

Basic aspects of property market research

Synopsis:

This book is an elementary text that presents a discourse on the basic aspects of property market research for the use of university students studying real estate courses. Property market research is basically a branch of applied economics that supports various decision-making processes involving land as the major source of a nation's wealth. Property market research is a multi-disciplinary undertaking whose basic function is to support various decision-making processes in the property business, ranging from property purchase, investment, planning, management to development, through generating, analyzing, and communicating useful and relevant information to the industry.

The domain of property market research can be very diverse. However, this book has chosen to highlight the essential body of knowledge in property market research that undergraduate students should gain. It covers the concept of research, scope, elements of property market and its environment, consumer behaviour, location analysis, productivity analysis, economic activities of a geographic place, components of property market research, and property product pricing.