

## Understanding of Real Estate investment Risk and Opportunity (Study Business and Economic Management)

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### Abstract

*Understanding the risks and opportunities in real estate investing is an exciting study for academic purposes and business applications in the field. The author believes that this question is very relevant to be discussed to understand the opportunities and risks if someone wants to run a property business, which is a very lucrative business opportunity. To complete the discussion of this theme, we have conducted a series of electronic data searches on several publication databases, journals, books, and websites that actively discuss the risks and opportunities of investing in real estate, both nationally and internationally. We cannot describe the data validly and adequately if we do not do an in-depth study first, involving a data coding system and a thorough evaluation to get data findings that can answer. We carried out data published in the last ten years from 2010 to 2021, considering that today's data is so fast that it continues to change and evolve. Based on the phenomenological study we saw from the extensive data exploration. We found several points which in general were understanding the opportunities of the risk of investing in property, so based on this discussion, we can conclude that the opportunity is this considering that property is a business that never runs out and cannot be as easy as others are in motion and the sale and purchase, they only need to maintain, and the risk will usually occur if mismanagement and natural disasters such as floods and fires, the rest of the property business opportunities are indeed very promising. Thus, this finding should be a complement to the same studies.*

### keywords

the keyboard has other understanding; risks; investment opportunities; and business studies



## I. Introduction

It is undeniable that every business has risks, that is, if not profit and loss. Likewise, in the investment business in real estate, which seems to be mushrooming every day, business people are developing in all corners of the city and region. As a business, of course, they have a specific strategy to avoid significant losses, but they work hard with all their efforts to continue to get profits. As mentioned above, every business has risks. This study will discuss the positive and negative sides of the property investment business in various national and international application contexts. Based on the profit calculation, it is undeniable that so many business people are tempted to invest their money in real estate or property. So as a business, of course, it still has the potential for both risks and benefits. First, if we look at the understanding of investment, this is financing related to calculating

in the form of assets, buying goods or services, and any equipment that is productive in the hope that it will get big profits in the future.

The economic condition of the population is a condition that describes human life that has economic score (Shah et al, 2020). Economic growth is still an important goal in a country's economy, especially for developing countries like Indonesia (Magdalena and Suhatman, 2020).

When viewed from business and economic studies, the understanding is to buy or produce something from the productive use of capital but also for production that comes and continues to produce, so in the context of the property business, the understanding is that this is a business that is not eaten or spent quickly. However, this business has a long-term future to get multiple profits, says the housing business or market building. Residential property is one of the categories of real estate investment where a concrete building can be seen with the naked eye located on sufficient land and with the hope that it will continue to be a need continuously desired by prospective consumers who need houses and people who need facilities. Market. Moving in the property business, of course, different expectations and understandings with wholesale and other food businesses, the property business moves quite slowly but surely along with the growth in population numbers so that it requires residential infrastructure and facilities for other business and business activities in other words like a good business, although slowly but surely.

Viewed from the income point of view, of course, income over time continues to rotate, the income generated from property is very closely related to the location and conditions in a place, so a suitable property is located in a city and in an area that is developing rapidly so that the velocity of money is breakneck due to the location. The area is a regional development area such as suburban areas and also industrial areas. The real estate business is slower earning than other businesses where selling and selling require promotion, and acceleration is relatively slow.

Although it has many advantages, starting a property business also has risks. If they fail to profit, or the location does not work, they could be stuck with the property forever. The amount of risk depends on the risk tolerance, that is why some dare to invest in property, and some choose other investment instruments. Here are the risks of property investment before they choose to invest.

## **II. Research Method**

Understanding hazards and opportunities in property business is an exciting review for both scientific purposes and business applications in the field (Zhu et al., 2018). The authors accept that this question is very suitable to be tested to understand the opportunities and risks assuming one day one needs to maintain a property business, which is a very profitable business opportunity (Jahanshiri et al., 2011). To conclude on this subject, we have directed the development of electronic information displays on several distribution data sets, diaries, books, and websites that effectively examine the hazards and opportunities of putting resources to the ground, both broadly and globally (Herath & Maier, 2003). 2010). We cannot describe information lawfully and adequately if we do not do some inside and outside concentration first, including an information coding framework and careful assessment to get answerable information discoveries.

