Analysis of Property Management in Residential District

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Abstract. With the development of market economy and the improvement of people's living standard, the property management industry ushered in a hitherto unknown challenge, the existing property management in residential buildings exist many problems, to a certain extent affected the lives of the owners, the damage of the real estate enterprise reputation system about the development of the property management industry, the author combs. Analysis of these issues, some property management experience of developed countries and regions, put forward to perfect China's residential property management advice.

Introduction

Property management refers to the owners of property services business by hiring by the owners and property services companies in accordance with the stipulations of the realty service contract, housing and ancillary facilities and related equipment maintenance, maintenance, management, maintenance of the property management area of environmental health and related activities in order. With the development of the market economy and the reform of the real estate industry, China's property management came into being. After more than 30 years of development, it has become an independent and emerging industry, and has a certain scale. Property management is conducive to the maintenance and appreciation of housing, and the use of the greatest value during use. In modern society, the owners more rational consumption concept gradually mature, the residential property management companies to pay more attention to quality of service, good quality of property management can promote real estate sales, help to improve the real estate business reputation, to set up the image of the city, improve the city function, can make social life more harmonious.

Problems Existing in Property Management of Modern Residential District

The legal norms of property management are imperfect and the content is lagging behind. Most of them are principles and general provisions, and the operation is not strong enough. The promulgation of "property management regulations", the property management in our country began, this is the special legal norms of property management in our country, in addition to the "People's Republic of China property law", "property management services", "city of new residential area management approach", "residential special maintenance fund management approach", "property management enterprise quality management approach", "security service management regulations", "owners and owners
Commission guidelines” etc. Although our country's property management legislation system has begun to take shape, but there are still many problems.

Property Management Company lacks the concept of service management advancing with the times, and disputes with the owners are very serious. In recent years, increasing the quality of property management disputes, property management complaints rapidly, complaints mainly in the property management enterprise boss identity itself, the management level is low, the service is not in place, high fees. Some property management companies do not mark prices marked fees, fees and fees without publicity, damage to the owners of the right to know. Service commitment and the actual situation of some developers in the housing sales during the advertising does not match the expected impact on the owners, when such expectations cannot be achieved, thereby transforming the property management business discontent caused on the property management service quality disputes.

The quality of property management personnel is uneven, no professional training has been received, and the level of service management needs to be improved. Property management belongs to the traditional labor-intensive industries, with the city to promote the process of China's property management industry will continue to develop large-scale, group oriented, intelligent network, the property management industry to understand the technology, but also have high-quality talents in the modern concept of property management property services demand. However, the current property management situation is difficult to adapt to the development trend of the industry.

Property owners in arrears is the formation of a vicious circle. In real life, there are owners pay less, less pay, do not pay property management fees. Fees to the phenomenon, it is a common problem within the industry, which seriously restricts the Wuguan enterprise's survival and development, affecting the owners of homes and social stability. Because the property service is the social service object, the majority of owners is not a unit, therefore, the property company may not because of a few property owners do not pay the management fees will not provide property management services, resulting in a few owners seek a small profit, mistakenly think that do not pay property management fees can also enjoy the service, so as to avoid escape, pay property management fees.

Property Management of Overseas Residential Quarters

From outside the box. I combed the property management mature countries and regions of the relevant content, and its successful experience is worth our reference.

Britain Property management originated in Britain. Development to today has become a very mature industry, its overall level is world-class. In addition to the traditional cleaning, security, housing maintenance and maintenance, property services content has been extended to the property market layout and function division, research and forecasting, property rental and promotion agency, target customer identification, engineering consultation and supervision, communication and travel arrangements, intelligent service, special social system security services such as full service. As the birthplace of the property management, the formation of a specific model of their own in the property management, the characteristics of management concern, Britain has not only direct property management regulations, but also indirect regulations on property
management in the real estate law, there are 50 kinds of related laws and regulations of property management.

