

INDICATORS AND METHODS OF ASSESSMENT OF MARKETING OPPORTUNITIES OF REAL ESTATE ENTERPRISES

ПОКАЗНИКИ ТА МЕТОДИКА ОЦІНКИ МАРКЕТИНГОВИХ МОЖЛИВОСТЕЙ ПІДПРИЄМСТВ НЕРУХОМОСТІ

With the development of modern society, the competition in the real estate industry becomes more and more fierce. In this competitive environment, real estate companies need to have excellent marketing capabilities to stand out and achieve sustainable development. Therefore, it is a key issue to determine the evaluation index of real estate marketing ability and choose the appropriate evaluation method. As one of the important pillars of economic and social development, the real estate industry is facing fierce competition. First of all, the market supply and demand relationship is constantly changing, the demand structure is diversified, and consumers are more rational and picky, putting forward higher requirements for the quality and service of real estate products. Secondly, there are many market participants, and the competition among real estate enterprises for customers and market share is becoming increasingly fierce. Innovation ability, market development ability, brand image, etc. have become the key factors for enterprises to win. Finally, changes in the policy environment and fluctuations in the macroeconomic situation also affect the development of the real estate market. Therefore, real estate enterprises need to comprehensively enhance their marketing capabilities to meet the challenges and opportunities of the market. This paper mainly discusses the evaluation index and method of the marketing ability of real estate enterprises. The article first introduces the fierce competition in the real estate industry, enterprises need to have excellent marketing ability to stand out and achieve sustainable development. Therefore, determining the evaluation index of real estate marketing ability and selecting the appropriate evaluation method become the key issues. The article then introduces the determination of marketing capability evaluation indicators need to consider many factors, such as corporate strategic objectives, business models, market environment, etc., and puts forward some evaluation methods, such as performance evaluation, research, SWOT analysis, word-of-mouth brand evaluation and internal evaluation. Finally, the paper suggests that enterprises should formulate evaluation plans according to the actual situation and objectives, and formulate corresponding improvement and promotion measures according to the evaluation results, so as to meet the needs of market changes and enterprise development.

Key words: real estate enterprise, marketing ability, evaluation index, evaluation method, market competition.

З розвитком сучасного суспільства індустрія нерухомості стає все більш конкурентоспроможною. У цьому конкурентному середовищі підприємства нерухомості повинні мати відмінні маркетингові можливості, щоб виділитися та досягти стійкого зростання. Тому ключовим питанням стало визначення індексу оцінки маркетингових здібностей нерухомості та вибір відповідного методу оцінки. Будучи однією з важливих опор економічного та соціального розвитку, індустрія нерухомості стикається з жорсткою конкуренцією. Перш за все, співвідношення між попунктом і пропозицією на ринку постійно змінюється, структура попункту диверсифікується, а споживачі більш раціональні і прискіпливі, що висуває більш високі вимоги до якості і сервісу продуктів нерухомості. По-друге, учасників ринку багато, а конкуренція між ріелторськими компаніями за клієнтів і частку ринку стає все більш жорсткою. Інноваційні здібності, здатність до розвитку ринку, імідж бренду тощо стали ключовими факторами для перемоги підприємств. Нарешті, зміни в політичному середовищі та коливання макроекономічної ситуації також впливають на розвиток ринку нерухомості. Тому компаніям, що займаються нерухомістю, необхідно комплексно вдосконалювати свої маркетингові можливості, щоб відітиснутися та досягти стійкого зростання. Тому ключовим питанням є визначення індексу оцінки маркетингових можливостей нерухомості та вибір відповідних методів оцінки. Далі в статті вводиться, що існує багато факторів, які необхідно враховувати при визначенні показників оцінки маркетингових можливостей, таких як корпоративні стратегічні цілі, бізнес-моделі, ринкове середовище тощо, і пропонуються деякі методи оцінки, такі як оцінка ефективності, дослідження, SWOT-аналіз, оцінка бренду з вуст в уста та внутрішня оцінка. Нарешті, у статті запропоновано, щоб підприємства формували плани оцінювання відповідно до фактичної ситуації та цілей, а також формували відповідні заходи з удосконалення та просування за результатами оцінювання для адаптації до змін ринку та потреб розвитку підприємства.

