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RESEARCH ON THE CULTURAL CONSTRUCTION OF HOMELINK REAL ESTATE

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ABSTRACT

Due to many factors, most of HomeLink Real Estate service enterprise culture construction becomes a mere formality, the lack of personality, limit the development of enterprises vitality. Chinese real estate service enterprises want to get the existing market, to seek greater development, we must pay close attention to the construction of enterprise culture, to complete the system, complete the real estate services industry characteristics the enterprise culture, so as to realize the sustainable development of the real estate service enterprise. In view of these views, discussed the problems and Countermeasures of the construction of enterprise culture in Beijing HomeLink of home real estate brokerage Co. The article through the systematic summary of the problems and Countermeasures in the construction of enterprise culture HomeLink Real Estate, For reference.

KEYWORDS

Real estate service industry, enterprise culture, HomeLink real estate, values.

1. BACKGROUND OF TOPIC SELECTION

China real estate industry started from the last century to the beginning of 80s, during the period of twists and turns from the free competition, price competition first, the development of today's brand competition, competition will inevitably lead to the re integration of industry to improve the level of market economy, the survival of the fittest, the biggest difference between the excellent enterprises and mediocre business is not pay attention to the construction of the enterprise the average value of enterprise culture, not the enterprise concept of in-depth thinking, has not formed a sound belief; excellent enterprises often have unique excellent corporate culture. Today, the enterprise culture is an enterprise has irreplaceable capital, excellent enterprise culture It will bring a lasting competitiveness to the enterprise. If an enterprise loses its excellent corporate culture, it will lose its life [1].

2. ANALYSIS OF ENTERPRISE CULTURE OF HOMELINK FAMILY

2.1 HomeLink Real Estate enterprise culture and values

2.1.1 Core values

- 1) Customer supremacy: the existence of a HomeLink home for a customer who needs the housing means it is reliable and credible.
- 2) Honesty and credibility: there is no smart mind, gorgeous background, beautiful face, but we are honest, we make people trust.
- 3) Team operations: since we think that we are very weak in the competition, we can get together, so we can only rely on each other and become strong.
- 4) Struggle and enterprising: not to hope for any scarce resources, only to work harder than others to succeed.

2.1.2 The vision of the HomeLink family

Become the "industry leader"; let the real estate service industry go into the palace.

2.1.3 The mission of the HomeLink family

- 1) Social level

The HomeLink family set up a modern service brand with ambition,

courage to innovate, integrity and self-discipline, and intelligent management.

- 2) Customer level

The HomeLink family has the ability and expectation to provide the customer with a comfortable real estate service.

- 3) The level of brokerage industry

The HomeLink will provide real estate information that is massive, accurate, deep, and easy to use.

- 4) The level of brokers

The HomeLink family encourages and helps people to create and share the dignity and extraordinary achievements of the ordinary people with a good human nature.

2.2 Service guarantee

The eight-great peace of mind service commitment:

- (1) The real source of the whole channel of the HomeLink family
- (2) The highest screening repurchase price
- (3) The highest original price repurchases of radiation monitoring
- (4) Seal up advance payment before signing
- (5) Advance payment of property arrears
- (6) Water Leakage warranty special maintenance fund
- (7) Tax actuarial balance compensation

When the tax conditions remain unchanged, the two sides eventually pay taxes to the tax authorities, and the positive and negative error is less than 5% compared with the "tax list". Otherwise, the HomeLink owners will pay more than 5% of the tax fee in full.

- (8) The transaction is not a refund for the service fee

3. THE PROBLEMS OF THE ENTERPRISE CULTURE CONSTRUCTION OF THE 3 HOMELINK FAMILY

At present, the real estate services industry enterprises have gradually realized the importance of corporate culture, also invested a lot of manpower and material resources to build a corporate culture. But because of lack of influence of the traditional mode of development thinking and consciousness of leaders and employees, the real estate service enterprise culture usually has the following drawbacks [1].

