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Increasing Value of Commercial Real Estate Properties using effective Asset Management Strategies at Western Cyprus.

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Dissertation

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Abstract.

Today, the effective asset management is essential for the effective organizational performance and successful business development. Commercial real estate companies and individuals should manage their assets to maintain their competitive advantage and to keep progressing. For example, if companies neglect their assets, there is a high risk of the devaluation of their assets. The decrease of their assets may lead to the overall decrease of their market values. As a result, companies face a risk of the consistent deterioration of their marketing position, if they fail to manage their assets properly and effectively.

Therefore, should pay a particular attention to the asset management. In actuality, they may use different approaches to their asset management and implement those methods, which they consider to be the most effective and profitable. In this regard, they should take into consideration their specificities, life cycle of their properties, lease strategies, rent control, rent reviews, outsourcing, marketing strategies and many other factors that may affect their assets values. Furthermore, they may even elaborate their own approaches to the asset management based their experience to the particular commercial property.

Table of Contents

1.	Introduction to Asset Management.....	6
1.1.	Asset Management definition.....	7
1.2.	Commercial Real Estate definition.....	8
1.3.	Types of Commercial Real Estate Properties.....	8
1.3.	Commercial Real Estate Life Cycle.....	8
1.4.	Aims and Objectives.....	10
1.5.	Area of Research.....	10
2.	Literature Review.....	11
2.1.	Commercial leasing strategies and types of lease.....	11
2.1.1.	The Gross Lease.....	13
2.1.2.	The triple net lease.....	14
2.1.3.	The modified net lease.....	15
2.2.	Rent Control in Commercial Properties.....	16
2.3.	Commercial rent reviews.....	18
2.4.	Marketing Strategies and Services of Commercial properties.....	20
2.5.	Adding Value by outsourcing.....	22
2.6.	Leasing impact commercial properties valuation.....	24
2.7.	Literature Review Summary.....	25
3.	Research Methodology Review.....	26
3.1.	Primary Research.....	26
3.2.	Secondary Research.....	26
3.3.	Research Approach.....	26
3.4.	Quantitative approach.....	27
3.5.	Qualitative approach.....	27
3.6.	Select approach.....	28
3.4.	Research Options.....	28
3.5.	Questionnaires.....	28
3.6.	Interviews.....	29
3.7.	Questionnaire Overview.....	29
3.7.1.	Questionnaire Development.....	29
3.7.2.	Questionnaire Target Audience.....	29
3.7.3.	Questionnaire Content.....	30

3.7.4.	Questions Types.	30
3.7.4.1.	Open Questions.	30
3.7.4.2.	Close Questions.	31
3.7.5.	Select Questions type.	31
3.8.	Research Methodology Summary.	31
4.	Data Analysis.	31
4.1.	Questionnaire analysis.	31
4.2.	Analysis of Questionnaire: Background Questions.	32
4.3.	Background Data of the Research.	32
4.4.	Main Data Analysis.	35
5.	Discussion of the findings.	43
6.	Limitations of Research.	44
7.	Recommendations.	45
8.	Conclusion and Final Remarks.	46
9.	References.	48
9.1.	Books:	Error! Bookmark not defined.
9.2.	Journals:.....	Error! Bookmark not defined.
9.3.	Websites:.....	Error! Bookmark not defined.
9.4.	Bibliography:.....	Error! Bookmark not defined.
10.	Appendix.....	Error! Bookmark not defined.

Table of Contents

Figure 1: Commercial Real Estate Business participates to the research.	32
Figure 2: Commercial Real Estate Property participation by type.	33
Figure 3: Type of Commercial Property by Town.	34
Figure 4: Commercial Properties participate to the research by age.	35
Figure 5: Leasing Strategies that are preferred by type.	36
Figure 6: Popularity of "Rent Control" term in commercial properties.	37
Figure 7: Popularity of "Rent Control Proses in C.R.E.P.	38
Figure 8: Effective Marketing Strategies to implement by Commercial Property type.	39
Figure 9: Effectiveness of Break Clauses for each Commercial Property.	40
Figure 10: Outsourcing Services by Commercial Property.	41
Figure 11: Outsourcing And Reasons To Outsourcing.	42

List of Abbreviations

C.A.M = Common Area Maintenance

C.R.E.P= Commercial Real Estate Properties

R.P.I = Retail Price Index

R.O.I = Return of Investment