Ключові слова: підприємства нерухомості, маркетингові можливості, оціночні показники, методи оцінки, ринкова конкуренція.

UDC 330.332

DOI: <https://doi.org/10.32782/infrastruct76-22>

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Formulation of the problem. With the development of modern society, the competition in the real estate industry becomes more and more fierce. In this competitive environment, real estate companies need to have excellent marketing capabilities to stand out and achieve sustainable development. Therefore, it is a key issue to determine

the evaluation index of real estate marketing ability and choose the appropriate evaluation method. As one of the important pillars of economic and social development, the real estate industry is facing fierce competition. First of all, the market supply and demand relationship is constantly changing, the demand structure is diversified, and consumers

are more rational and picky, putting forward higher requirements for the quality and service of real estate products. Secondly, there are many market participants, and the competition among real estate enterprises for customers and market share is becoming increasingly fierce. Innovation ability, market development ability, brand image, etc. have become the key factors for enterprises to win. Finally, changes in the policy environment and fluctuations in the macroeconomic situation also affect the development of the real estate market. Therefore, real estate enterprises need to comprehensively enhance their marketing capabilities to meet the challenges and opportunities of the market.

Determining the evaluation index of marketing ability of real estate enterprises is the basis of enhancing the competitiveness of enterprises. Only through scientific and objective evaluation system, enterprises can understand their own advantages and disadvantages, and formulate corresponding strategies to improve marketing effect and enhance market competitiveness. Therefore, another major aspect of this study is to determine the real estate marketing capability evaluation indicators and select the appropriate methods. The determination of the evaluation index of marketing ability needs to consider many factors, such as enterprise strategic goal, business model, market environment and so on. These indicators can include market share, sales, product innovation ability, customer satisfaction, brand value and many other aspects of indicators. At the same time, the selection of appropriate evaluation methods is also very important for the reliability and effectiveness of evaluation indicators. For example, questionnaire survey, market research, competitive comparative analysis and other methods can be used to collect and analyze data to obtain objective and reliable evaluation results. By clarifying the research question, namely, the fierce competition in the real estate industry and the importance of determining the evaluation index of real estate marketing ability as well as choosing the appropriate method, this paper aims to provide a scientific and effective method to evaluate the marketing ability of real estate enterprises in order to help enterprises succeed in the competitive market.

Formulation of the goals of the article.

The purpose of this paper is to discuss the evaluation index and method of the marketing ability of real estate enterprises. With the development of modern marketing concepts, the competition in the real estate industry is becoming increasingly fierce. For enterprises, improving marketing ability and level has become an important factor to achieve economic growth and long-term competitive advantage. Therefore, this paper will systematically evaluate the marketing ability of real estate enterprises, and put forward scientific and effective evaluation indicators

and methods to help enterprises fully understand and improve their marketing ability.

Specifically, this paper will achieve the following objectives:

This paper discusses the importance of marketing ability of real estate enterprises, introduces the changes and competitive environment of modern real estate market, and expounds the necessity and significance of improving marketing ability of real estate enterprises. Systematically evaluate the components of marketing ability: Analyze and summarize the important components of marketing ability of real estate enterprises, and explore their internal relations and interactions. Discuss the evaluation methods: According to different marketing ability indicators, put forward the corresponding evaluation methods, and discuss its applicability and implementation steps. Provide countermeasures and suggestions: According to the evaluation results and the actual situation, put forward countermeasures and suggestions for real estate enterprises to improve their marketing ability, and provide references for strategic decision-making and development of enterprises. Through the achievement of the above goals, this paper aims to provide an objective, scientific and practical evaluation method and guidance for real estate enterprises, help enterprises to comprehensively improve their marketing capabilities, obtain long-term competitive advantages, and make contributions to the sustainable development of the real estate industry.

Analysis of recent research and publications.

