

19^a LARES International Conference
São Paulo Corporate Towers
São Paulo, 25th - 27th September 2019

PARALELL SESSIONS A

(subject to change)

Do not leave your belongings at the Auditorium or Rooms during coffee break or lunch

26/9 Thursday 11h00 a.m - 12h30 p.m

SESSION 01 - SP Corporate Towers - 2

Market & Strategy I

Moderator: M. Eng. Fernando Souza - Counselor LARES

CORPORATIVE OFFICES RENTAL PRICES IN SÃO PAULO CITY TRENDS AND FORECASTS

João da Rocha Lima Junior e Carolina Andrea Garisto Gregório

MODEL OF FEASIBILITY OF HOSPITAL CONSTRUCTION FOR CANCER TREATMENT

Pedrinho Goldman

COMMERCIAL REAL ESTATE PRICE INDICES: AN APPLIED STUDY FOR OFFICES AND STORES MARKET IN BELO HORIZONTE, BRAZIL

Marcelo Miranda Freire Melo e Luiz Andrés Paixão

INVESTMENT QUALITY ANALYSIS IN SUSTAINABLE CORPORATE REAL ESTATE DEVELOPMENTS

Thiago Gebara Ferreira e Ana Rocha Melhado

SESSION 02 - SP Corporate Towers - 1

Niche Products

Moderator: Prof. Dr. Claudio Tavares de Alencar - Counselor LARES

THE IDENTIFICATION OF NEEDS AND DESIRES OF THE PUBLIC ADHERENT TO COWORKING SPACES AT SAO PAULO REAL ESTATE MARKET

Iago Silva Freire Alvarenga, João Pedro Alcantara, Regis Gushiken, Rodolfo Mario Martins e Claudio Tavares Alencar

SENIOR HOUSING: ATTRIBUTES FOR A GROWING RESIDENTIAL MARKET NICHE

Elisabete Maria Freitas, Renato Mauro Filho e Claudio Tavares Alencar

ATTRIBUTE ANALYSIS OF RESIDENTIAL BASED ENTERPRISES IN THE IN THE CONTEXT OF SHARED ECONOMY

Beatriz Carra Bertho e Paola Torneri Porto

ANALYSIS OF STUDENT HOUSING MARKET DEMAND FACTORS FOR THE DEVELOPMENT OF STUDENT HOUSING

Hyago Maurício Bremm Muller e José da Costa Marques Neto

SESSION 03 - SP Corporate Towers - 3

Urban Development & Real Estate

Moderator: Prof. Dr. João Meyer - Counselor LARES

CONSIDERATIONS ON PROPERTY INFORMALITY - ITS EFFECTS ON THE ECONOMY, CREDIT AND SOCIETY IN GENERAL

Claudio Martins Gaiarsa

EXPLORATORY STUDY ABOUT LOCATION OF REAL ESTATE DEVELOPMENTS IN THE CITY OF SÃO PAULO WITHIN THE STRUCTURING AXES OF URBAN TRANSFORMATION CONSIDERING THE 2014 STRATEGIC MASTER PLAN

Victoria Antunes Herendy e Alessandro Olzon

BETTING ON CAPITAL GAINS: HOUSING SPECULATION IN AUCKLAND, NEW ZEALAND

Michael James Rehm e Yang Yang

THE "TRANSFER OF THE RIGHT TO BUILD" - TRB IN THE FEASIBILITY OF IMPLEMENTATION OF THE "AUGUSTA PARK"/SP IN ZEPAM

Cirlene Mendes da Silva

THE ROLE OF BOULEVARD LONDRINA SHOPPING IN THE REVITALIZATION OF THE CITY'S EASTERN REGION

Maria Luiza Fava Grassiotto, Denise de Cássia Rossetto Januzzi e Junker de Assis Grassiotto

SESSÕES PARALELAS B

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Do not leave your belongings at the Auditorium or Rooms during coffee break or lunch

26/set Thursday 2h00 p.m. - 3h30 p.m.

SESSION 04 - SP Corporate Towers - 2

Valuation

Moderator: M. Eng. Alessandro Vedrossi

PROPERTY VALUATION: MODEL FOR ANALYSIS OF ECONOMIC FEASIBILITY CONSIDERING ALTERNATIVES FOR INCORPORATION

Gregório Beck da Silva Giannakos e Álvaro Gehlen de Leao

VALUE OF HOTEL ASSETS: VALUE AND PRICE ANALYSIS OF CONDO-HOTEL UNITS

Odair Leonardo Lido e João da Rocha Lima Junior

ACCESSIBILITY IN BUILDING AS A VALUATION FACTOR OF THE PROPERTY

Oswaldo Luiz de Souza Silva, Luiz Antônio Fonseca Punaro Baratta e Alice de Barros Horizonte Brasileiro

VALUE ADDED MANAGEMENT IN RESIDENTIAL DEVELOPMENTS OF MULTIPLE PAVEMENTS

Henrique Fiorentino e Cynthia Barbieri Diezel Munhoz

NEW FUNCTIONS AND DIFFERENTIATED MIX IN CONTEMPORARY EMERGING MALLS

Maria Luiza Fava Grassiotto, Denise de Cássia Rossetto Januzzi e Junker de Assis Grassiotto

SESSION 05 - SP Corporate Towers - 1

Securitization & REITS

Moderator: Profa. Dra. Paola Torneri Porto - President LARES

BEHAVIOR OF THE TRADING VALUE OF THE REAL ESTATE FUNDS IN BRAZIL IN THE PERIOD FROM 2013 TO 2018

Fabio Figueiredo Filho e Abia ARUAN T. O.