3.1 Pursuit of short-term benefits

The blind pursuit of short-term benefits, ignoring the enterprise culture construction based. "although most of the real estate service enterprises have realized the importance of enterprise culture construction, but the simple understanding of enterprise culture construction into marketing and brand promotion, that the main purpose of the construction of enterprise culture is to improve the business efficiency in a short period of time, the short-sighted phenomenon very common, lack of long-term planning" to the enterprise culture [1].

3.2 The enterprise culture lacks individuality and the homogenization is serious

The enterprise culture is formed in the process of long-term development of enterprise spirit, cohesion management. Different development background of different enterprises, different management style, different development process, business philosophy also has difference, so the different real estate service enterprises should have the difference of enterprise culture. However, the current real estate service the same enterprise, enterprise culture construction, and the homogenization of serious, compared with the HomeLink of home real estate and real estate fields, two real estate companies are in service such as "unity, pragmatic, innovation, forge ahead", as a business slogan, no differences in dress, even the work contents and procedures are as like as two peas, a serious lack of individual and enterprise characteristics. "The reasons for this problem is the lack of development goals and long-term planning of many real estate enterprises in the service industry, the lack of understanding of the core values of the enterprise, and blindly copying other real estate services corporate culture model, this lack of individual enterprise culture on enterprise development has certainly not " role in promoting substantive [1].

3.3 The construction of enterprise culture is in the form of form

Real estate services to the construction of enterprise culture is enterprise's basic value and concept of transmission to every employee, the understanding of the connotation of enterprise culture and the essence of the employees from the heart and can deeply affect the daily work of behavior and spirit. Therefore, the construction of enterprise culture is deep, and not matter and superficial things. However, part of the real estate service enterprise the simple pursuit of the form of the corporate culture, the construction enterprise only care about the surface [1].

In fact, employees only have a sense of belonging and belonging to corporate culture, so that corporate culture cannot be a mere formality. It reveals and highlights the intrinsic values and ideas of corporate culture from daily behaviors, forming a cultural driving force and an enterprise's cohesive force [1].

3.4 Enterprise management has no culture

In the HomeLink real estate, due to lack of management attention, also do not pay enough attention to enterprise culture construction. The staff qualifications uneven, quality is uneven, between people only care about the interests and lack of sincere cooperation. The company does have a lot of code, but the inside is not enough attention and reeducation training staff, everyone everything is in the real estate sales as the center, with sales and profit growth as the only standard. Good performance is a good employee, drag is the ability to not. Enterprises have a very systematic and strict regulations, but the system only provides employees what must be done and what they can do. There is no clear concept of culture and value. In some advocate this indistinct corporate culture management, between the employee and the organization is pure interest exchange relationship, not a sense of belonging, it is difficult to make the staff with a high sense of responsibility.

4. HOMELINK FAMILY ENTERPRISE CULTURE CONSTRUCTION COUNTERMEASURES

4.1 Improve the understanding of leaders' corporate culture

Everybody said that corporate culture is the "boss culture", in essence, the enterprise culture reflects the enterprise leaders' specific values and leadership style, leadership is whether the owner of the private sector or state-owned enterprise boss. This is scientific is controversial, but there is little doubt that leaders must acting as the role of enterprise culture construction promoters. Leadership is the advocate of corporate culture and the development of leadership, to renew the management concept, set an example, with their own practical action to show the essence of enterprise culture, guide the participation of all the staff, play an exemplary role in real estate services. Enterprise middle-level leadership is the specific executor and supervisor of corporate culture, but they really understand the connotation of enterprise culture, can be accurately communicated to employees.

In the work, the middle-level managers to further strengthen the staff line, and staff exchanges and communication, to listen to their opinions and suggestions to the staff on the connotation and the characteristics of enterprise culture, enterprise culture sublimation and practice of communication. The values of enterprise behavior, usually in an enterprise through the long-time precipitation retained down, establish a good corporate culture, we should take the customer as the center, equal treatment of employees, promote team building, for the enterprise Corporate culture [2].

