

Management of real estate property Search qualitative analysis

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Abstract

The origin of the multiple real property management of species and uses in many of the countries that the fact that the scientific foundations mimic reality the fact that this kind of administration is new and has a great importance in supporting the economy of the state, and highlights its importance through the rapid development of drugs and their uses and their economic impact on the community, as we must get out of the circle to the randomness of the Organization Department of the Real Estate property Management and identify their own concepts and through the organization of these services to the consumer or user real estate, whether individuals or groups and develop in line with practice them.

Introduction

This research deals with the qualitative analytical Real Estate Property Management through to learn how Real Estate Property Management on various kinds .

The fact that the land is very important to our lives and our existence, and this importance makes the Center of the Earth interest of many individuals and companies, such as lawyers, geographers, sociologists, economists, banks, and real estate companies and other affected communities and peoples in our world as consider these systems to the ground and use, and produces land value of benefit associated and its ability to meet the needs of human societies, and the things that contribute to the value of the land is distinctiveness, its continued existence, the stability of its relatively limited supply, and specific benefit to a specific site .

The real estate property management of important real estate activities, which requires special effort and capabilities, and require further Secretarial and the credibility and accuracy of transactions and are considered real property management one of the most outstanding events in which it operates real estate investment by providing customers in terms of level upscale to provide services to owners and tenants alike , where it should do its job professionally and credibility and long experience gained through her work on the assets and the assets of its clients manage and elite of administrators and professionals with long experience in this field .

Also, Real Estate Property Management is one of the important things to deal with real estate and various miscellaneous property. Without the administration there is a distraction and random disorganized and do not use them represent different kinds .

We believe that the special nature of the real estate and property organized and defined legal systems within the special provisions for the ownership of real estate all over the world and the different conditions in each country's political systems .

research goals

The Real Estate Property Management of the important things that must be understood and the search aims to:

1 - Study and understand the rules and methods of multiple types and uses of Real Estate Property Management properly and away from random unregulated because this profession has become a globally sophisticated and has a role in supporting the national economy of the countries .

2- Study the provision of the necessary one for the consumer real estate need or user of various real estate services appropriately .

3 - Study how to provide different and diverse real estate services for the market , individuals, and development .

Research problem

The research problem due to the following :

1- random unorganized real estate property management and in providing real estate services .

2- failure to regulate the provision of real estate services to the consumer or user real scientific and practical manner .

3- Evade using the administrative and scientific framework in real estate property management and real estate service providers .

Concept of Real Estate Property Management

Classified management science of being one of the social sciences, any one of the Science article that is the man he is studying human behavior as a member of a group and as a guide to them .¹

¹- Dr..SuadNaifBernouti, administration (Fundamentals of Business Administration), Dar Wael for Publishing and Distribution, Amman, Second Edition, 2003, p 51.

That modern thought in the management of real estate properties depends on the quality of real estate products, but we must recognize some special management concepts and management of real property, such as :

Definition of management as defined by Frederick Taylor as a thorough knowledge of what you want from the men that have right and then make sure they're doing their job the best and cheapest ways .²

Henry Fayol and Ervha as forecasting, planning, organization, coordination and issue orders and supervision.³

That it is necessary to focus on the administrative process and how to accomplish in terms of planning, organization, implementation, coordination and decision-making, and assess things, seizures, and it's, programming, and conversation, think and deliberate, and similar things .⁴

Property is identified: that it is immovable property (land and everything in it) and negotiable, such as buying and selling, leasing or use of it .⁵

Property: is a piece of land owned by one or more persons including them from buildings, trees and other fixed objects as this word include property privatization and leasing, disposition, usufruct and all rights in rem related to real estate .⁶

The property is identified: also so hard and tangible thing, and all the land is a natural part of them as trees and natural resources and all that what human added such as buildings , improvements, and all these buildings needlike water, electricity , heating systems and other lines are considered a drug .⁷

Real estate market: is a specialized market in the management and marketing of real estate investments locally, regionally and internationally .⁸

Realtor: A person who is introducing the seller to the buyer, to complete a sale or swap of the property in exchange for a commission .⁹

Real estate broker: A person who isintroducing the seller to the buyer, to complete the process of selling , swapping or rent a property, in exchange for a commission and be licensed by the competent authorities, such as lands and Survey Department, Ministry of Industry and Trade .¹⁰

The real estate management: is a different provision of real estate services through individuals or companies specialized for all requirements .

Property: it is a legal expression of the concept and includes all the interests, rights and benefits associated with ownership, The property includes private rights arising from ownership, which gives the owner specific interests regarding posseseses .

