

Holoven O.O.,
Postgraduate Student,
State Research Institute of Informatization and Economic Modelling,
Ministry of Economic Development and Trade of Ukraine

FEATURES OF FINANCIAL RESOURCES MANAGEMENT IN THE HOUSING REAL ESTATE MARKET OF UKRAINE IN 2010-2015 YEARS

The article is devoted to the factors influencing on financial resources management in the housing real estate market, dynamics of housing fund of Ukraine and analysis of purchasing power of population are represented. Also it is shown the correlation of cost-of-living index with purchasing possibility of population of Ukraine in 2010-2015 years.

Today the housing real estate is examined not only as a specific commodity, i.e. as housing, but also as a financial asset. It is conditioned that the real estate is created by insetting of capital and human labour, and its development takes place with high charges, as a result there is a necessity of bringing in of loans etc. In the leading housings markets of the world the real estate as the object of investments offers not only attractive profits for the proper level of risk,

but also gives possibility for achievement of super profit due to the use of their special properties.

By financial resources management on the market of the housing real estate certain factors influence strongly: place of housing location, type of construction and year of construction, planning of apartment and apartment size, domestic comforts. It is marked that purchasing power of population of Ukraine in accordance with a cost-of-living-index and index of increase in earnings during 2010-2015 years is reduced and accordingly began to be carried out less of operations from the purchase-sale of the housing real estate.

Factors are found out, which will have a substantial influence on financial resources management in the housing real estate market of Ukraine.