

**INSTITUTE OF MANAGEMENT AND  
TECHNOLOGY**

**(IMT) ENUGU.**

**SCHOOL OF ENVIROMENTAL STUDIES  
DEPARTMENT OF ESTATE MANAGEMENT**

**A**

**ASSIGNMENT ON RESEARCH  
METHODOLOGY**

**PRESENTED BY**

**AGWU ESTHER ONYEKACHI:  
IMT/ESM/H2016/023**

**COURSE TITTLE: RESEARCH  
METHODOLOGY  
COURSE CODE: EST 326**

**TOPIC: PROFESSIONALISING REAL ESTATE AGENCY  
PRACTICE IN NIGERIA: ISSUES AND THE WAY  
FORWARD.**

**LECTURER: MR. NONSO EWURUM**

**DATE: 18<sup>TH</sup> JULY, 2017.**

## STATEMENT OF RESEARCH PROBLEM

Estate Agency remains one of the services that Estate Surveyors and Valuers offer as professionals. There are many others, asset valuations, property / facility management, feasibility and viability studies etc. However, the significance of estate agency cannot be understated. It forms the bedrock on which our performance in the other aspects of our profession is built. The proliferation and watering down of estate agency as a serious profession had started in earnest and basically the foundation for the challenges of the practice of same in Nigeria and which we are suffering today were laid. This can be seen as problems in aspects like:

Staff training, capacity building; One area where professional estate agents have failed is in the area of training, for themselves and their staff. Many principal partners and entrepreneurs do not attend knowledge building courses and programmes apart from the Institutions CPD's (which for many is just another day to get away from the office and be amongst colleagues and friends, whilst fulfilling all righteousness). Many have never organized in house training sessions for their staff. Also, one thing that you would be suffused with whilst dealing with staff in some of the retail outlets and professional offices abroad, it is the high quality of customer service. Based on my little experience with estate agency and the feedback received some of the major challenges with practitioners and their firms include but are not limited to: Non answering of phone, Lack of knowledge about property enquiry, Unfulfilled promises, Lack of courtesy, respect, Inattentiveness, Poor feedback, Poor after sales service. Another challenge is the poor marketing of our firms and services. One of the areas where estate agency firms have failed is in the proper marketing of their services. Our marketing is still limited to some customary channels that are yielding little or nothing whilst exploration of new channels is avoided. Very little is provided for the marketing of our products in our annual budgets and more often than not marketing is done on an ad-hoc basis. One thing that we all forget is that marketing is the key to achieving anything and everyone must be involved one way or the other in it. As shocking or surprised as it may sound to a lot of us, many firms do not have a functioning website, nor do the principals and their staff have e-mail addresses. In fact, many firms still have not made internet connectivity in the office a priority. A lot of us are still using yahoo and Hotmail addresses even

for official communication. Our gsm phones that can perform so many other functions are basically for receiving and making calls.

#### AIM OF THE STUDY

The aim of the study is to examine, professionalizing real estate agency practice in Nigeria: issues and way forward.

#### OBJECTIVES

1. To determine the quality of training required to equip the real estate practitioner.
2. To determine the adequacy of the customer services employed in the property agency offices.
3. To determine the marketing strategies employed by most real estate agency offices and their adequacy.
4. To make recommendations based on the findings.

#### RESEARCH QUESTIONS

1. What quality training is required to equip the real estate practitioner?
2. What customer services are employed in the property agency offices?
3. What market strategies are employed by most real estate agency offices and their adequacy?
4. What recommendations can be made based on the findings?