Chen Chengcheng and Wang Yongan (2004) established a marketing capability evaluation model for real estate enterprises, including five aspects: marketing capability index system, market research, project positioning, marketing organization and price strategy. By giving weight to the judgment matrix and using grade scoring method, the score value of enterprise marketing ability is obtained. This model is helpful for enterprises to identify the advantages and disadvantages and to improve and improve. In addition, it also introduces the evaluation indexes of real estate enterprises' marketing ability and its establishment methods, including advertising, news speculation, public relations activities and sales promotion, and evaluates their economic effects [1].

Zhai Yuenan & Li Yao (2017) analyzed the problems of improving the network marketing performance of real estate enterprises and put forward a series of countermeasures and suggestions. The principles of the evaluation system are discussed, including scientificity, goal, operability and practicability. The countermeasures and suggestions for improving network marketing performance are analyzed, including marketing strategy formulation, market planning and marketing promotion. Finally, the article emphasizes the guarantee of service ability, including

the construction of marketing team and improving the comprehensive quality and service consciousness of marketing personnel [2].

Glushko & Shtepenko (2018) studied the organization of investment and construction activities in the Ukrainian real estate market, proposed modern organizational methods, simplified permitting procedures for building and construction processes, and evaluated the effects of real estate project development. Strategies for investment and construction activities are discussed, including aspects such as market research, project realization conditions, preliminary concept development, project evaluation and investment proposals. The analysis gives the strategy of real estate development company in information acquisition and decision making, including establishing charts, considering multiple factors, conducting regular market research, taking a series of actions, etc., in order to help the company to effectively develop and rationally manage the real estate market [3].

Pavlov & Kupchak (2019) studied the competitiveness of Ukraine's regional residential real estate market and its formation mechanism, and constructed the basic theory of competitiveness and regional residential real estate market value. By assessing the competitiveness of the residential real estate market in various regions of Ukraine, it is found that factors such as housing demand, supply, housing affordability and citizens' purchasing power have an important impact on the competitiveness of the regional housing market. This paper puts forward a new index system and evaluation method to evaluate the regional housing market competitiveness, which is helpful for the government to formulate effective regional housing market policies [4].

Zhang Chicquan (2019) studied the establishment of the evaluation system of real estate planning and design, and clarified the principles of the evaluation system, including the formulation of clear construction objectives, clear scientific principles, clear practicability and focus, and the combination of qualitative analysis and quantitative analysis methods. The research determined the key points of real estate planning and design evaluation, including people-oriented, to meet the needs of users, in line with the actual needs of market survey, considering the property management factors, considering the quality of real estate planning and design factors, and considering the project marketing factors [5].

Zhang Rongfen (2021) conducted research on the performance evaluation of network marketing of real estate enterprises, and proposed 9 evaluation indicators, including financial results, competitive results, website promotion results, customer relationship management results, online advertising results, customer relationship management results and learning and innovation results, with a total of

97 specific evaluation indicators. Through the analysis of these indicators, we can better understand the effect of network marketing of real estate enterprises, and provide reference for enterprises to optimize network marketing strategy [6].

Li Yuan (2023) discusses the strategic analysis of team building and maintenance in real estate marketing management. The research points out that the problems existing in team building and maintenance in real estate marketing include unclear management process and objectives, imperfect employee compensation and incentive mechanism, imperfect management system and inadequate corporate culture construction. Optimization suggestions include clarifying management processes and objectives, improving employee compensation and incentive mechanisms, optimizing management systems, and promoting the construction of corporate culture. Through the above strategies, real estate enterprises can improve marketing performance and ensure stable profit growth [7].

Presenting main material.

1. Main components of real estate sales ability evaluation. The evaluation of marketing ability of real estate enterprises is an important part to ensure the market competitiveness of enterprises. By evaluating key indicators, we can objectively understand the sales and market performance of the enterprise, and formulate corresponding improvement and promotion strategies. Sales growth rate, market share, sales volume, customer satisfaction and other indicators can provide a comprehensive assessment of the marketing ability of real estate enterprises. The selection of appropriate indicators, combined with the actual situation, provides the basis for enterprises to make effective marketing strategies and operational decisions.