Assets (funds) immovable (real estate): is the earth and all rights attached to them from the things of the workmanship, it is a physical tangible thing you can see and touches all the additions above or below the surface .

Real estate property types

Types of real estate services :¹¹

briefly on the types of the numerous and diverse real estate services, which has become a show abound as a result of the evolution of the real estate and dealing with and you can play these services through licensed or specialized corporate offices as dealing in real estate services has become an attractive market for investors in modern architecture, which which new cities and communities appear for either a condominium or flats or buildings, etc. through these services afternoon changed the traditional look of the buildings and apartments and caused significant and radical changes in the nature of the buildings and the consumer nature of (the user) for these services and the need for that show has to get one of these services or other or all of them and this

Services that can be mentioned are :

1-Mortgage Marketing Service :

Real estate marketing: who regulates the relationship between buyer and seller by real estate brokers , brokers to complete a real estate transaction .¹²

This service has become in modern society and offer the consumer real estate or property owner to be marketed

²-Dr.. Ali Alawneh and others, the fundamentals of the organization and functions of the administration, Dar Rand Publishing and Distribution, Karak, First Edition, 1999, p. 24 .

³- Ibid., P. 24.

⁴- Dr. Hani Abdel rhmanAltawel, educational administration, Dar Wael for Publishing and Distribution, Amman, Second Edition, 2001, p 8.

⁵-Law No. (12) for the year 1987 acquisition law, the laws and regulations in force in the territory and Survey Department 0.2000, p. 258 group

⁶- Department of Lands and Survey, estimate values system, version II, p. 3 June 2003.

⁷-Ibid. P. 3.

⁸-Dr.. Samer Ahmed Zheimat, real estate marketing, initially House, Oman, the first edition, 2014, p. 23.

⁹- Ibid. P. 23.

¹⁰- Ibid. P. 23.

¹¹- Dr.. Samer Ahmed Zheimat, real estate marketing, op. Cit., P. 76.

¹²-Ibid. P. 78.

by real estate companies specializing or real estate offices or through members of a governing the relationship between seller and buyer through real estate brokers to complete a real estate transaction and the service has many ways through which the agreement with the landlord or with the consumer (user) real estate through the confirmation of one of the parties, or both, of the need for this topic service and through the signing of a contract is an agreement through which the commission the parties are committed to this contract where the service provider marketing the property through a number of ways, including :¹³

1Featured Results in close to real estate consumer sites

2 adds on the drug to be marketed .

3The advertisement in the daily or specialized real estate magazines or periodicals or newspapers .

(4) telephone calls or send faxes or emails .

(5) through specialized real estate marketing websites .

The marketing of real estate companies or individuals for their clients from the property owners or brokers in the field of real estate service to the consumer, which is the need of this property, which allows them to choose from through mass marketing, which many of them, for example - :

1 -Featured Results in close to real estate consumer sites .

Here is the announcement of real estate in the form of billboards placed in public streets, and on the big buildings and near the presence of consumers on the different kinds and is positioned Property Specifications and features, location and method of contact to inquire .

2 - adds on the drug to be marketed .

Where the banner ads are placed on the form, either metal or cloth, be it property specifications, and the phone number to call, and often are placed on land or empty or furnished apartments and will be announced either for sale or rent .

3-adds in newspapers and periodicals .

Where it is advertised in local newspapers daily or specialized real estate or periodicals or magazines about the property type to be marketed, either by sale or rent, and will be announced from the seller or broker (marketer mortgage) or may be a demand by the consumer (user) are asked by newspapers drug and it mentions a certain specification and type of property you want, as well as there are newspapers advertisement for specialized real estate marketing issue periodically either daily or weekly, and be a specialist in real estate offered or required .

4-Marketing through advertising faxes .

Here are dealing with specialized offices, and individual owners of jurisdiction by sending a fax, declaring them about the availability of a drug certain specifications, asking them to market, or to members asking for a drug in the same specification .

-5 e-mail service .

This service has become widespread and effective, and often turn a lot in the announcement of the real estate marketing by companies' web sites and individuals are either put a photo of the property, or remembering Property specification, for example, my home Mowol real estate network of real estate marketing network on the Internet a forum for employees to marketing and real estate network Net drug forum Arabs drugs and there are a lot of other Arab and foreign real estate marketing networks .

-6 other ways .

There are many other ways you can turn them marketer estate marketing real estate, either by television or postal means, or business publications illustrates the available specifications and location of the property, and the entire required by the specifications, or by printing a special brochures announce which of the property and specifications have the image placed for him .

