

Real estate appraisal agency's dilemma and countermeasure analysis

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Abstract: As an important part of real estate finance, law, construction and other fields, the real estate appraisal agency plays a vital role in the development of the real estate market. With the continuous development and improvement of the real estate market, real estate appraisal agencies have gradually received more attention and recognition. This paper will discuss the dilemma and countermeasures of the development of real estate appraisal agencies, in order to provide useful reference and suggestions for the development of the institutions.

Key words: real estate appraisal; Institution; Dilemma; Countermeasure

Introduction

In recent years, with the strengthening of the government's regulation and control of the real estate market, the development of real estate appraisal agencies is also facing new challenges and opportunities. In order to adapt to the changes of the market and the needs of customers, real estate appraisal agencies need to continuously strengthen their professional capabilities and improve the quality of service, establish a more perfect and standardized service system, and provide customers with more accurate, timely and comprehensive services. In this context, it is very necessary to study the dilemma and countermeasures of real estate appraisal agencies, and we should carry out more exploration and attempts.

1. The dilemma of real estate appraisal agencies

(1) Shrinking traditional business

With the development of the social economy and the fluctuation of the real estate market, real estate appraisal agencies are facing the dilemma of shrinking traditional business. Based on the author's practical experience, this paper believes that the main reason for the shrinkage of traditional business is the change of market demand. First of all, with the cooling of the real estate market, buyers' demand for house valuation has gradually decreased. Secondly, with the continuous improvement of the financial market, more investors choose to invest through financial products such as stocks and bonds, which further reduces the traditional business of real estate valuation. Thirdly, the amount of traditional mortgage appraisal business is gradually decreasing, the amount of judicial appraisal business is increasing, and the emergence of online appraisal platform leads to more and more customers are more inclined to online inquiry. With the traditional business shrinking, the development of real estate appraisal agencies needs to face new problems. First, revenues are shrinking. Real estate appraisers have seen their revenues plummet as their traditional business shrinks. Some agencies have had to reduce their service fees in order to maintain their business volume, leading to a decline in the overall profits of the agencies. Secondly, the volume of transactions has declined. Affected by the volatility of the property market, demand from home buyers and investors has weakened, resulting in a sharp decline in the volume of property valuation business. Third, it is the loss of customers. Due to uneven service quality, some clients have lost confidence in real estate appraisal agencies and choose to find other investment channels, resulting in a serious loss of institutional clients.

(2) Bad competition among institutions has intensified

Vicious competition in the market is one of the main problems facing the development of real estate appraisal agencies. For example, in order to compete for market share, some appraisal agencies take improper means, such as low price competition, false publicity, etc., which seriously disturbs the market order. The professional level and service quality of some appraisal agencies are uneven, leading to damage to the overall reputation of the institutions. This bad competition has brought many negative effects on real estate appraisal agencies and consumers. First of all, the low quality service damages the rights and interests of consumers, who cannot obtain professional and accurate appraisal reports. Secondly, vicious competition may damage the overall image of the organization and affect consumers' trust in the entire organization. Finally, bad competition may lead to waste of resources and hinder the healthy development of the organization. To solve these problems, it is necessary to improve service quality, strengthen cooperation and innovation, establish supervision mechanism, and expand the development space of real estate appraisal agencies. Appraisal agencies should focus on improving their professional level and service quality to meet the needs of consumers. For example, they should improve the accuracy and professionalism of appraisal reports by strengthening staff training and introducing advanced technologies. In addition, appraisal agencies should also focus on healthy competition and cooperation with other appraisal agencies to jointly promote their development. For example, through information sharing, technical exchange and other means, to improve the overall competitiveness of institutions, reduce the risk of bad competition. The government and agency associations should strengthen the supervision of real estate appraisal agencies, establish a sound supervision mechanism, and severely punish those institutions that take improper measures to ensure the stability of the market order.

(3) The outflow of professional talents is prominent

As a real estate appraiser, you need to be responsible for assessing the value of real estate and providing key information for real estate

transactions. However, due to the saturation of the market and low salary, the professional talent of this agency is gradually being lost. The loss of professionals cannot be ignored. It not only affects the operation of the company, but also hinders the development of the whole real estate appraisal agency. According to the survey results, there are two main reasons for this phenomenon. First, there is the mismatch between school education and practical needs. The theoretical knowledge students learn in school is often unable to be immediately applied to the practical work, resulting in the decline of students' competitiveness in the workplace. Some students are changing careers and leaving real estate appraisal agencies in order to get job opportunities. Second, there are shortcomings in the promotion mechanism of institutions. The lack of clear promotion channels and incentives makes talents may choose to leave real estate appraisal agencies after reaching a certain level. Relevant enterprises must realize that the loss of professional talent has a huge impact on real estate appraisal agencies, which will not only lead to a decline in the company's business, but also reduce the credibility of the entire organization.