We completed the information distributed over a long period from 2010 to 2021, considering that the current information is speedy, constantly changing, and evolving (Oktaviyani & Munandar, 2017). Given the phenomenological concentration, we see from extensive information investigation. This study is only based on secondary data from the

evidence of previous studies. Likewise, in the discussion, we design in descriptive qualitative form with this data brought by phenomenology, namely existing data, to get an understanding that can be understood. Before we describe this norm, we first look at other formal studies that have been carried out by previous researchers (Romanenko et al., 2019).

### III. Results and Discussion

#### 3.1 Business Real Estate

In the property business, costs reflect organic market conditions. Property costs are set dependent on the idea of the neighborhood market and patterns influencing property market interest (Sayce et al., 2010). There is one critical distinction between esteeming property and stocks, and that is moderateness. Moderateness is not an issue in stocks since stock buy exchanges are made in real money. Conversely, property exchanges are generally utilized buys that include financing from a bank—high Transaction Fees. Putting resources into the property area organizations need to bring more extraordinary expenses than putting resources into different areas (Cherif and Grant, 2014). These expenses are in charge, including PPH (5% charged to the merchant) and BPHTB (5% charged to the purchaser). The property business consumes most of the day to sell. Purchasing the property they need is impossible in a short time frame; it tends to be very quickly or months. This is additionally clarified in the illiquid idea of the property (absence of liquidity). Indeed, even property specialists from the United States search for 100 properties and pick the best three to get the ideal property (Hofman and Aalbers, 2019).

Restricted Knowledge is another significant issue. Restricted properties cause restricted information. The cost of a house in one spot is not as old as another. This causes financial backers to become onlookers and lead reviews of target areas (Constantinescu, 2011). In the interim, the issue of building shrinkage is additionally an alternate issue. Land and building-based property venture, albeit expanding from one year to another—because of the expansion in land costs because of shortage—however, the structures on it hypothetically have a valuable life. This is not the same as land that has a long life moniker everlasting. Hypothetically, structures can be 20, 30, or 40 years of age, contingent upon building studies' capacity, quality, and guidelines (Thaker and Ariff, 2020).

The danger of being obliterated during a cataclysmic event additionally can possibly lose. Contrasted with different speculations, property venture chances annihilating areas and structures, which seismic tremors can bring about, avalanches, torrents, and so on, In any case, protection can conquer this so down to earth fiasco harm can be killed with the extra expense of paying protection charges (Warsini et al., 2014). Indeed, presently a money manager comprehends the intricate details of property business speculation, including the benefits and dangers, correct? They can examine and settle on the ideal choices in putting resources into property. Remember that the property business is a business that by and large gives benefits, particularly in case they are skillful in running it (Lisotta, 2011). Whether it is a property business or any other business, building a business has the same level of difficulty. It is just that the method used to develop the business is certainly different (Hohnen, 2012). Therefore, they need to use accounting software that can facilitate financial management, especially financial reports. One of the accounting software or financial accounting applications that can be used is the Journal (Bakhshi et al., 2017). The journal provides convenience in managing company finances by using an integrated cloud server system. With information and data from journal sources, all the

business activities will be recorded automatically, such as bookkeeping applications, online tax applications, inventory data collection, and so on (Robb et al., 2016).

### **3.2 How to Succeed in Property Business**

Following the guidance of experts that every business starts, it is preceded by studies and surveys related to the business being run (Van der Aalst, 2013). In this case, the property business is indeed lucrative, so that the competition is very tight. Not a few business people are forced to go out of business because of the rush, so they have to lose in business (Torlak et al., 2011). However, for business people who are professionals who have been around for a long time, of course, they will examine several issues related to how typical business start-ups are by taking advantage of various facilities to find out what problems they have to work on, meaning that they move based on data (Ford & Håkansson, 2013) What needs to be remembered is that building a property business can not only rely on opportunities or funds, but both sides of risk and opportunity are still considerations that need to be taken into account by carrying out studies related to marketing with natural resources and other matters related to how to start a business. Here, we need a series of berry business determinants in producing a product or service that is ready to start in the market. Before the business start-up, we must understand the typical challenge and risk (Tipu & Arain, 2011).

Knowing the market personality that is objective inside and out is the following requirement in starting a property business. The primary capacity of statistical surveys is to find out more about the attributes of buyers who constitute the objective market for the item (Oakland, 2014). By knowing the customer's personality, the organization will know what the market needs to offer the correct type of assistance and goods. Knowing the buyer's personality and the target of the showcase is also helpful to help business people or organizations track the right areas to maintain their business (Groves et al., 2016).

