

On the Difficult Problem of Property Management Charge from the Property Management Product Attribute

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Abstract: With the continuous development and popularization of economic theory, people have a deep understanding of public goods management. In residential property management fees, owners have questioned the charging standards, and are not satisfied with the quality of service. The main reason for this problem is that there is a direct connection between the charge and the property of the goods. The property management of the property belongs to the special economic goods, so it is difficult for the owner to identify with this problem. This paper mainly describes the theory of public goods and property rights, analyzes the property rights of residential areas and the properties of property management products, and at the same time analyzes the reasons why property management charges are difficult. Finally, it aims at property management. Management charges put forward several principles.

1. Introduction

1.1 Private, collective and public goods

In most cases, private goods have a certain "private nature", and they are not exclusive and competitive, which is also the most important feature of private goods. For example, in the case of an item, if someone buys it, then others have no chance to consume it. Public goods are different from private goods. Public goods are non-competitive and non-exclusive. If someone exercises consumption power over public goods, others also have the power to consume public goods [1].

In fact, there are many forms of public goods, such as television programs belong to public goods, and have the characteristics of public goods, such as public pastures and public fishing ground types of public goods, but non-exclusive and competitive. In addition, collective goods are exclusive, but not competitive. The so-called collective product is the consumption of an item by all members of a collective, so there is a certain degree of exclusivity, such as leisure and entertainment facilities in the community, and when someone is consuming it, it does not affect the consumption of the item by other people. It's just a matter of time.

Whether collective goods or quasi-public goods are pure public goods, and with exclusive difficulties, the cost to consumers will be reduced and the interest of producers in providing goods will be reduced. It is easy to vanish its role in the market. Generally speaking, due to the special nature of public goods, the property rights of public goods are not private. Therefore, the theory of public goods usually combines the property rights of the assets with externalities or the properties of public goods into the state, the government, and the associations, so as to make up for the defects of the market.

1.2. Property and property management products

The so-called property is to have complete housing and supporting infrastructure equipment, including the site, facilities and equipment and so on. Property management is based on a contract or a contract, and is managed by a professional organization on the product buildings and supporting infrastructure that have been put into use. This management mode is operational, and it is also necessary to maintain roads in the management area. Public greening, security, sanitation and environment for unified professional management, and provide comprehensive and comprehensive services for owners [2]. Property management products usually refer to contractual services and day-to-day integrated services. The so-called contractual services are based on the needs of different owners. Provides the corresponding service, and the integrated service is the

service outside the special service.

2. The Property Right Form of Residential Area and the Property Management Product Attribute

2.1. Forms of property rights in residential areas

Because the residential property is quite special, and the property right is more complex. The property management product attribute is decided by the property right, and affects its property right arrangement. Property right is basically and property management service attribute corresponds. Property rights in residential areas include a variety of property rights, such as public property rights, collective property rights and private property rights [3].

Among the owners of residential areas, there is a complete private property right to the space and internal structure of the house. The so-called internal structure is not affecting other users, the entire building normal use of a structural components, such as indoor utilities, doors and windows.

Public property rights include a combination of roads, greenery and land. In a commercial housing area, where consumers also pay for the use of land when buying a house, the land inside the residential area may be regarded as a collective property right and contains a common component, in which case the land within the residential area may be regarded as a collective property right and contains a common element. The main reason is that people outside the community will also use the right to use the land inside the community. Compared to some comfortable housing and public housing, buyers also pay for the use of land around the house, have public property rights, and also have a collective component, because they cannot prevent others from using the right to use the land. So to a certain extent, it is difficult to distinguish between public property rights and collective property rights.

2.2. Product attributes of property industry management

Property management services can be divided into three categories according to property rights: public services, collective services and private services, the purpose of which is to confirm only the standard, nature and object of the charge. Private service is the provision of services outside the property contract, including agency services and contractual services; collective services are the daily management and maintenance of stairways, modular doors, glass and doors and windows in public locations; Public service is an emergency plan for emergency. It belongs to pure public service, such as fire fighting facilities and equipment; it includes collective service and public service; it includes daily maintenance and management services such as street lamp and garden green space in the community.[4]. Therefore, private services belong to separate payment, collective services belong to cost-sharing, public services should be borne by the government, but in fact it is the owner.

3. The Main Reasons for the Difficulty of Charge for Property Management Services

Because the product attribute of residential area is complex, there are private property right, collective property right and public property right together, so the residential area has comprehensive characteristics. Private goods are completely private property management services; public goods are the management services implemented by public property rights and collective property rights. In the property management service, because the private service content is less, but the public service and the collective service occupy the majority. In the charge of property management service, the charge of public service and collective service cannot be distinguished effectively [5].

Under normal circumstances, the owner has the obligation to pay the cost of public service, but if it is all borne by the owner, then the person outside the community enters the community and enjoys the service charge, especially the service cost of the "free ride" behavior. For example, the green facilities of a community are good, attracting the appreciation of passers-by, then in this case can not receive the application to enjoy the service. In addition, the outside of the community garbage into the community, and pollute the environment, then the property company must clean up

this, but not charge, then the cost of which should be borne by the owner?

If the public service costs are all borne by the owners, then in this case, who will bear the "hitchhiking expenses"? In this case, the property can relinquish the public ownership, and do not charge for the maintenance of the ownership of the public area. So in this case, property management does not have the power to charge, in the face of refusal to pay public services users are not able to.

Collective services have the attributes of public goods, so there are some problems in collecting property management expenses in collective services. In addition, it is difficult to share the cost of collective services. Usually, the housing area is allocated according to the building area, but there are some problems in solving the collective service charge. The main performance is that the owners enjoy collective service to their own building area. For example, the number of elevators used by the high-rise owners is obviously more than that of the bottom floor. In this case, the management service fee shared by the high-level users should be relatively more. And in this case, the more a family has a population, the more content of property management services will be more.

From the point of view of property management, the main purpose of property existence is to make profit and have no obligation to provide public service. It is difficult to guarantee the standard and quality of public service if it is necessary to provide public service. However, the property is hoping to provide the least services to obtain the maximum fees, and the owner wants to receive more services by paying the minimum fees. In this case, the service and charging standards lack the conditions of checks and balances. In addition, from the economic point of view, the business will choose to reduce the level of service and reduce the cost of management, so it is easy to lead to a lower level of public service in this situation.

Generally speaking, the charge of property management is difficult to exist between the collective service and the public service. The public service is included in the collective service, which is borne by the owner. In addition, there are some problems in the standard of management cost sharing.

4. Conclusion

In the residential district property management, we must ensure that the property rights distribution is reasonable. Items outside the warranty period may be provided by the market or by a property management company; Collective service, owner to collective service individual property right acceptance degree, if consistent corresponding cost is shared by owner, if inconsistent, need according to owner accept degree to carry on apportion; In the public service, the cost of public goods provided by the government is all borne by the government. If the government entrusts the enterprise to operate, then the government needs to provide the corresponding subsidy. In the common inclusion of public and collective services, part of the public cost is borne by the Government Use and then be paid by the owner according to the degree of use.

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