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THE MECHANISM OF STIMULATION OF THE DOMESTIC MARKET OF REAL ESTATE IN MODERN CONDITIONS

Abstract. The ways of improving the mechanism of stimulation of the domestic real estate market in modern conditions are considered: from the standpoint of its specific features and features of its subjects, as well as the regularities of functioning both in the market as a whole and in its separate sectors; in conjunction with the investment and commodity markets, the market of services taking into account the transfer of their features to the functioning of the real estate market; taking into account the existing developing infrastructure.

Key words: real estate market, demand, mechanism of stimulation, segments.

In the transition period in Ukraine there is an active formation of the real estate market, which reflects all the problems of the economy and is characterized by uneven development of its separate segments, unfinished legislative base and low solvency of citizens and low investment potential of legal entities. These and a number of other problems lead to a deeper study of the basics of a market economy, their impact on the "cornerstone" of economic development - production, distribution and consumption. Of particular importance is the establishment of mechanisms to stimulate the development of the real estate market, which can affect the future development or decline of the economy. Formation and development of the real estate market should be carried out in accordance with the general progress of the economic system in order to ensure its efficiency, as it concentrates a large part of national wealth and provides the material basis for practically all kinds of activities. The processes of functioning of the real estate market are constantly at the center of attention of scientists. But in most cases they investigate only certain aspects of the problem, primarily related to the management of commercial real estate, the definition of its value, the analysis of investment characteristics of individual market segments. Researchers such as V. Mevius, V. Zelensky, N. Lebed, V. Haiduk, O. Mukhin, O. Gritsenko, A. worked on studying the theoretical foundations of real estate market formation and its development problems, mechanisms of its regulation at various stages of economic transformations. Mochenkova, M. Kovalenko, L. Radvanska, I. Brizhan, V. Chevganova; in Russia - A. Asaul, I. Balabanov, V. Goremikin, N. Volochenkov, V. Grigoriev, S. Korostelov, S. Maksimov, L. Sivkova, I. Tarasovich, A. Chernyak.

Solving the issues of substantiation of mechanisms for stimulating the development of the real estate market at the present stage requires an integrated approach, taking into account the development of both entities and objects of the market, infrastructure, the impact of the legislative and regulatory framework, tax and other mechanisms for its formation.

In today's Ukraine, there are threats to economic security in the real estate market, associated with corrupt schemes, increased speculative activity and the creation of shadow "pyramids" in the housing market, as well as the financial crisis. By 2009 there was a sharp increase in real estate prices in all regions of Ukraine. In general, during 2002-2008, the cost of housing in Kyiv and regional centers (Dnipropetrovsk, Donetsk, Odessa, Lviv, Ternopil) increased by 500-600%. As during this time, GDP has increased by only 40%, and the average wage - by 2,7 times, it is obvious that only the growth of these fundamental economic factors can not be explained by such a sharp rise in prices for real estate. For example, in Poland the average wage is four times higher than in Ukraine, but the cost of housing in Warsaw or Krakow does not exceed its value in Kiev or Lviv. In the USA, the average cost per square meter. m of real estate in the residential sector ranges from 750 to 1800 dollars. USA. For comparison: if in early 2005 the cost of one square. m real estate in Kiev ranged from 500 to 800 dollars, then in 2008 reached 2500-3000 dollars. USA, and the cost - does not exceed 550-700 dollars. USA [1].

There are manifestations of shadowing of transactions in the real estate market, which find expression in a hidden constitution of monopoly high prices between the main subjects of the real estate market, intentional lowering of property prices (usually state), characterized by high market value for individual entities that have access to tenders for the sale of real estate.

The reasons for the marked negative tendencies should be considered:

- corrupt actions of officials (caused by the complexity of obtaining approvals of approvals, excess of demand for housing, difficulties in access to utility networks, uncertainty in the status of land plots, inaccessibility of a program for youth housing loans, etc.) that cause artificial increase or maintenance of unjustifiably overestimated housing prices;

- imperfection of the Law "On Investment Activity", which does not restrict the level of readiness of a residential property subject to sale;

- insufficient efficiency of the activity of public authorities in order to prevent the creation of financial "pyramids" in the real estate market (often the permit for the construction of a residential building is received by one company, and the sale of dwellings in the same object is engaged in another, and these companies are not related to each other, therefore construction companies avoid liability to buyers);

- significant (often unofficial) foreign exchange earnings from abroad, for example, the income of illegal migrants from Ukraine used to buy housing (and the home is often bought not for living, but for renting or waiting for its resale for a speculative purpose, therefore the proposal is reduced housing on the market);