Detailing the competitive strategy of fellow property businesses can also help avoid the risk of loss. The high competition in today's business world makes business people need to know what competitors are doing in their business (Brown et al., 2011). It can be a setting to have the choice to decide the technique or disposition we should take in maintaining the business. Statistical surveys are conducted to examine and dissect what systems competitors use in selling their goods. Thus, business people can make better procedures than their rivals, so the potential and freedom to win the opposition are noticed (Eidenmüller, 2017).

Furthermore, efforts to find out the needs and demands of the property market are also fundamental for beginners. How can entrepreneurs or business organizations ensure that their goods are appropriately recognized and meet customer demands and needs? The finding method is through statistical surveys (De Stefano, 2015). By doing the available exploration following the purpose, business people can find out what customers need in sufficient quantities. This will be an opportunity for the organization to build turnover and profits. Hence, in addition to consistently directing statistical surveys before sending out help or other items. Not only that, but we also have a statistical survey service that business people can use in determining organizational procedures (Church & Waclawski, 2017).

Looking for new freedoms is one more issue in maintaining the right business. Doing the accessible examinations can grow the chances to get a more significant turnover and benefit. As per Priyono et al. (2020), this new chance is not simply restricted to the nearby market yet additionally the chance to make markets to different locales and abroad. However, long market needs and requests from purchasers are gotten relying upon

measurable reviews that exist; associations have new opportunities and openings in better places (Tashanova et al., 2020).

Likewise, essential endeavors to acknowledge potential entryways are vital. Since the business environment and land and property improvement in numerous spaces of the creating scene are encountering rapid development (Bramwell, 2011), this is because of solid monetary turns of events, fragment changes, and proceeded with an extension of take-up. As the most certain country in the arising district, Singapore has the highest volume of direct theory. Indonesia is likewise confronting solid advancements in the Southeast Asia district. The interest of unfamiliar monetary and ecological defenders in Indonesia for property stays strong, as a considerable youth populace and a developing middle class are relied upon to arrive at 140 million by 2020 (Hauer et al., 2020).

When testing the risk anticipation of the property business, it is to have an honest and patient nature in starting a property business with mentality and patience. Because patients must be able to deal with various conditions where business people are people, of course, must aggressively promote to various opportunities (Daily & Ellison, 2012). So honesty is always remembered by people who interact with the business, so besides being honest, a business must also be patient, especially since it is not a cheap item that can be offered to customers quickly. The property business is passive but profit when its management is carried out honestly and patiently (World Bank Group, 2014).

The most important thing in starting a property business is to build a proportional network that must be wide and active because however large it is without a good sales and promotion network (Funk, 2014). Then there was no way he could emerge and appear to be a strong competitor around. The entry of a strong business network is business conditions with other parties related to the property business being developed, and then a good relationship occurs because both parties have one interest for mutual benefit. Moreover, some provide them, so they bee-transacted (Zhang & Wen, 2017). The higher and broader the network built, the easier it will be. It will be connected with others because expanding the network is like fostering agents around and providing access to instructions and information as well as working mechanisms that make marketing faster excellent and willing to look for prospective buyers based on mutual profit sharing, building work links and marketing and sales are essential in the property business, especially in the era of competition with various models of competition (van Fenema & Keers, 2020).

The property business is more accessible to market when selling it if they have excellent and broad relationships, with a reputation and commitment to developing their business when consumers need information, it can easily be obtained because the property developer has strong business relationships and networks (Duffy et al., 2016). Indeed, today's network and connection factors are the most important because both business people, competitors, and customers all do business with data, meaning that properties that can be easily accessed online will make it easy to reach the market (Chaffey & Ellis-Chadwick, 2019). Today's consumers sometimes want to have the rest of their data online; it will be easy because they can reach all information and all marketing information through a strong network and also in an information center that can be accessed anytime and anywhere easily and quickly (Partners) Kahn et al., 2016).

Another strategy that property entrepreneurs can develop is establishing a professional relationship, which means not a brotherly or personal relationship, but a business or professional relationship (Doorley & Garcia, 2015). Every time a producer manages to get a professional relationship and they support each other's business. It is already on a soundtrack because any business carried out must have professional support and relationships with businesses even though they are different (Bridgstock, 2013). No

need to ask for a personal phone number, email with social media accounts, and contracts related to the professionalism he works. It would be nice to avoid being forced to sell, join, and become part of the property community and do things professionally without being pushy.

