

Property supply and demand

Synopsis:

There are many elements of the property market that can influence property business. The day to day solutions to problems need continuous supply of information or specific problem-solving exercises. One way of ensuring the availability of such information is through market research. One essential aspect of property market research is estimating supply and demand of property products. It is part of the study of property as a larger discipline.

Property demand and supply analysis is particularly important in the decision-making processes, especially those concerning business decisions such as property development, appraisal or valuation, property marketing, property management, and property investment.

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