- increase in the rates of deductions in local budgets and the compensation fund from real estate transactions;

- termination of interest compensation to commercial banks under the program of the State Fund for the Promotion of Youth Housing since the beginning of 2006 due to insufficient funds in the budget;

- lending not only potential buyers of housing, but also construction companies, in which the banks themselves invest in large investment projects due to their high profitability, which makes it unprofitable for banks and even risky cheapening of housing or even a cessation of the tendency to its rise in price;

- the creation of an agitated demand for housing (which is due to: the "embarrassment" of the problem of the future rise in housing prices in the media; the return of funds from abroad, which is due to FATF sanctions and related fears about the reliability of foreign assets; the probable increase in the processes of returning to the country of former emigrants) [2].

Negative consequences of the noted negative trends in the real estate market are:

1) overvalued Ukrainian real estate in comparison with other countries of the world on both criteria: "housing / wages" and "housing / rent";

2) "decay" of capital due to excessive investments in unproductive sectors of the real estate market;

3) distortion of investment priorities;

4) increase in the need for external borrowing due to excess of lending accumulated on deposit accounts of savings;

5) redistribution of funds in favor of owners of real estate, which means deepening of property stratification and strengthening of social tension;

6) the threat of destabilization of the financial sector in case of uncontrolled fall in real estate prices;

7) the creation of barriers to the functioning of the labor market due to the difficulty of labor mobility [2].

In 2018, the government planned to allocate 3 billion UAH. at the end of construction. But even this money will allow the completion of the construction of about two hundred houses with a total area of about 1.6-2 million square meters. In addition, according to experts, construction companies will be able to independently complete this year from 300 to 400 buildings, or about 4 million square meters. m. Thus, according to the results of 2018, almost all buildings with readiness of more than 70% will be completed, and the annual volume of housing construction may amount to 5-7 million squares.

So, to get state help, developers will be able to, if the unfinished object meets three conditions. The first one is a high (not less than 70%) degree of readiness of the object. The closer the facility to the final stage of construction, the more likely it is to get money from the state budget. The second is the marginal price per square meter. By decision of the Ministry of Regional Development, the cost of 1 square. m of housing for the capital should not exceed 8 thousand UAH, for regional centers - 6 thousand UAH for 1 square. m, for other cities - 5 thousand UAH per square. Third, state-owned companies can count on only those companies where the estimated cost of construction works at the facility is not less than the amount received by the developer from private investors. Most of the state funds will be directed to loans to natural persons who wish to invest in construction. For the latter, participation in the program - given the current realities - will be beneficial. If you believe in the promises of the Minregionstroy, buyers will be able to obtain long-term loans through state-owned banks for 30 years at 14% per annum (the discount rate of the National Bank + 2%) [3].

In order to improve the situation on the real estate market, we consider it expedient to carry out the following measures:

- To ensure the organization of transparent tenders for housing construction under the Youth Housing Lending Program;

- to create a special fund for the provision of deposits and guarantees for investment in housing construction;

- to prohibit the sale of housing by investment companies, if its readiness has not reached 70-90%;

- to introduce restrictions on bank lending in foreign currency for the purchase of housing;

- to introduce, at the legislative level, the procedure for the formation of strategic plans for urban development in order to prevent corruption from providing land for development by local authorities;

- introduce a progressive property tax (calculations show that the introduction of a tax rate of 1-2% on average lowers the cost of housing by one third);

- purposefully to carry out approximation of prices for housing and communal services to economically justified real value [3].

The main mechanisms for stimulating the development of the real estate market today should be defined as follows:

1. Organizational and economic, capable of ensuring the development of market infrastructure.

2. Financial-economic, which would allow participation of citizens with average income in the process of mortgage lending.

3. Investments that would shape the investment attractiveness of real estate in selected regions of the country.

4. Taxes that would create conditions not "taxation", but the establishment of the level of taxation of the object of the property, depending on its investment attractiveness, at differentiated rates.

5. Normative-legal, which would form a transparent and clearly regulated nature of the relationship between market participants [4].

An important role in creating the proper conditions for the functioning of the real estate market is also played by the formation of a real estate management system, which allows the use of a number of above-mentioned mechanisms and the functioning of which is aimed at: the creation of key elements of the real estate market infrastructure; increase in budget revenues; attraction of investments into the economy of the country; holding a single long-term policy in the field of property and land management of the country.

