

B1/B2

SHORT COURSE SERIES

English for Real Estate



Vorab-Einblick



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English for Real Estate

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1

Choosing a Location

IN THIS UNIT YOU WILL ...

- use key words to talk about property types
- assess location factors
- simulate a meeting to select an office location
- discuss the planning process

What are the following properties called in English? Write the names next to the pictures.

apartment building | detached house | hotel | logistics | mixed-use | office | retail | senior-living | terraced house



1



2



3



4



5



6



7



8



9

1 Decide which types of real estate from page 6 are residential and which are commercial.

Residential: _____ Commercial: _____

Can you think of any other types of property that you could add? Discuss the types you work with.

2 Decide which location factors are important for each different type of property.

	retail	office	logistics	residential
1 Good visibility	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2 Access to the motorway network	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3 High footfall	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4 Public transport connections	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5 Quality of schools	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6 Proximity to suppliers and customers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7 Availability of workers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8 Range of amenities (supermarkets, restaurants etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9 Distance to city centre	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

What additional location factors are important for you when choosing a place to live and work?

VOCABULARY

amenities (pl.) örtliche Annehmlichkeiten
footfall (BE) / foot traffic (AE)
 Passantenfrequenz
motorway (BE) / highway, freeway (AE)
 Autobahn
proximity Nähe
visibility Sichtbarkeit

DID YOU KNOW?

An apartment building is also known as a multifamily building. In the US the word condominium, or 'condo' for short, is used instead of apartment if it is owned by the user. The British 'terraced house' is called 'townhouse' in the US. 'Resi' is often used in the industry as a short form for 'residential'.

3 Match the words to form word pairs. Then add the word pairs to their definitions below.

1 prime	a parks
2 commercial	b location
3 pedestrian	c lanes
4 bike	d transport
5 walking	e district
6 secondary	f zone
7 public	g distance
8 car	h location

- _____ : special paths for bicycles
- _____ : an area with stores and businesses
- _____ : close enough to reach on foot
- _____ : a place where people can leave their cars
- _____ : the best possible location
- _____ : the bus, subway, train or tram
- _____ : an area without traffic
- _____ : an area that does not obtain the highest value

01 4 Richard works for a retailer in the real estate department and is explaining important criteria for selecting a new store location. Listen to his advice and tick the correct sentences in each column.

1	A large number of potential customers should be able to see your business.	A few potential customers should be able to see your business.
2	There should be parking facilities or transport stops in the city.	There should be parking facilities or transport stops nearby.
3	Footfall is data on the number of people walking away from a retail location.	Footfall is data on the number of people walking past or into a retail location.
4	Other retailers can have a synergy effect and help attract people to your store.	Other retailers will stop people visiting your store.
5	This is why doing a location analysis is so important before making a decision.	This is why doing a location analysis is so important after making a decision.

VOCABULARY

competition Konkurrenz
parking facility Parkmöglichkeit, Parkhaus
population Bevölkerung, Einwohner
to **view sth** etw. besichtigen

The word 'facility' can be used in different ways and as a synonym for the word 'building'.

5 Listen again and complete the following email with the most important criteria for selecting a new retail location.

Subject: New retail location

Dear Olivia,

Following our conversation this morning, I have summarized the key criteria for selecting a new retail store location. Here are the five most important points:

1.

2.

3.

4.

5.

I look forward to seeing you next week when we view the property.

Best regards
Richard



6 Choose the correct word or phrase in each sentence.

- 1 There is a car park **to** | **of** | **by** the shopping centre.
- 2 Let's meet **in** | **at** | **to** the corner of Oxford Street and New Bond Street.
- 3 Wiesbaden lies **in** | **to** | **at** the west of Frankfurt.
- 4 The retail unit is **to** | **in** | **on** the ground floor.
- 5 The logistics property is a kilometre south **of** | **from** | **by** the motorway.
- 6 The office is located **opposite of** | **opposite by** | **opposite** a tram stop.
- 7 The hotel is **near of** | **nearby** | **near** the Vienna Opera House.



USEFUL PHRASES

North, south, east, west

By & next to

At (meeting points & specific locations)

Nearby & near

To face sth

Opposite & across

On (floor levels & buildings next to roads and rivers)

Saying where things are

- Palo Alto is / lies (to the) south-west of San Francisco.
- The site is a few miles east of the city.
- The apartment building is by the waterfront.
- The retail unit is next to the train station.
- I will meet you at the property.
- The parking facilities are at the rear of the building.
- There's a subway station nearby.
- The senior-living facility is near the park.
- The building is facing the park.
- The balcony is south-facing.
- The apartment building is opposite a supermarket.
- There is a car park across the street.
- The office is on the second floor.
- The logistics centre is on the A3.
- The restaurant is located directly on the river Thames.

7 Describe where your home or office is located using the Useful Phrases above. If possible, use a map of your area.

Now describe the location of a property you work with.

While **Global English** consists of many varieties of English, remember that certain terms in American English are different in British English. For example, 'car park' (BE) and 'parking lot' (AE), or 'underground' (BE) and 'subway' (AE).

