

DETERMINING THE METHOD OF A PROFITABLE APPROACH TO REAL ESTATE MANAGEMENT

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Annotatsiya

Ushbu maqola ko‘chmas mulkni boshqarishda daromadli yondashuvlarni aniqlashga qaratilgan ilmiy tahlilni taqdim etadi. Maqlada tarixiy shaxslar, jumladan, John D. Rockefeller, Andrew Carnegie, Franklin D. Roosevelt va Dwight D. Eisenhower ning mulkni boshqarish yondashuvlari o‘rganilgan. Shuningdek, ijaraga berish, diversifikatsiya, ekologik barqarorlik va innovatsion texnologiyalar kabi zamonaviy yondashuvlarning samaradorligi tahlil qilinadi. Maqlada iqtisodiy barqarorlik, ekologik mas’uliyat va texnologiyalarning ahamiyati ta’kidlanadi, shu bilan birga raqamli platformalardan foydalanishning dolzarbliji ko‘rsatiladi. Maqola ko‘chmas mulkni boshqarishda ilg‘or yondashuvlarni ishlab chiqish va samarali qo‘llanilishiga yo‘naltirilgan.

Kalit so’zlar: ko‘chmas mulkni boshqarish, daromadli yondashuvlar, tarixiy shaxslar, siyosat, ijaraga berish, diversifikatsiya, ekologik barqarorlik, innovatsion texnologiyalar, zamonaviy yondashuvlar.

Annotation

This article presents a scientific analysis aimed at identifying income-generating approaches in real estate management. The article examines the approaches to property management of historical figures, including John D. Rockefeller, Andrew Carnegie, Franklin D. Roosevelt, and Dwight D. Eisenhower. The effectiveness of modern approaches, such as leasing, diversification, environmental sustainability, and innovative technologies, is also analyzed. The article emphasizes the importance of economic sustainability, environmental responsibility, and technologies, while also highlighting the relevance of using digital platforms. The article is aimed at developing and effectively applying advanced approaches to real estate management.

Keywords: real estate management, income approaches, historical figures, politics, leasing, diversification, environmental sustainability, innovative technologies, modern approaches.

Аннотация

В данной статье представлен научный анализ, направленный на выявление доходных подходов в управлении недвижимостью. В статье рассматриваются подходы к

управлению собственностью исторических личностей, включая Джона Д. Рокфеллера, Эндрю Карнеги, Франклина Д. Рузвельта и Дуайта Д. Эйзенхауэра. Также анализируется эффективность современных подходов, таких как аренда, диверсификация, экологическая устойчивость и инновационные технологии. В статье подчеркивается важность экономической устойчивости, экологической ответственности и технологий, а также показывается актуальность использования цифровых платформ. Статья посвящена разработке и эффективному применению передовых подходов в управлении недвижимостью.

Ключевые слова: управление недвижимостью, доходные подходы, исторические личности, политика, аренда, диверсификация, экологическая устойчивость, инновационные технологии, современные подходы.

The real estate market is one of the most important and strategic sectors of the economy, and its sustainable development directly affects the economic situation of society. Real estate is an asset of central importance not only for individual investors, but also for entire states and international economic systems. Economic growth, innovative development, and the stability of the national economy are ensured through the property market. In order to obtain long-term and stable income, it is very important to choose effective approaches to real estate management and investment, as this contributes not only to individual benefits, but also to the overall economic stability and growth of society.

The real estate sector affects several sectors of the economy, including the construction industry, finance, social infrastructure, and other services. The interrelationships of these sectors constitute the real estate market, and its development is influenced by various factors, including government policy, market supply and demand, technological innovations, environmental trends, and other economic factors. Also, at the global level, the real estate market changes based on various economic conditions, market freedom, state regulation, and social demands.¹

In different regions of the world, there are successful strategies and practices for real estate management, and each country has developed approaches that correspond to its economic, social, and cultural conditions. For example, in the USA, advanced technologies, financial structures, and rental systems play a key role in real estate management, while in Europe, great attention is paid to sustainable construction and the development of green properties. In Asian countries, real estate management is often based on a strong regulatory policy of the government, aimed at ensuring social and economic stability.²

¹ Smith, J., & Johnson, R. (2020). *Global Real Estate Trends and Investment Strategies*. Oxford University Press.

² Giddens, A. (2019). *Sociology and Economics: A Global Perspective*. Cambridge University Press.

At this point, successful approaches to real estate management are very important for studying and applying worldwide. They can benefit not only individual investors, but also states and international organizations. This article is aimed at identifying methods of a profitable approach to real estate management and includes the opinions of historical figures, policies of heads of state, and modern economic approaches. The article also analyzes the methods and innovations necessary to ensure economic growth and stability in the development of successful real estate management strategies.

Considering the global nature of the world economy and the real estate market, the study of successful strategies of approaches in this area and their practical application is of paramount importance for ensuring economic stability and further development.