2. Real estate appraisal agencies development countermeasures

(1) Seek business innovation and expand the scope of services

In view of the shrinking of traditional business, it is necessary to expand the scope of service, improve the quality of service and promote the development of real estate appraisal agencies through innovative business models and strategies. First of all, we should strengthen the market research, understand the trend and trend of the real estate market, grasp the needs and preferences of customers. Through communication and exchange with customers, we can provide them with more accurate valuation services, and provide customized solutions according to their needs. Secondly, we can launch customized consulting services to provide personalized solutions according to the specific needs of customers. This requires the establishment of a professional consulting team, able to provide customers with project planning, market research, policy interpretation and other services, to help customers better grasp the market opportunities. Finally, we should provide full-process agency services to provide customers with a full range of real estate services, such as from project approval, planning, sales execution to property management and other links, can provide customers with professional agency services to ensure the smooth progress of the project and promote the maximization of customer benefits. Through these measures, continuous innovation and optimization of service model can make enterprises stand out in this highly competitive market. Under the background of the new era, we should actively seek business innovation and expand the scope of service according to the actual needs of customers.

(2) Curb unhealthy competition and promote sustainable development

In the current real estate appraisal agencies, some undesirable phenomena are quietly growing. These bad competitive behaviors not only damage the reputation of the institutions, but also affect the fairness and accuracy of the appraisal results, and more seriously, may have an adverse impact on the stability of the entire real estate market and the interests of investors. In order to curb the bad competition, it is necessary to improve the development model of real estate appraisal agencies from the following four aspects to promote their sustainable development. First of all, a more strict institutional supervision mechanism should be established, including strengthening the qualification examination and supervision of appraisal agencies and their practitioners, imposing severe penalties on violations, and disclosing information to the public, which can make violators have nowhere to hide. Secondly, it is necessary to strengthen institutional self-discipline, that is, to encourage institutional associations to play their role, formulate and promote institutional norms and standards, and improve their service level and professional ethics. Thirdly, institutional transparency should be improved, that is, through information technology means, the establishment of an open and transparent information platform, public evaluation results and service quality of appraisal agencies, so that consumers can more clearly understand the market dynamics. Finally, it is to improve the quality of institutional talents. For example, through strengthening training and education, improve the professional ability and professional ethics of appraisal agencies and practitioners, so that every participant can participate in market competition in a just, fair and professional attitude.

(3) Follow the trend of The Times and strengthen the application of big data

With the development and popularization of information technology, the application of big data has become an important driving force for the development of all walks of life. Especially in real estate appraisal agencies, through the collection, analysis and application of big data, the value of real estate can be more accurately assessed and the transparency of the real estate market can be improved. We can effectively apply big data to real estate appraisal work in order to better understand market dynamics, formulate more precise business strategies, and improve the accuracy and efficiency of appraisal. First, we need to strengthen data collection, that is, collect more and more comprehensive data, including data on house prices, property transactions, geographical location, etc., in order to analyze property values more comprehensively. Second, we need to further strengthen data mining and analysis. For example, through data mining and analysis techniques, regularities and correlations in data can be found, and property values can be more accurately assessed. Thirdly, we need to actively introduce artificial intelligence to realize automated and intelligent property valuation through the introduction of artificial intelligence technology to improve efficiency and accuracy. Finally, we need to pay attention to the issue of data security, take corresponding backup, set up firewalls and other measures to protect data security, and ensure the security and privacy of data. Practice shows that improving the working methods of real estate valuation through the collection, analysis and application of big data, and improving the security of information data, can make real estate valuation better adapt to market changes. In today's era, the application of big data has become an inevitable trend in the development of real estate appraisal agencies.

(4) Strengthen the construction of talent team and consolidate the foundation for development

With the continuous expansion of the real estate market and the application of emerging technologies, the demand for talents for real estate appraisal agencies is growing day by day. However, the professional quality is not high, professional ability is uneven and

other problems, which restricts the healthy development of real estate appraisal agencies to a certain extent. Therefore, strengthening the construction of talent team is the key measure to promote the sustainable development of real estate appraisal agencies. We need to understand the current situation of the talent team of real estate appraisal agencies, and take various measures to strengthen the construction of talent team according to the actual situation. First of all, we should pay attention to the introduction of talents. Enterprises should formulate feasible talent introduction plans and attract talents with rich experience and excellent business ability through campus recruitment, social recruitment and other ways. Secondly, it is necessary to pay attention to the cultivation of talents. Enterprises should establish a sound personnel training system, through regular training, internal training, external communication and other ways to improve the professional quality and professional ability of employees; Career planning should be formulated for employees to stimulate their growth potential. Thirdly, we should pay attention to the improvement of talent incentive system. Enterprises should establish a sound talent incentive mechanism, through setting reasonable salary system, promotion mechanism, reward system, etc., to stimulate the enthusiasm and creativity of employees; Enhance the sense of belonging and loyalty of employees by improving their welfare benefits. In general, we need to start from the aspects of talent introduction, talent training and talent incentive, and constantly improve the overall quality and professional ability of the talent team, so as to consolidate the development foundation of real estate appraisal agencies.

Epilogue

As an important part of the real estate market, real estate appraisal agencies will continue to play an important role in the future development, providing more quality services for the market and customers. In view of the current dilemma of real estate appraisal agencies, we should seek business innovation, curb bad competition, strengthen the application of big data, strengthen the construction of talent team, and promote the healthy development of real estate appraisal agencies.

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