8 Write the sentence in English avoiding the language traps mentioned below.

- 1 Der Standort ist in der Gastronomie sehr wichtig. _____
- 2 Das Objekt befindet sich in zentraler Lage. _____
- 3 Viele Unternehmen bevorzugen eine 1A-Lage. _____

LANGUAGE TRAPS

Sometimes a word in English may remind you of a similar word in German. In some cases, however, these words may have different meanings. Compare the German expressions on the left with the English expressions on the right.

Immobilienobjekt, Objekt
Wir haben drei Objekte in London.

property / building / asset
We have three properties in London.

1A-Lage
Dies ist eine repräsentative Lage.

prime location
This is a prime location.

Gastronomie
Die Lage bietet ein vielfältiges gastronomisches Angebot.

restaurants, coffee shops, cafes and bars etc.
There are a range of restaurants and coffee shops nearby.

The word 'gastronomy' in English is used to describe the art and knowledge of good food and not for the restaurant sector in general! A restaurant business is also known as a 'food service operator'.

9 Amir is a logistics leasing agent and is discussing the location of a property with his client. Listen and match the questions with the correct answers.

- 1 Is it close to public transportation?
- 2 Are there parking facilities?
- 3 How far is it to the next motorway?
- 4 What other companies are located nearby?
- 5 What about amenities for the employees?

- a There are several well-known occupiers in close proximity including parcel distribution and ecommerce companies.
- b As it's a well-established logistics location, there are several cafes and restaurants within walking distance.
- c There is a regular bus service and the next stop can be reached in five minutes on foot.
- d There are 65 on-site parking spaces to the rear of the building.
- e The property benefits from direct access to the motorway network and the next junction is less than 1 mile to the north.

VOCABULARY

bus service Busverbindung

junction (BE) / interchange (AE) Anschluss, Anbindung

food service operator Gastronomiebetreiber/in

in close proximity in unmittelbarer Nähe

occupier Mieter/in, Nutzer/in

on-site vor Ort

well-established gut etabliert

10 SIMULATION

Work with a partner to practise dialogues between an agent and a client discussing locations. Use the Useful Phrases below and the Partner Files.

Note the difference between 'customer' and 'client': generally, a customer is someone who buys goods from a store or restaurant, and a client someone who receives professional services.

Partner Files, File 1:
Partner A, page 58 | Partner B, pages 61–62

USEFUL PHRASES

Discussing location criteria

Asking questions about a location

- Are there any local amenities?
- What other companies / businesses / occupiers are nearby?
- Is it close to public transportation?
- How far is it from the city centre?
- What kind of parking facilities are there?

Describing a location

- There are a range of amenities nearby such as restaurants, coffee shops and a supermarket.
- It's located in the CBD.
- There are several subway stations and bus stops nearby.
- It's near / close to / adjacent to / next to the train station.
- It is a sought-after location.

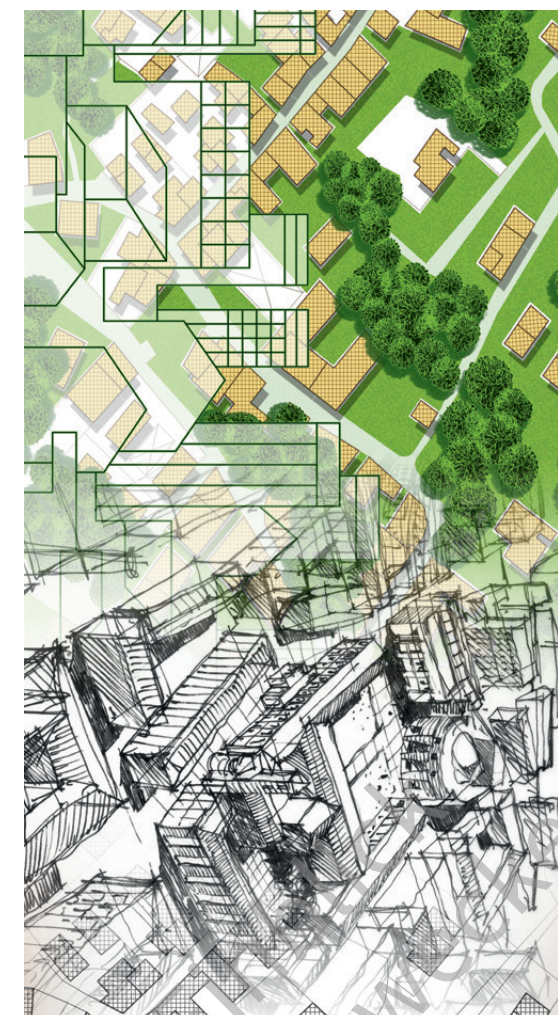
VOCABULARY

adjacent angrenzend

sought-after gefragt

CBD (central business district)

innerstädtische Bürolage



11 Match the nouns to their definition to form vocabulary for planning real estate.

- 1 permission
- 2 compliance
- 3 regulations
- 4 authorities
- 5 demolition
- 6 application

- a fulfilling official requirements
- b destruction of a building or structure
- c formally allowing someone to do something
- d an official request for something
- e rules to control how something is done
- f a group with legal power

12 Richard has identified a location which would be ideal for a new retail store. However, some changes first need to be made to the property and he needs to apply for planning permission. Read the update and use the planning words to fill in the gaps.

application | authorities | compliance | demolition | permission | regulations

In order for our retail concept to be successful in the existing building, we need to make some changes to the structure. Before we start any work, we must obtain planning _____.¹ Our architect will submit a planning _____² to the local _____³. They will check the design is in line with the land-use plan. Furthermore, issues such as listed building status and _____⁴ with environmental standards and building _____⁵ will be considered.

