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## ADDITIONAL SERVICE AND BUSINESS JURISDICTION AS ONE OF THE KEY ELEMENTS OF INCREASING COMPETITIVENESS OF REAL ESTATE AGENCIES

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The relevance of the research is due to intense changes in the real estate market in Ukraine and as result is determined by the fact, that Ukraine is in decline of development of real estate agencies. This situation occurs due to different problems. Firstly, rapid market decline is under the general economic crisis pressure and reducing of purchasing capacity. Another one is an ability to buy, sale or rent the property without any help of a real estate agent. In such conditions real estate agencies should do their best to change situation. One of the ways to solve the problem is using traditional and additional services, business jurisdictions in complex which allow increasing the competitiveness of real estate agencies in precarious conditions of Ukraine.

Speaking about the tradition services traditionally, real estate agencies provide the basic types of activities such as: buying, selling and renting of real estate or commercial real estate; juridical services; searching for sellers and buyers; consulting on real estate transactions; independent expert evaluation of all types of real estate, consultations on the value of real estate [3].

Typically, real estate agencies are limited to the traditional services without taking into account various additional activities. Additional services can significantly increase the competitiveness of real estate agencies, attract customers and raise the agency's revenue. Real estate agencies can use following additional services which are presented in the table 1.

*Table 1*

Additional services in real estate agencies		
№	Additional service	Content
1.	Legal support	Consulting; legal analysis of documents for the purchase and sale of housing; participation in negotiations; signing of a contract of sale or lease; settlement arrangements; notarial services; privatization of property.
2.	Repair and design of residential and office premises	Plastering of walls and ceilings; laying tiles; decorative plasters; production and installation of gypsum products (columns, cornices, etc.); design of premises.

3. Service of insurance brokerage of Insuring the title of property or property
4. Service of credit broker of Organization of clients' finances taking into account short, medium and long-term tasks; conducting a thorough analysis of clients' needs and opportunities, and then offering the most effective solution for clients' to finance the transaction.
5. Real estate management services of Solving the issues that arise during tenants living in clients apartment (checking the payment of utility bills); checking the condition of the housing; receiving and transferring money for the month of rent.
6. Service of interpreter of Translating documents; assisting in simultaneous interpretation during negotiations.

Beside the services, which provides real estate agency, a major role in the competitiveness of market of real estate agency plays business jurisdictions. Business jurisdictions of real estate agencies includes following spheres which are presented in the table 2.

*Table 2*

Business jurisdiction of real estate agencies

№	Sphere of business jurisdictions	Content
1.	Skilled (staff)	Training of advanced independent specialists in the field of real estate twice a year. Increasing of staff qualification. Realtor' school. Education of new employee.
2.	Financial	Analysis of sold objects, which allows creating the right starting price.
3.	Sale	Increasing the database due to a larger number of staff (the maximum number of buyers and sellers). Made perfect database, which contains lots of object in the city. This allows the customer to make a selection on any request.

Therefore, we can see that for reducing the decline of real estate agencies, it is necessary to bend every effort to increasing its attractiveness. This is possible due to widening of traditional services and increasing of business jurisdictions of staff.

## REFERENCES:

1. About the additional services of real estate agency "Arpa" [Electronic resource]. Access mode: [http://arpa.com.ua/pokupka/dopolnitelnye\\_uslugi.htm](http://arpa.com.ua/pokupka/dopolnitelnye_uslugi.htm).
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## LOGISTICS: THE MAIN PROBLEM OF SEASONAL BUSINESS

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The peculiarity of some businesses is the seasonal demand for the main products. For example, in winter period there is a minimum of sales. Then, starting from March, sales grow and reach a peak in May. Thus, the logistics department should face a very uneven demand for goods and skilfully cope with peak loads.

The timeliness of the products receipt is very important for seasonal business. That's why logistics in the seasonal business, technological chains and processes should functioning smoothly. The main features of seasonal business company need to pay attention:

- to control the efficiency of the logistics department in the company. There are the next indicators: customer satisfaction of the delivery service, the cost of delivery per one order, the delivery time (no more than 5 days for domestic delivery);
- each courier has a clear instruction and schedule: when to go to the warehouse to load, when to take the order etc. Depending on the complexity of the order the courier has 20-40 minutes to load the goods;
- piece-rate form of courier work payment. If the courier has fulfilled the order (s)he receives his money, if not – (s)he receives nothing. If the order is not fulfilled through the fault of the courier, (s)he receives 50% of the payment;
- a system of professional growth among couriers: an intern, a specialist, a professional. For each step the salary is increasing by 5%. Also, couriers from the category "professional" get more orders.

The next important element which have high importance is operational communication, i.e. information logistics. There is practically no time for