Japan's property management personnel must undergo strict training, through the national examination, and obtain a pass, can be engaged in property management, property management since Japan must have rich professional knowledge, is one type of personnel, so that the working efficiency is high.

Hongkong region of China China's property management market in Hongkong is very mature, laws and regulations are also very sound. In China, Hongkong has the system of building public contracts, and the rights of Property Management Company come from building contracts or property management contracts. In Hongkong, China, when developers sell their houses, they must draw up and draw up public contracts and submit them to the government for registration. The implementation of the building deed system greatly reduced the property management disputes in the earlier stage and guaranteed the legitimate rights and interests of the buyers. Hongkong China Property Management Company is very large, very fierce competition, improve the bidding system to ensure that the property management industry and orderly competition, the Property Management Company selected materials to daily management in procurement, are widely used in property management bidding mechanism. The laws and regulations are sound and the operation is strong. It is a distinct characteristic of property management in Hongkong area of china. Hongkong area Chinese follow the "Regulations" management of building property in Hongkong property management, property management in any problem, you can find the answers in the legal norms, arrears of property management, has been solved.

Suggestions on Improving Property Management of Residential Quarters in China

Speeding up legislation and improving the legal system of property management; Market economy is the rule of law economy. The sustainable and healthy development of the property management industry depends on the escort of the law. If you are not running a set of perfect legal system of the property management industry is restricted, it is impossible to solve the problem fundamentally, the country should according to the change of the market, combined with the current property management problems often formulate relevant laws and regulations, improve the legislative system, property management norms, to fully protect the owners and property management services the legitimate rights and interests of companies. The purpose of property management is to realize the unity of social, economic and environmental benefits. Scientific and rational property management can fully protect and utilize the real estate of the owner, and is conducive to maintaining social stability. Through legislation to define the rights and obligations of Property Management Company, owners and real estate developers, to formulate a complete charging standard, and to unify the property management service industry standards, which is the basis for the healthy development of the industry.

Change the concept of property management enterprises and improve the quality of property management. With the development of economy and the improvement of people's living standard, people of the property management services are increasingly high requirements, the owners of the self-consciousness unceasing enhancement, different cultural background, level of income, the waiter, led to many collisions and controversy, the property management industry as the third industry is the essence of service. It is an extension of service of real
estate development, is a continuation of the process stages. [2] Property Management Company should set up the correct service concept, cannot take the boss as superior, but should be diligent in communication with the owners. In the external propaganda, don't exaggerate the service ability and service level of enterprise, establish the enterprise image of trustworthiness. To ensure the realization of the service commitment, and strive for the trust of the owners. The property management service standard shall be strictly provided for the owner to ensure the quality of service and avoid disputes and disputes. Property Management Company should establish a multi-directional communication channels with the owners to ensure the owner's right to know, and ultimately establish long-term confidence in both sides.

Strengthen the professional training of property management staff to improve their quality. Market competition in the final analysis is talent competition, property management companies must pay attention to intellectual investment and talent development, improve professional skills to meet the needs of competition. Property management enterprises should improve the treatment of staff, using the reward system to stimulate employee enthusiasm, and regular employees on professional training, building a professional property management team, in order to meet the requirement of the development of the industry.

The community mainly changes the deviation of understanding and eliminate the fluke mentality. Owners on the understanding of the deviation: many owners have not yet realized that in the market economy, Wuguan enterprises to provide services. In other words, the owners enjoy the property services should be due to pay the service charge, has not yet realized that the acceptance of property services is also a consumer behavior. Paying for the service is a fear of losing its own value and is not understood as a payment for service. There are a few owners luck must be eliminated, the operation of the market for Property Management Company to provide services and self-financing, and the property owners who use it to pay reasonable property management fees, to maintain the normal operation of the enterprise, in order to guarantee the quality of property management. To sum up, the property management issues related to the construction of the legal system of property management, property management companies, changing the concept of property management professionals and owners know correct deviation, the parties need to take seriously, I believe that in the near future, China's property management industry will achieve great development.

References