

МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ  
СУМСЬКИЙ ДЕРЖАВНИЙ УНІВЕРСИТЕТ  
КАФЕДРА ІНОЗЕМНИХ МОВ  
ЛІНГВІСТИЧНИЙ НАВЧАЛЬНО-МЕТОДИЧНИЙ ЦЕНТР

**МАТЕРІАЛИ ХІ ВСЕУКРАЇНСЬКОЇ  
НАУКОВО-ПРАКТИЧНОЇ КОНФЕРЕНЦІЇ  
СТУДЕНТІВ АСПІРАНТІВ ТА ВИКЛАДАЧІВ  
ЛІНГВІСТИЧНОГО НАВЧАЛЬНО-МЕТОДИЧНОГО  
ЦЕНТРУ КАФЕДРИ ІНОЗЕМНИХ МОВ**

**“TO MAKE THE WORLD SMARTER AND SAFER”**

(Суми, 23 березня 2017 року)

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE  
SUMY STATE UNIVERSITY  
FOREIGN LANGUAGES DEPARTMENT  
LANGUAGE CENTRE

**MATERIALS OF THE ELEVENTH  
ALL UKRAINIAN SCIENTIFIC PRACTICAL  
STUDENTS', POSTGRADUATES' AND INSTRUCTORS'  
CONFERENCE OF LANGUAGE CENTRE OF THE  
FOREIGN LANGUAGES DEPARTMENT**

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(Sumy, March 23, 2017)

2. The needs of Ukrainian consumers in a product/service.

3. Ukrainian consumer expectations (for income, price, tastes). If people expect the price of a good to rise relative to the prices of the goods or expect the opportunity cost of acquiring the good to increase in some other way, they will step up their rate of purchase before the change takes place.

4. Tastes (desire for this or that good). Sometimes these changes happen rapidly, i.e. in such areas as popular music, clothing, styles and fast food. The demand curves for these goods/services shift often.

5. Other goods (their availability and price). Another influence on demand is the price of substitutes.

6. Capacity market.

7. Climatic conditions. [2]

#### Literature:

1. Економічна теорія: Політекономія: Підручник/ За ред. Е45 В.Д. Базилевича. – К.: Знання, 2006. – 631 с.

2. Данилова З.В., Business English. Fundamentals of Marketing, Тернопіль, 2000.

### IMPROVEMENT OF THE MECHANISM OF REAL ESTATE MARKET DEVELOPMENT IN UKRAINE.

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Transition period in Ukraine is characterized by active real estate market formation, which reflects all the problems of the economy and uneven development of its separate segments, incomplete legal framework and low purchasing power of citizens and low investment potential entities.

Real estate is one of the main types of market, which with the market of goods and services and capital market economic mechanism determines the characteristics of modern economy.

Formation of the property market and the functioning of commodity-related manufacturing reflect the degree of development.

Real estate should be considered as a system of relations (direct or indirect) between buyers and sellers which operates through the price mechanism, taking into account social significance, peculiarities of legal regime of appropriation of natural properties.

The features of property market:

- Low level of research
- An imbalance of supply and demand
- Increased value of property
- Low liquidity
- High level of promotional costs
- A limited number of sellers and buyers

The main functions of the real estate market include:

- Information about the price, supply and demand;
- Establishment of links between consumers, supply and demand;
- Formation of real estate prices and protection of the holder rights;
- Reallocation of investments between the real estate;
- Freedom of entrepreneurship;
- The effectiveness of resolving social programs

The mechanisms which stimulate the development of real estate market should be determined as follows:

1. Organizational and economic measures that can provide the infrastructure market.
2. Financial and economic measures, which would allow to ensure the participation of the average income in the mortgage lending.
3. Investment that would form the investment attractiveness of real estate specific regions.
4. The tax, which would create conditions and the installation of tax property based on its attractiveness with differentiated rates.
5. Legal measures would form a transparent and well-regulated nature of the relationship between market participants.