The following are several important indicators used to comprehensively evaluate the marketing ability of real estate enterprises:

(1) Sales growth rate: This is a key indicator to measure the growth rate of a company's sales performance, usually compared on an annual or quarterly basis. This index can reflect the market performance and competitiveness of enterprises, as well as changes in market demand.

(2) Market share: Evaluate the share of the enterprise in the target market and reflect the market position and competitiveness of the enterprise. By comparing with competitors, we can better understand the market position and advantages and disadvantages of enterprises.

(3) Sales volume: Evaluate the sales performance of the sales team, measured by the number of actual sales. This indicator can reflect the strength of the sales team and customer satisfaction.

(4) Average sales cycle: Measures the average time required from the first contact to the final

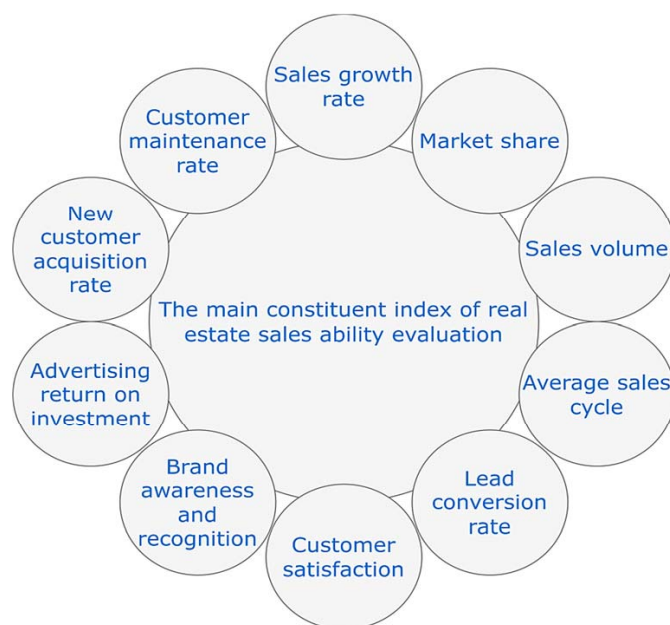


Figure 1. The main constituent index of real estate sales ability evaluation

Source: built by the author on the basis of research

transaction, reflecting the efficiency of the sales process. By shortening the sales cycle, sales efficiency can be improved, which in turn increases sales and customer satisfaction.

(5) Lead conversion rate: Measures the proportion of potential customers (leads) converted into actual buyers, reflecting the conversion ability of the sales team. This indicator can reflect the sales team's sales ability and customer attraction.

(6) Customer satisfaction: Customer satisfaction survey is used to assess customer satisfaction with enterprise products, services and sales experience. This indicator can reflect the quality of products and services as well as the advantages and disadvantages of customer experience.

(7) Brand awareness and recognition: Market research and questionnaires are used to assess consumers' awareness and recognition of corporate brands. This indicator can reflect the brand image and market influence of the enterprise.

(8) Advertising return on investment: Evaluate the investment effect of advertising and marketing activities, that is, the ratio of advertising investment to sales revenue. This indicator can reflect the effectiveness and return of advertising investment.

(9) New customer acquisition rate: evaluate the ability of enterprises to acquire new customers and measure the market development and promotion effect of enterprises. This indicator can reflect the enterprise's marketing ability and customer attraction.

(10) Customer retention rate: evaluates the enterprise's ability to retain existing customers, reflecting customer satisfaction, customer loyalty and customer repeat purchase rate. This indicator can

reflect the enterprise's customer maintenance ability and service quality.

These indicators can be quantified and analyzed according to the specific situation of the enterprise, help evaluate the marketing ability of the real estate enterprise, and provide data support to make improvement strategies and decisions. According to the positioning and objectives of the enterprise, the appropriate indicators can be selected for evaluation [8].

