

# 04

REAL ESTATE INVESTORS

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## The investment does not end with the purchase

Understanding, controlling and coordinating the process that transforms a property

# This guide was written for you

Buying a property is a decision made with data: location, market, price per square metre. What happens after the purchase, however, is often left to intuition.

Yet that is exactly where value is created or lost: in the project, the budget, the contracts, the building site, the choice of professionals and the control of each stage.

This guide is for the investor who wants to understand that process without having to carry it out personally.

# Where an investment loses value

Rarely because of a wrong decision at purchase. Almost always because of a process that was never governed.

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**01** The potential of the property is assessed without classification parameters.

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**02** The cost of the transformation emerges as the work proceeds, not before it starts.

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**03** The timescale stretches, and with it the cost of the capital tied up.

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**04** Professionals are chosen once the problem is already there.

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**05** The ROI is calculated afterwards, when the decisions have already been taken.

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# From the traditional process to the algorithmic process

## TRADITIONAL PROCESS

The analysis stops at the price per square metre



The project comes after the purchase



The budget is an estimate



Professionals are found one at a time



Control depends on being there in person



## ALGORITHMIC PROCESS

The analysis takes classification parameters into account

The project is part of the due diligence

The budget is a stage with unit prices

The team is formed before the investment

Control is exercised through the process

# A project is a sequence, not an intuition

The design algorithm originated in Italy in 1994 and turns the delivery of a project into a path with defined stages, documents and responsibilities.

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## 01 Concept

The idea takes shape and becomes a legible proposal.

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## 02 Budget

The project is measured: components, quantities, unit prices.

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## 03 Technical drawings

The working documentation that leaves no room for interpretation.

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## 04 Construction

The site follows the project instead of reinventing it.

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## 05 Turnkey

Completion, with the agreed quality, budget and timescale.

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## Introduction and communication

### WHAT IT COVERS

The structure of the Academy and the communication process between the main parties in the business process, from the concept to turnkey delivery.

### WHAT IT MAKES CLEAR

Who enters the process, at which stage and with what responsibility.

### WHY IT MATTERS

Almost every delay and every unforeseen cost arises from information that did not arrive.

### LESSONS

2 lessons

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**0.1** INTRODUCTION TO ALL THE COURSES · **0.2** THE COMMUNICATION PROCESS

# 01

## The design algorithm and design as a business

### WHAT IT COVERS

The Italian origins of the algorithm (1994, law 109/94), design as an economic activity with reference to the cost of turnkey projects, the path from concept to handover, the commercial proposal and the legal aspects.

### WHAT IT MAKES CLEAR

Which steps separate the identification of a property from its finished delivery.

### WHY IT MATTERS

It defines the point from which the recurring problems of a property investment arise.

### LESSONS

5 lessons

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[1.1](#) THE DESIGN ALGORITHM · [1.2](#) DESIGN AS A BUSINESS · [1.3](#) FROM CONCEPT TO TURNKEY DELIVERY · [1.4](#) GENERAL GUIDELINES · [1.5](#) LEGAL ASPECTS AND RULES

# 02

## Contracts, construction and control

### WHAT IT COVERS

The three design contracts (concept, budget, technical drawings), the project as the instruction manual for the site, the construction and completion management contracts, the control of quality, budget and time.

### WHAT IT MAKES CLEAR

Which documentation to require before signing and before opening the site.

### WHY IT MATTERS

These are the tools with which the investor protects their own capital.

### LESSONS

5 lessons

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[2.1](#) THE DESIGN CONTRACT · [2.2](#) THE INSTRUCTION MANUAL FOR CONSTRUCTION · [2.3](#) THE CONSTRUCTION MANAGEMENT CONTRACT · [2.4](#) THE COMPLETION MANAGEMENT CONTRACT · [2.5](#) CONTROL OF QUALITY, BUDGET AND TIME

# 03

## Tools of the DAA method and investment analysis

### WHAT IT COVERS

The briefing, the market analysis of Moscow and Saint Petersburg, the comfort and premium classification, the return on investment (ROI), the professional team across four stages and the conclusions of the course.

### WHAT IT MAKES CLEAR

How to assess an investment in advance and how to organise the team that delivers it.

### WHY IT MATTERS

This is the part that connects the design method to the logic of investment.

### LESSONS

6 lessons

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**3.1** THE BRIEFING, THE BASIS OF THE PROJECT · **3.2** PROPERTY MARKET ANALYSIS · **3.3** PROPERTY CLASSIFICATION · **3.4** RETURN ON INVESTMENT — ROI · **3.5** THE PROFESSIONAL TEAM · **3.6** CONCLUSIONS OF THE COURSE

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# What changes in your investment

BEFORE

AFTER

You buy a property



You assess a process of transformation.

You ask for a quotation



You know which documents must exist before the quotation.

The ROI is a final check



The ROI is a preliminary assessment.

You look for professionals when you need them



You build the team across the four stages of the path.

You follow the works



You control quality, budget and time through the method.

**A project is not only an image.**

**It is a process.**

**The process must be understandable.**

**What is understandable can be  
controlled.**

**What can be controlled can be delivered  
with greater awareness.**

The investor does not work alone. The investor builds a team  
and governs a process.

# Design Algorithm Academy is part of an ecosystem

The 04 — Real estate investors path, the other categories and the online consultations are presented on the Academy's website. The links on this page are active.

|                   |                                     |                                                    |                                                                    |
|-------------------|-------------------------------------|----------------------------------------------------|--------------------------------------------------------------------|
| PERSONAL<br>BRAND | <b>Pierangelo Moro</b>              | The founder's professional path and qualifications | <a href="http://pierangelomoro.ru/en">pierangelomoro.ru/en</a>     |
| PROFESSIONAL      | <b>Moro Design</b>                  | Italian design and architecture studio             | <a href="http://morodesign.studio/en">morodesign.studio/en</a>     |
|                   | <b>Moro Design App</b>              | Project configurator                               | <a href="http://morodesign.app">morodesign.app</a>                 |
| METHOD            | <b>Design Algorithm</b>             | The method and its logic                           | <a href="http://designalgorithm.ru/en">designalgorithm.ru/en</a>   |
|                   | <b>Design Algorithm Academy</b>     | Professional training in the method                | <a href="http://designalgorithm.ru/en">designalgorithm.ru/en</a>   |
| TECHNOLOGY        | <b>Design Algorithm Application</b> | Digital platform for project management            | <a href="http://designalgorithm.app/en">designalgorithm.app/en</a> |
|                   | <b>Design Calculator</b>            | Project calculation tool                           | <a href="http://designcalculator.ru/en">designcalculator.ru/en</a> |
| ART               | <b>Design Space</b>                 | Design + Art                                       | <a href="http://designspace.art/en">designspace.art/en</a>         |