Real Estate Investment Decision Making. Edition No. 1

Description: Choosing the right investment option by a fund manager or analyst is the first step that contributes to the overall performance of any portfolio of assets. The decision making process is complicated. Markowitz portfolio theory (1952, 1959) laid the theoretical foundations for asset selection and management. However the decision maker is influenced by parameters outside the realm of financial theory and mathematical models (French and French 1997; French 2001). The actual behavior of decision makers can deviate from this normative model. This can be due to the problem solving behavior of the human brain. Human problem solving theory began with the work of Newell and Simon (1972) and Simon (1978). They argue that the human memory is characterized by limitations in terms of processing capacities (Newell and Simon 1972). Given the amount of data the decision maker has to analyze, the process of asset selection is complicated and difficult. Besides the volume of data, the information items may provide information relating to the same aspect of the asset making some of the data set redundant.


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