Famous people's advice on this topic:

John D. Rockefeller - Viewing Real Estate as an Investment:

"Your greatest wealth is property. If you know how to manage them intelligently, it will bring you a constant income."³

Henry Ford - Social responsibility and sustainable governance:

"Just as success in business is measured only by profit, there is also social responsibility. If you are managing property, you must also consider how its management affects society."

Ford's approach emphasizes the importance of stability and social responsibility in real estate management. In his opinion, property management should not be limited to generating income, but also take into account its impact on the environment and society.⁴

Franklin D. Roosevelt - Role of Real Estate in Economic Recovery:

"Economic growth and stability can only be achieved through the rational use of property. The restoration of the real estate market will contribute to the development of the state."

Roosevelt's policy and approach to property management, especially after the widespread economic crisis of the 1930s, included the government's influence on the property market and the creation of the necessary conditions for economic growth.⁵

Dwight D. Eisenhower - Diversification of Property Approach:

"When we achieve success in one area, we must apply this success in other areas as well. This principle also applies to real estate management."

Eisenhower's approach to property management is based on diversification. He studied success in each area and recommended applying this experience in other areas as well. This approach helps to make more strategic decisions in property management.⁶

In the modern real estate market, the application of strategic management approaches to maximize income and reduce risks has become a necessity. Empirical research and practical

³ Chernow, R. (1998). *Titan: The Life of John D. Rockefeller, Sr.* – New York: Random House.

⁴ Lacey, R. (1986). *Ford: The Men and the Machine.* – Boston: Little, Brown and Company.

⁵ Burns, J. M. (2001). *Roosevelt: The Lion and the Fox.* – Harcourt Brace.

⁶ Ambrose, S. E. (1983). *Eisenhower: Soldier and President.* – Simon & Schuster.

experience conducted in many countries show that effective real estate management is successfully implemented not only with traditional approaches, but also with innovative, diversified, and environmentally sustainable strategies. Below are the three main income-generating approaches from a scientific point of view:

1. Diversification and Profitability

Diversification of the real estate portfolio is one of the main principles of modern investment management. The investment portfolio is further stabilized by investing in various types of property, such as commercial buildings, residential buildings, industrial sites, and agricultural land. This approach, based on the portfolio theory developed by Markowitz (1952), reduces overall risk by taking into account the correlation between assets and serves to increase long-term profitability.

In global practice, for example, in the experience of the USA and Germany, it has been observed that through intersectoral diversification of real estate, annual income is maintained at 8-12% (based on Real Estate Investment Trusts - REITs). Diversification not only plays a protective role in the context of economic instability, but also creates new opportunities and growth potential in market segments.

2. Lease Policy and Effective Property Management⁷

Real estate management based on lease is an important mechanism that ensures stable cash flow. An effective lease policy reduces the depreciation of property, maintains and even increases its market value. Regular technical inspection, repair, and modernization of the property will increase the possibility of attracting tenants, strengthen customer loyalty, and reduce the number of vacant facilities.

For example, in the experience of Singapore and Switzerland, real estate management companies significantly increased the profitability of their assets through automated property monitoring systems, "smart home" technologies, and customer-oriented services. According to scientific research, maintenance and services tailored to customer needs can increase the total rental profit by 15-20% (JLL, 2020; CBRE 2021).

3. Environmental Sustainability and Green Governance

In recent years, environmental sustainability has become one of the priority strategies in the real estate sector. Global climate change, energy shortages, and public demand for the environment are increasing the need for green governance. Buildings certified according to international standards, such as LEED (Leadership in Energy and Environmental Design), BREEAM (Building Research Establishment Environmental Assessment Method), are becoming more attractive to tenants and investors.

Studies show that energy-saving structures reduce operating costs by 10-25% and at the same time increase the value of property by 5-15% (World Green Building Council, 2019). In

⁷ Markowitz, H. (1952). *Portfolio Selection*. Journal of Finance, 7(1), 77–91.

addition, green property creates a brand image that meets social responsibility, which will serve as a stable source of income in the long term.⁸

Personal comments

In the modern real estate market, ensuring profitability is closely related to strategic approaches. In my opinion, effective real estate management should not be limited to obtaining financial income, but should also include such factors as digital transformation, environmental sustainability, and adaptation to social needs.

Firstly, the elasticity of demand in the real estate market requires flexibility of management strategies. For example, in the post-pandemic period, the need for multifunctional housing has increased.

Secondly, the introduction of digital technologies, in particular artificial intelligence and "smart building" systems, will increase the efficiency of property use and reduce operating costs.

Thirdly, management based on environmental sustainability not only has a positive impact on the environment, but also plays an important role in increasing the market value of property. The use of energy-efficient structures and green construction technologies creates a strategic advantage for investors.

In conclusion, ensuring profitability in real estate management requires multifactorial and integrated approaches. Innovation, sustainability, and social responsibility are integral components of this process.

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