And all the roads that have been mentioned for the marketing of various real estate, arriving in most segments of the society in various areas included. These methods are used either by persons owners of the property directly or through intermediaries from the companies or offices for those who wish to deal with the marketing of his estate, where they are signing a contract with a student buy the property or rent it, or with the property opposed to the sale or lease and then the company or office harnessing all modern and different marketing methods, whether at the local, regional or international .

Here you can mix the right products to use real estate of all types, including :¹⁴

1-The use of technology and the Internet in real estate marketing and how easily a successful Website.

-2How to set up effective and efficient marketing plan .

-3How to set up advertising campaigns plans .

-4The role of the individual and corporate sales and how they relate to the system of marketing of real estate

¹³-Ibid. P. 79.

¹⁴- Dr.. Samer Ahmed Zheimat, real estate marketing, op. Cit., P. 78.

products .

5-determine the needs of customers from the real estate and the formation of this requirement .

The most important factors that may affect the real estate marketing process¹⁵

-1Identify the real estate space, which are exempted from the registration fee, if these apartments from housing companies licensed nor deal usurious interest, and land space in the retail or excretion case which may not suit another .

-2 on transfer of ownership of non-Jordanians, but within the legal conditions do not suit many .

-3fees and high taxes on property registration process, when estimating the price of the property by the competent authorities .

-4non-marketing process set the official channels, as many of them enjoy random by some individuals who are not licensed to market the property which affects the marketing process .

-5laws and regulations that affect the real estate marketing process and associated relevant official approaching .

-6high production of the product real estate costs through higher construction materials of iron and cement, among others .

-7bureaucracy followed in relevant official institutions .

-8lack of interest in the study of consumer reactions to real estate mortgage product and acts that may affect the success or continuation of the marketing process of the product real estate .

-9lack of interest in studying the needs and desires and tastes of the consumer real estate, which could lead to the obstruction of the product marketing process mortgage .

-10 inability to predict the real estate market .

Factors affecting the price of real estate¹⁶

-1increase or decrease in the interest rate and the forces of return on different investments in different economic sectors .

-2trends in family and social population variable .

-3the nature of the economy of each geographical area .

-4nature of the regulations and laws and regulations that govern economic activity .

-5sudden and abnormal migrations .

-2appreciation and pricing real estate service :

Appreciation and pricing real estate: the process of assessing the immovable property values, and within the scientific system and process.¹⁷ The appreciation or real estate pricing most likely take into account the market value of real estate, and is done by either destined drug licensed territory and Survey Department, or from the territories and Survey Department and called the estimator, and there is a close relationship between the public and private sector in this regard, as some private companies rely on the Department estimates land and space, some of which depends on the estimated rapporteurs .

This topic and provide the service at the request of stakeholders according to their need to knead the order to buy or sell or mortgage to the bank or non-knead .

Methods for estimating the price of real estate :

There were many ways to estimate the prices of real estate prices some of which is through individuals or what is by companies and offices cadastral niche where these companies and offices to provide appreciation of real estate prices to customers who want the service to know the real price (market) is required possession, whether buildings or land and adopt the ways of the property modern scientific customer takes a documented report from the owner of the office and often used assessment process by the client either to buy a property or for the sale of real estate or mortgage for the property or to swap property .

The estimation process in general is a ways and mechanisms of action related to a coherent integrated designed to take out the guess reflects the market value of the property and there are several ways to find signs of a property's value, including :¹⁸

1-**cost way:** It is compared to the cost of installation of new drug similar to their last him the specifications and uses as comparing the cost value of the property is located and resolved the differences between him and the new drug similar to him in terms of age and status of the construction and fit for use and called value replacement

¹⁵-Dr. Samer Ahmed Zheimat, real estate marketing in Jordan, working paper submitted by the Fourth Arab Conference for Real Estate and Urban Development, towards a global, transparent Gaqari market, Amman - Jordan, 11 to 12 December (December) 0.2011.

¹⁶- Dr. Samer Ahmed Zheimat, real estate marketing in Jordan, working paper, op.

¹⁷- Land and Survey Department, Annual Report, 2006, p. 16.

¹⁸- System lands and Survey Department, system estimate values, a former reference p. 12.

cost of the building .

-2**Income method:** a method for assessing the property based on the knowledge of future income that will come from a property and know this method remaining manner of default construction Omar, a style allows the estimator to convert income into capital and transfer of capital to the value of (direct recapitalization) .

-3**The method of comparison:** The comparative analysis method used to estimate the real estate values of the basics of the evaluation process in general and the way these are guesses the market by comparing the value of properties similar to the subject of drug treatment, which have been on sale recently or Offered for Sale or under achievement .