2. Real estate enterprise marketing ability evaluation system method. In the competitive real estate market, it is very important to evaluate the marketing ability of real estate enterprises. The method of evaluation system can help enterprises to identify their own strengths and weaknesses, and further optimize the market strategy. Performance evaluation, research, SWOT analysis, word-of-mouth brand evaluation and internal evaluation methods provide comprehensive and practical evaluation indicators, through quantitative and qualitative means, in-depth analysis of the company's market performance, customer feedback and competitive environment. The comprehensive application of these methods can provide real estate enterprises with accurate marketing ability assessment, and then promote the healthy development of enterprises and gain competitive advantages.

The following are several methods to evaluate the marketing ability of real estate enterprises:

(1) Performance evaluation method: Performance evaluation method is a common and effective way to evaluate the marketing ability of enterprises. By focusing on various key indicators of sales

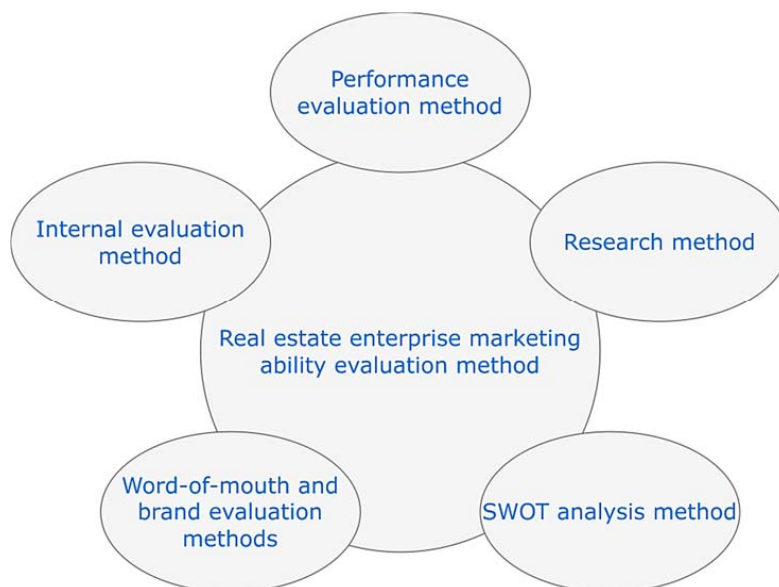


Figure 2. Real estate enterprise marketing ability evaluation method

Source: built by the author on the basis of research

and marketing performance, such as sales, sales growth rate, and market share, you can gain insight into the sales and market performance of your business. These indicators can not only measure the effectiveness of a company's marketing, but also help companies identify areas that need improvement. In addition, indicators such as customer satisfaction and sales cycle can also be included in the assessment to get a more complete picture of a company's market performance.

(2) Research methods: Through market research, we can have an in-depth understanding of customer needs, market trends and competitive environment. This method includes qualitative and quantitative research, such as customer satisfaction survey, competitor analysis and prospect research. Through these surveys, companies can obtain information about customer perceptions of products, market trends, and competitors' strategies. This information helps companies assess their marketing capabilities and develop strategies to respond to market changes [9].

(3) SWOT analysis method: SWOT analysis is a widely used strategic tool, which evaluates the marketing ability of enterprises by analyzing their strengths, weaknesses, opportunities and threats. This approach helps companies understand their competitive advantages and limitations, as well as the market opportunities and threats they face. Companies can use this information to develop targeted marketing strategies to maximize their strengths and overcome their weaknesses [10].

(4) Word of mouth and brand evaluation methods: Word of mouth and brand evaluation are one of the important factors to evaluate the marketing ability

of enterprises. By monitoring and analyzing metrics such as customer word-of-mouth, social media comments, and brand reputation, it is possible to understand the degree of customer recognition of a business's image and reputation. These indicators not only reflect a company's market performance, but also help companies identify potential opportunities and challenges.

(5) Internal evaluation methods: In addition to the above external evaluation methods, internal evaluation is also one of the important links to evaluate the marketing ability of real estate enterprises. By examining internal factors such as sales force performance, training and development programs, you can understand the ability and performance of the sales team. The ability and performance of salespeople can be effectively measured by setting key performance indicators, conducting regular performance evaluations and providing training feedback. The results of these internal evaluations can help companies optimize the structure and strategy of their sales teams to improve their overall marketing capabilities.