4.2 Strengthen the consciousness of innovation

"Lawrence Miller, founder of the corporate culture once said, in the future, enterprises cannot meet the existing achievements, to continuous innovation and pioneering spirit, the establishment of enterprise culture and new values. Only in this way, can we go beyond the self, the pursuit of excellence" [3]. Therefore, the enterprise culture is not stagnant, but according to the changing situation and development and dynamic change. The real estate enterprises in the service industry, the real estate industry from scale development to the fine, the competition between the enterprises and the division is more and more obvious, in the future real estate services market situation, to talent shows itself will become more difficult. In order to obtain long-term, can Sustainable development, become the real estate service enterprise is always an invincible position in real estate services, enterprises must improve the sense of innovation and innovation. And the important content of cultivating enterprise culture construction is the spirit of innovation, so the real estate service enterprise must grasp the trend, efforts to learn from foreign advanced management experience and marketing mode based on careful analysis, customer habits and psychological characteristics on the market refinement, so as to meet the new era of customer needs, looking for opportunities in adversity [4]. And in the enterprise interior to create a warm, comfortable working atmosphere, encourage employees to actively carry out innovation and development, and the promotion and Material encouragement and other aspects to arouse the enthusiasm of staff innovation, to establish a harmonious and competitive real estate service company's corporate culture [5].

4.3 The integration of culture and system

The fundamental construction and the development of enterprise culture is to regulate the rules and regulations of the enterprise construction. In the process of enterprise culture construction, the integration of culture and system can achieve a multiplier effect. On the contrary, if there is no perfect, standardized rules and regulations of the enterprise, employees will lose their behavior constraints, leadership system will lose the supervision mechanism, the construction of enterprise culture will become a source of water, it is easy to become lacking spirit of cooperation. Therefore, the real estate service enterprise according to the characteristics of enterprises, establish a standardized enterprise system, supervise and management of all business activities of real estate service enterprises, strict requirements on the construction of corporate culture.

The content of the rules and regulations of enterprises Many, including: general constraints and management system. The basic behavior of employees and give full play to the advantages and characteristics of different staff, so that every employee can in their best position in the enterprise, be able to do their job, they can also use; performance appraisal mechanism and initiative. The enthusiasm of the perfect performance appraisal system can stimulate staff's work, to help companies find talent, give full play to their ability for their platform. And to hinder the development of the enterprise behavior discipline, removed the negative impact on the activities of enterprises, so that enterprises can be more sustainable development [6].

4.4 Advocating full participation

To improve the consciousness of corporate culture, advocating full participation in the real estate service enterprise culture construction is not only the management or human resources department, but linked to the company's every department and every employee, not all employees of the awareness and support in place, the real estate service enterprise culture construction cannot be carried out. Therefore, the real estate service enterprises to increase the promotion of enterprise culture, enterprise culture is the grass-roots staff practitioner, the real estate service enterprise culture connotation and value through to the staff's style. The daily behavior and personal quality, real estate services enterprises through cultural seminars, India The way to express the connotation of corporate culture is to show the connotation of corporate culture vividly by issuing the brochures of corporate culture, special topics and WeChat platform communication, etc., and organize employees to self-study, discuss and exchange experiences regularly, so as to enhance the propaganda of corporate culture and enhance employees' understanding of corporate culture [7].

5. CONCLUSION

According to the analysis of the current situation of enterprise culture to the HomeLink of home real estate, we put forward four problems: the pursuit of short-term benefits; corporate culture lack of personality, serious homogenization; enterprise culture construction enterprise management becomes a mere formality; no culture. To solve these four problems, summed up the corresponding countermeasures: one is to improve the leader of the enterprise culture understanding, only to improve the understanding of the leader of enterprise culture, to lead the staff to pay more attention to enterprise culture. The two is to enhance the awareness of innovation, the real estate service enterprise culture homogeneity, only innovation can. Three is talent shows itself the integration of culture and system, system and culture are two inseparable, only culture with the combination of the system will be better management of enterprises. The four is to promote the full participation,

enterprise culture is not only the leader of the culture, it is the company and all employees to participate in, only all with the same culture in the same direction, the enterprise will develop better and faster. In short, the competition in the real estate services companies will eventually evolve into the real estate service enterprise culture competition, the real estate services industry to stabilize their market position, improve employee enthusiasm and cohesion, to create a unique corporate culture, to promote long-term healthy development of the real estate enterprises in the service industry.

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