The method of comparison of the best ways that give clues to the value of a property condition and provide appropriate information necessary and sufficient for Property

Those in the process of assessment and pricing real estate

There are several providers of this service, including :

1land and Survey Department

-2specialized real estate offices

-3specialized personnel

-Mortgage Service:¹⁹

" The Mortgage of the most important foundations of real estate marketing process, being linked to the completion of the deal, because in some cases the customer may need to finance the purchase of the property, both from a commercial bank, or from other funding bodies, in order to own property, and these parties are competing in the provision of facilities and with ensure their rights to payment and mortgage real estate " .

-estate management service :²⁰

Some people may choose to invest in some of the buildings through the purchase, processing, and furnishing, and put them at the disposal of real estate brokers to manage both leasing furnished or empty and follow all its affairs, and pay the resulting taxes and dues .

This administration relies on the real estate to achieve the client's desire to make the most physical of his estate through a process to ensure the highest possible material return of the property; and in this area (Property Management) Property management is divided into two sections :

exploitation of real estate leasing :

In this case, the drug is a residential units or office complex or a shopping mall or a tourist residential complex, which includes property management operations of the following :

1- care to run the property the maximum he could by increasing its competitiveness .

2- concern for the safety and continuity of the drug through the maintenance and safety means necessary .

3- collect rents .

4-up legal entitlements for each property.

-buying real estate service :²¹

This service is provided through the use by some consumers to real estate offices or specialized companies or individuals request to buy a certain drug, according to certain specifications, according to a specific value, and here are searched for this property in many ways that is not available through communication or advertising in newspapers or the Internet and other methods available, and after being taken it supplied certain commission or a sum of money as agreed .

The characteristics of real estate products

Economic characteristics of the property :

-Scarcity :

What is meant here that the number of limited real estate, and as a result we see that if there is strong demand in certain geographical area in which real estate will rise, though the property owner in the desired area will have the advantage of owning a monopoly for its uniqueness and rare characteristic of the property .

-Amendment :

We find that it can modifications that occur in the real estate to add improvements or enhancements to lose, that directly affect the value of the property, whether positively or negatively, and modifications that are either directly or indirectly .

-Persistence :

This means that investing in real estate, whether buildings or land is a long-term investment, due to the natural properties that guarantee stability and the lack of rapid change; it differs from the consumer goods that become obsolete either consumption or different effects, and because the nature of the use of the property is flat since

¹⁹-Dr.. Samer Ahmed Zheimat, real estate marketing, op. Cit., P. 87 .

²⁰-Ibid., P. 93.-

²¹- Dr.. Samer Ahmed Zheimat, real estate marketing, op. Cit., P. 96.

human emergence To this day. The real estate investment in fixed property steadily earth can not transfer property from one place to another or from one country to another, depending on the need for these countries' markets for this property .

-Website :

This property is one of the most important economic characteristics of the industry because the property buyer gives great importance to the place of location of the property, and its surroundings privileges, and thus determine the amount that they deserve the drug in his Whatever it was, because the preferred location becomes a prerequisite for the needs of specific desires required by the buyer, because of its proximity to place of work, or school for his children, or a quiet place and has a beautiful view of the specification, and therefore is required to pay the amount in it because it is a full customer's need .

The acquisition of operating and developing the skills of real estate products

The real estate property manager who does not know the market in which it operates on a local, regional or international or both can not understand a lot of the concepts level culture and can not understand what is happening in the real estate market in which it operates or will it, as the real estate property management aims to identify decisions which relates to the management, operation and development of real estate products and who is responsible for taken within the company and the features and characteristics of the person authorized to make such decisions and must be familiar with a number of things including :

First, the evolution of the real estate market :

Second, the development of mortgage product :

Third, diversification real estate :

Results

-1Real Estate Property Management is one of the most important things to deal in real estate and property and immovable property .

-2There dispersion and non-use of optimal management of real estate properties of different kinds .

-3Most of the workers in the process of Real Estate Property Management does not work institutionalized or through specialized institutions or individuals .

-4There is a random organization that uses real property management and in providing real estate services to individuals or groups .

-5not to use the administrative and scientific framework in real property management through real estate services and miscellaneous .

-6There is an urgent and pressing need to study how to provide various real estate services and appropriate for the market and for individuals and continuously developed .

Recommendations

-1Work on the study and understanding of the scientific methods used in multiple types and uses of real property administration away from random unorganized .

-2Development of Real Estate Property Management fits in the market and the applicant through the institutionalization of organized labor to this end and through specialists .

-3spread the culture of Real Estate Property Management scientific and practical ways between the drug dealers to buy or sell or exploitation of all kinds, whether they are individuals or institutions .

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