonte Brasileiro e William Lima Leão

SESSION 15 - Room Mezzanine M4

Market & Strategy IV

moderator: [Fernando Souza](#)

OPTIMIZATION PROCESS DURING CONTRACTING IN REAL ESTATE - A CASE STUDY

Juscilene Cesário Olímpio e Juscilene Cesario Olímpio

COMPARATIVE ANALYSIS OF THE LEVERAGE OF THE REAL ESTATE SECTOR AND THE BASEL III AGREEMENT IN BRAZIL

Davi Maia Marinho e Marcelo Augusto Castro

A MODERN AND FLEXIBLE APPROACH TO BUSINESS AND PRODUCTS FOR STUDENT HOUSING

Paulo Oliveira Oliveira, João Paulo Lobo Monetti

THE NEW CHALLENGES OF URBAN PLANNING IN CONTEXTS OF INCREASING FINANCIALIZATION PROCESSES

Cláudia Teixeira Alves Afonso e Emília Maria Malcata Rebelo

SESSION 16 - Room Mezzanine M2

Market & Strategy V

moderator: [Prof. João Meyer](#)

COST INFORMATION ALGORITHMS SUPPORTING THE INVESTMENT DECISION OF PARTNERS IN REAL ESTATE PROJECTS

Flávia Schmidt deAndrade Flávia e Gilson Pereira de Andrade Lima

STUDY OF ATTRACTIVENESS IN REAL ESTATE PRODUCTION BY HIGHER EDUCATION INSTITUTIONS IN THE CITY OF NATAL / RN

Nayara Suassuna Silva, Leidian Aragão Torres, LUIZ ALESSANDRO QUEIROZ, Emili Abreu Rolim e Pedro Renan Lopes Costa

IMPACTS CAUSED BY THE ECONOMIC CRISIS ON THE FINAL SALE PRICE OF THE BUILDINGS

Ruan Antero Gomes de Matos, Georgia Morais Jereissati e Marcela Moreira Caracas

TRANSFER OF BUILDING RIGHTS: BASES FOR MUNICIPAL REGULATION FROM THE EVALUATION OF IMPLEMENTATION ISSUES

Fernanda Furtado e Isabela Bacellar