



## Idealised Job Profile: Property Market Researcher

**Synonymous designations:** Real Estate Market Analyst, Property Market Analyst

**Definition of core functions:** Real estate market research or Property market research is defined as the systematic, results-oriented collection of data and analysis of the market for land and buildings (all types of property), its general framework and influencing factors. This includes inter alia The collection, weighting and appraisal of property market information (letting and investment market) relating directly or indirectly to the property, using scientific methods.

**Objectives:** The promotion of market transparency: objective market appraisal / basis for corporate decision-making

GENERAL AREAS OF RESPONSIBILITY	PRIO	GL	UA
Monitoring regional, national and/or international markets	1	x	
Compilation of market reports (internal - external) and surveys	1		x
Collection of primary and secondary data on real estate markets / properties / locations	1	x	
Compilation of market and location analyses, analysis of rental values and sale prices	1	x	
Preparation of utilisation concepts and feasibility studies	1	x	
Analysis of economic and real-estate time series, forecasts and market models	2		x
Exchange of opinions with market participants	3	x	
Assisting the portfolio manager in the formulation of the strategy for investment / disinvestment: Observation and identification of countries / locations / segments for investment; market-based support for the portfolio manager in the allocation of locations / segments at portfolio level	4		x
Compilation of project calculations	5		x
Investment – disinvestment procedure: obtaining real estate market indices for instances of purchase and sale, market and district appraisals, forecasts	3	x	
Compilation of analyses and presentations for internal and external addressees	3		x
Giving and accepting instructions for external research and consultancy contracts	5		x
PROFESSIONAL SKILLS		GL	UA
Good geographical knowledge and perceptivity	1	x	
Extensive familiarity with real estate perspectives	1	x	
Basic knowledge of macroeconomic aspects / fundamentals of capital market theory	2	x	
Good knowledge of statistics and methods of empirical analysis	2	x	
Good capabilities for oral and written presentations	3		x
Good knowledge of spoken and written English	1	x	
Perception of market trends (incl. social, technological etc.) and application to the real estate sector	1	x	
QUALIFICATIONS		GL	UA
University degree or equivalent in a subject such as geography, town and country planning/architecture, economics, business administration or equivalent	1	x	
Ideally an additional qualification/postgraduate studies in real estate	2	x	
PERSONAL QUALITIES		GL	UA
Initiative and ability to work on own responsibility	1	x	
Capacity for strategic / analytical thought	1	x	
Highly numerate, ability to work in a structured way	1	x	
Outgoing, good communication and verbal skills	2	x	
Team and mediation abilities	3	x	
Very willing to undergo continuing education	1	x	
Resilience under pressure	3	x	
Willing to travel	4		x