ACTIVE MANAGEMENT IN OFFICE BUILDINGS BRAZILIAN REITS AS DIFFERENTIAL IN GENERATING PROFIT AND REGULAR INCOME

Claudio Tavares Alencar

REAL ESTATE FUND OF FUNDS ACTIVE PORTFOLIO MANAGEMENT IN BRAZIL

Felipe Tognini e Claudio Tavares Alencar

MANAGEMENT FEE ANALYSIS ON REAL ESTATE FUND INCOME

José Nobre Weyne e Marcelo Augusto Castro

SESSION 06 - SP Corporate Towers - 3

Market & Strategy II

Moderator: Prof. Dr. Emilio Haddad - Counselor LARES

PRICE BEHAVIOR OF PRE-CONSTRUCTION REAL ESTATE DEVELOPMENTS IN THE CITY OF FLORIANOPOLIS

João Alberto da Costa Ganzo Fernandez e Guilherme Kolling Dutra

ANALYSIS OF THE PROS AND CONS OF THE MODALITY OF CONSTRUCTION OF MULTIFAMILY HOUSING DEVELOPMENTS AT COST PRICE IN RELATION TO THE CLOSED PRICE MODALITY IN FLORIANOPOLIS / SC

João Alberto da Costa Ganzo Fernandez e Rebeca Almeida Lopes

RESIDENTIAL REAL ESTATE BUSINESS SELECTION: SIMILARITIES AND DIFFERENCES BETWEEN DEVELOPERS AND INVESTORS IN THE MARKET IN GOIÁS

Credson Batista dos Santos Junior, Eliane Monetti e Márcio Belluomini Moraes

RESILIENCE OF USED RESIDENTIAL REAL ESTATE PRICES IN SAO PAULO DESPITE ECONOMIC CRISIS

Andersom Bontorim

HOUSING DEMAND: DISCUSSIONS FOR PRODUCT DEVELOPMENT OF THE REAL ESTATE CONSTRUCTIONS

Monique Genari, Pedro de Seixas Corrêa e Daniel Ferreira

SESSÕES PARALELAS C

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27/9 Friday 11h00 a.m. - 12h30 p.m.

SESSION 07 - SP Corporate Towers - 1

Funding

Moderator: Hamilton Leite - vice president LARES

TYPES OF SOURCES TO FINANCE A REAL ESTATE CONSTRUCTIONS

Alexander Palácio França e DANIEL FERREIRA FALCAO

PROPOSAL AND ANALYSIS OF A NEW FUNDING ALTERNATIVE FOR IMPLEMENTING URBAN SUBDIVISIONS THROUGH THE USE OF THE INCENTIVE DEBENTURE FOR INFRASTRUCTURE

Julio Pedro Paternost Sperandio e Claudio Tavares Alencar

FUNDRAISING FOR A COMMERCIAL REAL ESTATE DEVELOPMENT FOR RENTAL THROUGH BLOCKCHAIN TECHNOLOGY: TOKENIZATION AND SMART CONTRACTS.

Jessica Mota

AN ANALYSIS OF COST DRIVERS APPLIED TO THE CONSTRUCTION OF POPULAR RESIDENCES

Denise Medeiros do Nascimento e Marcelo Augusto Castro

SESSION 08 - SP Corporate Towers - 3

Estratégias Empresariais

Moderator: Prof. Dr. Osvaldo Silva

PLANNING OF RESIDENCIAL CONSTRUCTION COMPANIES IN RESPECT OF MARKETS IN RECESSION

Fabricao Alonso Richmond Navarro e Pedrita Fernanda Silva

STRATEGIC MANAGEMENT WEAKNESSES AND BOTTLENECKS OF RESIDENTIAL REAL ESTATE DEVELOPERS – AN INITIAL ANALYSIS WITH COMPANIES OPERATING IN THE MARKET

Murillo André Mendonça e Eliane Monetti

IMPACT OF THE BRAZILIAN CRISIS ON THE FINANCIAL ECONOMIC INDICATORS OF REAL ESTATE COMPANIES LISTED ON THE STOCK EXCHANGE

Tiago Rodrigues da Silva

PROMISES OF PURCHASE AND SALE OF REAL ESTATE IN REAL ESTATE DEVELOPMENT - THE CONTROVERSIES OF THE NEW LAW OF DISTRACT

Gabriela Gomes Dornelles e Pedro de Seixas Corrêa

SESSION 09 - SP Corporate Towers - 2

Analysis of Real Estate Investments

Moderator: Msc Paulo Pereira - Counselor LARES

METHOD OF SIMULATOR OF DEVELOPMENT FOR EVALUATION OF THE PROPERTY

Brunno do Nascimento Baião

APPLICATION OF REAL OPTION THEORY IN REAL ESTATE INVESTMENT QUALITY ANALYSIS

Bruno Sales Pires, Bruno Freitas de Azevedo e Fabini Hoelz Bargas Alvarez

MAINTENANCE PROCESSES AND THEIR IMPACT ON THE LIFE CYCLE OF BUILDINGS

Luiz Fernando de Azevedo Silva e Célia Regina Moretti Meirelles

ASSESSMENT OF BUILDING LIFE CYCLE COSTS AND POSSIBLE SKILLS FOR FACILITY MANAGERS

Hyago Maurício Bremm Muller e José da Costa Marques Neto