To sum up, the above methods can be used individually or in combination to comprehensively evaluate the marketing capabilities of real estate enterprises. When selecting the evaluation method suitable for the enterprise, the evaluation plan should be formulated according to the actual situation and objectives. In addition, it is essential to develop corresponding improvement and promotion measures based on the evaluation results. By constantly evaluating and adjusting marketing strategies, real estate enterprises can better adapt to market changes and improve their competitiveness.

3. Real estate enterprises marketing ability evaluation countermeasures. It is very important to determine the evaluation index and method of the marketing ability of real estate enterprises. To measure the marketing ability of an enterprise, you can look at two indicators: sales performance and sales growth rate. It is to look at its sales, sales growth rate and sales targets are actually achieved. Another indicator is market share, that is, how much market share an enterprise occupies in a specific market or region, which can reflect its competitiveness in the market. In addition, it is also necessary to look at the brand value and awareness of the enterprise, evaluate the brand value, brand awareness and brand recognition, and understand the competitive advantage and image of the enterprise in the market. At the same time, it is also necessary to pay attention to customer satisfaction, regularly do customer satisfaction surveys, collect customer feedback and opinions, and understand customer satisfaction with products, services and overall experience. Another indicator is the effect of marketing channels, evaluating the effect of different marketing channels, such as click rate, conversion rate and ROI, you can understand the contribution of channels and optimize the space.

For the evaluation method, we must first establish a set of systematic data collection mechanism, including sales data, market research, customer feedback and channel data. Then periodically evaluate, depending on the development stage of the enterprise and the size of the business, determine the frequency of evaluation. You can evaluate it monthly, quarterly or annually to track changes and progress in your marketing. The collected data is then analyzed and compared with preset indicators. Identify potential problems and opportunities through trend analysis and comparative analysis. Finally, according to the evaluation results, suggestions for improvement are put forward to form a detailed action plan. Share the evaluation results with the team in a timely manner, and track the implementation and effectiveness of improvement actions. These evaluation indicators and formulation methods should be adjusted according to the specific situation and objectives of the enterprise. The key is to ensure that the evaluation is objective, quantifiable and relevant. With the passage of time, the evaluation indicators and methods are constantly optimized to meet the needs of market changes and enterprise development.

In addition, the development of evaluation methods should take into account data collection, periodic evaluation, analysis and interpretation, and feedback and improvement. Establishing a systematic data collection mechanism is essential to obtain accurate and comprehensive data. The frequency of periodic assessments should be determined according to the development stage and size of the enterprise.

By analyzing and interpreting the collected data, we are able to identify potential problems and seize market opportunities. Make recommendations for improvement in a timely manner and share the evaluation results with the team in order to track the implementation and effectiveness of the improvement measures.

The selection of evaluation indicators and methods should be adjusted according to the specific situation and objectives of the enterprise. Different enterprises have different emphases and needs in different market stages, so evaluation indicators and methods should be flexible. It is important to ensure that the evaluation is objective, quantifiable and relevant so that it can be a truly meaningful guiding tool.

Finally, continuous optimization and improvement is the key to maintain the marketing ability of real estate enterprises. The market environment and competitive situation are constantly changing, so the evaluation indicators and methods need to be adjusted and updated constantly. Real estate enterprises should pay close attention to market changes and constantly improve their marketing strategies and capabilities to adapt to and respond to challenges.

Conclusion. This paper discusses the evaluation indexes and methods of real estate enterprises' marketing ability, and holds that in the modern competitive real estate market, improving marketing ability is the key to achieve economic growth and long-term competitive advantage. This paper puts forward a variety of evaluation methods, such as performance evaluation, research, SWOT analysis, word-of-mouth brand evaluation and internal evaluation, and suggests that enterprises should formulate effective marketing strategies and operational decisions according to their own conditions to meet the needs of market changes and enterprise development. At the same time, the article emphasizes the importance of continuous optimization and improvement to maintain the marketing ability of real estate enterprises.

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