It may take several months for the authorities to assess the application and we will have to be patient, as construction cannot commence until planning permission is granted. Any work carried out before this could be subject to _____⁶.

VOCABULARY

building regulations Bauvorschriften	listed building (BE) / building under historic preservation (AE) denkmalgeschütztes Gebäude
to commence beginnen	to obtain sth etw. erhalten
demolition Abriss	planning application Bauantrag
existing building Bestandsgebäude, bestehendes Gebäude	planning permission (BE) / building permit (AE) Baugenehmigung
to grant sth etw. genehmigen	

DID YOU KNOW?

Due to differences in laws and regulations, some concepts are not identical in other languages. In order to avoid confusion, you can use phrases like ‘this is similar to’ or ‘can be roughly compared to’: *The German ‘Flächennutzungsplan’ is similar to ‘development plan’ in British English or ‘zoning plan’ in American English.*

13 MEDIATION

Your colleague is new to the field of real estate and does not quite understand the complex process for obtaining a planning permission. With a partner, explain each step of the process in plain English.

Firstly, ... → Then, ... → Next, ... → Lastly, ... → Planning permission is granted

Have you ever applied for a planning permission? If so, what was your experience?

OVER TO YOU

Redefining the Retail Landscape

As high streets and shopping centres try to adapt to changing consumer habits as well as economic challenges, the retail landscape is being redefined. With the rise of e-commerce, many traditional bricks-and-mortar retailers have either scaled back their physical presence, remodelled their store formats or closed entirely. For many decades, the department store was a winning concept that



pulled in the crowds, often serving as an anchor tenant in many shopping centres. Today, however, many department stores are struggling to win customers and find a way to stay relevant. But is this really the end of physical retail locations or are there opportunities for real estate investors and operators? It is clear that the role of these locations is key to many communities, not just in the supply of consumer products but also for providing a sense of place and belonging. Finding innovative ways to evolve has now become a topic of much debate.

Several strategies have been tried and tested: real estate owners have experimented with temporary uses such as pop-up stores and short-term leases as ways of tackling vacancy. These allow brands to have a physical presence without long-term commitment and contribute towards a vibrant retail environment. Furthermore, concept stores can provide unique and immersive shopping experiences, by blending retail with art, culture and lifestyle to create something beyond the traditional offer.

In order to keep these locations relevant and make them resilient to future conditions, many experts argue that a bigger shift in mindset is required with changes to zoning laws to allow for more flexible use. This could support more diverse, mixed-use concepts that combine retail, leisure, dining and workspace. Furthermore, the overwhelming need for more housing in urban areas is an opportunity for high streets to deliver new homes. By adopting a more holistic approach, developers, local authorities and investors could work together with the community to deliver schemes that meet demand.

What will retail locations look like in the future? While there is no standard blueprint that works for every location, one thing is certain: it will take collaboration between multiple stakeholders to find innovative solutions to adapt and meet these challenges.

- 1 What percentage of products do you buy online and what do you buy in physical stores?
- 2 How do you think department stores can adapt to changing consumer habits?
- 3 What do you think needs to happen to help retail locations adapt to future needs?

VOCABULARY

anchor tenant Ankermieter
blueprint Blaupause
brick-and mortar / physical retail format Stationärhandel
high street Haupteinkaufstraße
lease Mietvertrag
operator Betreiber/in
resilient widerstandsfähig
to scale sth back etw. reduzieren
scheme hier: Projektentwicklung
shopping centre (BE) / shopping mall (AE) Einkaufszentrum
vacancy Leerstand
vibrant lebhaft

English for Real Estate

English for Real Estate offers the language needed for effective communication with clients, colleagues and business partners. The book provides you with a wide range of specialized terminology and practical exercises covering essential real estate topics and settings. The course is suitable for learners at CEF levels B1, B2 and above.

Key features

- A comprehensive range of topics from the real estate sector
- Simulations and mediation activities allowing learners to draw on their personal and professional experience
- Regular opportunities for discussion with useful phrases for effective communication
- Strategies for becoming a more confident communicator when using spoken and written English in a wide range of contexts
- Diverse and authentic listening extracts in the webcode and the Cornelsen Lernen App
- An extensive appendix that includes partner files, transcripts of the audio recordings, a comprehensive answer key, useful phrases and an A-Z wordlist
- Interactive exercises in the Cornelsen Lernen App expanding on the useful phrases provided in this book

The author

Alice Jovy specializes in real estate English and has taught at universities and companies for over twenty years. She has written various books and articles on the subject for German publishers.

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