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FACULTY OF ECONOMICS – MASTER STUDIES

DEPARTEMENT: MARKETING AND INFORMATICS

MASTER THESIS:

**“THE USE OF MARKETING TYPES FROM REAL ESTATE
AGENCIES IN THE REGION OF PRISTINE”**

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4.1 CONCLUSION

The analysis carried out in our study, in order to achieve the purpose of the main trailer, leads us to the conclusion that the treatment of the discipline of marketing in real estate, as a relatively new discipline, is extremely complex. We have seen in our study that it is treated as an interdisciplinary enterprise, which complicates the delivery of a definition which contains all the constituent elements; from this we can define that:

1. Real estate is an important part of the net assets of the private sector. Fares of real estate affect the financial cycles and financial stability, an increased cost of real estate allows families to take more loans for consumption, but also for investment.
2. Real estate has a high cost, compared with the average income of a family. The real estate market is a decentralized market and creates an asymmetry of information, where information on prices and the real estate market in our country is very difficult to ensure.
3. The real estate market demand is a function of changes in prices of real estate, the household income, the real rate loan, deposit interest rates, demographic developments and other factors related to the location of real estate.
4. Offer of the real estate depends on the profitability of construction sector, position or location, the firm that sells, accompanying infrastructure can be described as a routine cost of real estate function, salaries of employees and real construction costs. The cost of real estate can be expressed as a function of the household income, the real rate loan, deposit interest rates, demographic developments, real construction costs, and the inflation rate.
5. In 2013 there was a decline on the construction sector. This came as a reaction of the construction sector to the world financial crisis - cash in Kosovo and a marked decline in the number of permits construction.
6. Construction enterprises and real estate agencies are using many different types of forms of promotion, ranging from classic to those with the time through social networks, web sites and intermediaries.
7. Various forms have the main role in the promotion of real estate, depending on what type of real estate in question. These types of widespread promotion that apply are: Advertising (electronic media, logo and symbols, audiovisual materials, billboards, videos, brochures, manuals, posters, personal sales, print ads); Promotion of sales (discounts, low-interest financing, trading licenses, exhibitions, premiums, gifts, samples, demonstrations); Events & experiences (road activities, art); Public relations & advertising (print media, speeches, relationship with communities, lobbying, annual reports, publications, company magazines, charitable donations); Direct and interactive promotion (brochures, catalog, electronic mail,

electronic marketing, television marketing, web pages, posts); Promotion word of mouth (man-man, chat rooms); Personal sales (sales presentations, sales meetings, incentive programs); Marketing agent.

8. The majority of the people that want to purchase real estate are allocated for purchase of apartments, houses and residential areas. While very few of them are interested in the purchase of real estate investments in agriculture or other forms. And the majority of them make their purchases through bank loans.