The main tasks of state bodies in the field of improving the management system of state-owned real estate are: the maximum possible increase in the profitability of

objects; effective use of property and land of the country; involvement in the economic circulation of objects; attraction of investments into the real sector of the economy; Land and housing reforms taking into account their social orientation.

To achieve the tasks it is necessary: to form a register of objects of the real estate that are in state ownership; to clearly differentiate and coordinate the powers of all state bodies that perform functions of disposition and management of certain categories of real estate; carry out the transition to the object management of the objects of the real estate, which constitute a single property complex (land with buildings, structures and structures located on them); to ensure the application of the mechanism of market valuation when using state-owned real estate; to provide vocational training of civil servants who manage state real estate.

Activation of the real estate market is impossible without significant changes in the sphere of real estate services. First of all, it is necessary to standardize the effective mechanisms of minimization and compensation of losses for the participants of the real estate market in case of improper fulfillment by the realtor companies of their obligations. The most important direction here is to increase the activity of insurance companies in the market of insurance of real estate objects, construction risks, risks related to the responsibility of persons acting on the market, as well as the risks arising from the implementation of civil law operations with the object real estate. It is necessary to strive for the creation of such a system, which will enable the conclusion of insurance contracts with the widest range of insurance cases for long periods and for a moderate amount of insurance premiums [2].

One of the key tasks of the real estate market development is the introduction of a mortgage lending system aimed at attracting investments into the real economy sector, creating the necessary conditions for housing development and providing housing for the population. The main directions of reforming the mortgage lending system are: development of a mortgage lending program at the state level; formation of a legal and regulatory framework for the issuance and circulation of mortgage-backed households with average income; definition of mechanisms of state support and stimulation of mortgage banks activity [3].

One of the main directions of the state real estate development policy is the support of self-regulating associations of professional real estate market participants whose activities are aimed at the creation and development of legal and economic

mechanisms for regulating the real estate market, professional standards of activity, a single information space, vocational education system, protection of the interests of all participants in the real estate market. Adoption of legislative and regulatory acts in the sphere of regulation of relations in the real estate market (in relation to the formation of the market itself, registration of rights to real estate, management), the realization of measures of credit-financial, tax, antimonopoly policy will ensure elimination of barriers to competition and exit to the market of new entrepreneurs, support for the development of small business and reducing the risks of entrepreneurial activity in the real estate market, will reach the level of more developed countries of Europe, whose economy is now considered ARE the market.

Thus, the real estate market should be considered: from the standpoint of its specific features and features of its subjects, as well as the regularities of functioning both in the market as a whole, and in its separate sectors; in conjunction with the investment and commodity markets, the market of services taking into account the transfer of their features to the functioning of the real estate market; taking into account the existing developing infrastructure.

The real estate market should be considered as a system of relations (direct or indirect) between sellers and buyers (users), which operates on the basis of the price mechanism taking into account social value, the features of the legal regime of appropriation, natural properties and generic signs of the real estate, and is subject to the laws of functioning as commodity, and financial markets. The factors of the formation of demand and offering to real estate properties are usefulness, expectation, replacement, residual productivity, contribution, balance, optimality of size, return, property rights, and the external environment of real estate is appropriate to consider by specific features (physical, social, economic , political) and levels (national, regional, local).

The development of the real estate market is now impossible outside the influence of such mechanisms of its stimulation as organizational-economic, financial-economic, investment, tax, regulatory and legal. An important role in creating the proper conditions for the functioning of the real estate market is also played by the formation of a real estate management system, which allows for the use of these mechanisms, solving urgent state social and economic problems. When organizing and participating in all processes in the real estate market, its subjects use a large number of legislative and regulatory documents. This is due to the fact that the legal framework

developed for such segments of the real estate market as land and land relations, housing, privatization, etc., should be attractive to all market participants and have as few signs of imperfection as possible in order to develop the property market in modern economic conditions. countries. That is why the legislative fate at this time is so rich and important for all subjects of the real estate market.

Thus, the real estate market is a component of the national economy, without which the functioning of the market is impossible. The formation of the real estate market in Ukraine is characterized by uneven development of its segments, the imperfection of the legislative framework, and low solvency of citizens. The analysis of the real estate market suggests that the regular components of the process of improving the functioning of the real estate market in Ukraine at the state level at the present stage of development of market relations are the introduction of standards for real estate objects, creation of a single information space and provision of legislative regulation of its activities. All this gives grounds to speak about the need for further study of the conditions of development of processes in the real estate market.

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