There is nothing to invite like this, it is not that we do not get tired of eating unbalanced meals, but the relationship is balanced in that we both get benefits with friends and are dependent on each other (Jensen et al., 2016). Generally, professionals in establishing their business relationships are certainly united by the vision and mission of the business and also have the same interest in providing information and convenience to each other and sharing experiences in their success in becoming part of the community, thus developing professional relationships is one of their strengths. In any business, it is a property business where this is a network system interconnected (Wijaya & Hermawan, 2018).

Other strategies that can avoid the risk of this property loss include frequently attending property promo sessions, everything related to property, trying to be there, and establishing relationships and cooperation with other people (McCord et al., 2014). When they are there, talking about being a speaker of some property seminar is very good because all the experiences it gets when doing business will be easily conveyed, and people can find out more (Pilepic et al., 2015). How property businesses are built and when people talk about property, mutual learning and information sharing occur, eventually creating a solid business link relationship and receiving other information about marketing and new projects (Kirjalainen, 2014).

In addition to attending property events on Facebook, they can also attend property seminars held online on social media today to talk about business. So having to talk chest and technology without mastery and willingness to attend events about property and businesses will make forest management get buyers and information related to ways to do marketing and other competitions (Ryan, 2016). They have to admit that the risk is still there, but when the organizer can avoid it, that is one of the many tricks and strategies that property businesses can do if they want them to continue to exist and be sustainable (Jukes et al., 2010). Various risks and obstacles that may arise when a business is running can be identified by conducting market research. For example, the problem of getting the best vendor, the risk of damage to goods was essential. Armed with data obtained from research on the market that anticipatory actions can be prepared.

Property is one of the most productive types of property. The profits are slightly more significant; the market is broad, the value is growing every year, and it has tremendous potential in the future (Fairbairn, 2014). However, the number and size of this property business are directly commensurate with the risks. Indeed, in contrast to other property items, the dangers to be borne by property financiers will generally be more pronounced (Glaeser & Gyourko, 2018). Starting from unlucky dangers, being deceived, the wrong way, and much more. "Despite the tantalizing benefits, the dangers of incorporating resources into property areas must be seriously examined (Song & Pijanowski, 2014). To that end, Imron clarifies that property financiers are aware of how to limit hazards. This is to avoid misfortune and launch the property business. Several ways can be mastered, including the following three stunts: Reading the 'History' before buying a property unit for a venture, first look at the history of the dealer or engineer. Positively safe engineers have a decent history and give satisfaction to their clients. This is an essential reference because the property business is synonymous with cash-laden trucks (Restuccia & Santaaulalia-Llopis, 2017). Buy while still indenting has become standard information that still indented properties are cheaper than finished houses. Buying property

is also a turnaround. Much cheaper than the ones already distributed to people in general. So, it is good if buyers want to buy first from a trusted designer (Deininger et al., 2012). They buy property at the right time is much more productive because it costs less. The more it withdraw the cost, the more it goes up, and the peak is when the construction is complete.

Another way is to focus on areas and ideas. Strategic and potential areas are also significant thoughts for property businesses—for example, properties close to malls, close to work, yards. It can also decide to sell the house through and or rent it out first. Next, remember the idea of structure (Furman & Orszag, 2018). The feasible area must match the idea being conveyed. The property area near the exile area is essential. So ideas that suit the inclinations of outsiders and the upper working class should be completed by designers if it does not face the challenge of losing for reasons that do not match the market's assumptions and desires (Pierce et al., 2015).

#### IV. Conclusion

In this final section, we will draw meaningful conclusions that we have obtained from examining several publications that discuss the content of the property business between advantages and challenges. We have made efforts to obtain data by searching electronically on several data sources, including business and property publications journals, then books and internet tablets which we can take for free to complete. It is not entirely secondary data from items that have been obtained by previous work in the hope that the exposure has been able to answer this issue validly and. As for the essential points that we have described here, this business is a business that never stops; both its price and prospects continue to increase along with the increasing need and the improving economic conditions in the country.

In addition to the prospect of business profits, there are also quite significant risks. However, to avoid this risk, property business managers need many tips, such as expanding the business network of fellow properties because having an extensive network is accessible to the market and has the potential to obtain information and share information. It is related to the business they are doing. Explain in terms of business risks; this is also very vulnerable to natural disasters and other inflation. However, based on the existing data, we have explained that so that this risk can be overcome, the Commission will build a good network and then look for business partners that are mutually beneficial to one another. Another and the more important thing is to build a network with other investors to get capital and marketing strategies and others. Finally, we can conclude that this incident has answered the core question of the property business study between risks and business opportunities development of similar studies in the future.

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