

Employee Engagement Issues, Challenges and their Solution in Real Estate Industry

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Abstract

The satisfaction rate of the real estate job is outstanding. Yes, 77 percent of agents in the Jaipur real estate sector are satisfied with their work, 93 percent of brokers claim to be satisfied with how their company is run, and the overall satisfaction rate for the Jaipur real estate industry exceeds 50 percent.

The old real estate agents and brokers mention working conditions, inadequate corporate preparation, lack of health and protection and salaries among the most common concerns.

Both these issues contribute to ineffective management and human resources activities. While several real estate firms are self-employed, major brokering companies often employ hundreds of immobilizers. And real estate is quite a different business, as agents also have flexible time and their pay depends mostly on the commission fee they earn from their sales.

Real estate firms often suffer an HR program breakdown, causing them to lose resources and important assets because of too many different factors. This paper therefore seeks to examine all the element and factor that is considered to be the greatest obstacle and danger to real estate organization.

Keywords: Real Estate, Employee Engagement, Training, Retention, Technology Innovation

INTRODUCTION

The main crossroads between HR and real estate organization are recognizing the importance of human experience. JLL research shows that the experience of workers in the workplace strongly impacts the way we communicate with each other and with the bigger organization. It is intuitive: when people have positive job experiences, we become more concerned with their relationships and experiences. In addition, we want the feeling of commitment at work, with 87 percent of respondents saying that they want to contribute more to their working lives.

Organizations that can provide these unforgettable opportunities allow substantial payments not only in individual divisions but across the company. There are four ways to help companies accomplish multiple goals by delivering the right events in the right place.

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REVIEW OF LITERATURE

The principles of "loyalty" and "commitment" became relevant. Vance (2006) argues that engaged workers are the ones who commit, perform better and improve the organization's competitive advantage. With an attempt to attract high potential workers, businesses focus on workplace attitudes such as work satisfaction and customer engagement. The boom in the information economy has made employee engagement and loyalty important issues.

The role of management communication and leadership in managing the company is well established (Frank & Taylor, 2004; Leonard & Dwight, 2004; Human Resource Management Society, 2000; Buckingham & Coffman, 1999). Employees choose to remain with the company where they have a good relationship with their immediate boss and openness. Similarly, the position of the immediate manager for building commitment is important.

According to Gallup (1999), a dedicated employee is 100% psychologically dedicated to his or her job. They like challenging work, roles that allow them to make full use of their abilities and still find ways of doing things in a different way. Employed workers are committed, efficient and enjoy their jobs. Engagement is also important to an enterprise because it enhances profitability.

Employee involvement is usually seen as an emotional and intellectual contribution to the organization, or as a voluntary initiative on the part of its workers (Baumruk 2004, Richman 2006 and Shaw 2005). Truss and al. (2006) describes the engagement of workers literally as a 'passion for work,' a psychological condition that refers to Kahn (1990) and represents the common theme in both of these meanings.

The importance of the contact from management and senior management in the organization's ability to remain with has been recognized (Frank & Taylor, 2004; Leonard & Dwight, 2004; Human Resource Management Society, 2000; Buckingham & Coffman, 1999). Employees tend to remain with companies where their immediate boss has cordial, transparent contact and openness. Taylor (2004) recommended ten management skills to engage workers, recognize others such as trust between the employee and the boss, improve self-esteem, interpersonal consistency, good environment, versatility, etc.

HUMAN RESOURCES PROBLEMS IN REAL ESTATE BUSINESS

Acquiring and Retaining Efficient Manpower

It is no secret that the real estate industry has a fairly high turnover of workers. Recent statistics indicate that the total turnover of immobilizers is 28%, and this is for a number of reasons:

- The companies prefer to employ young professionals to provide brief guidance on the key characteristics of their jobs as Real Estate agents and to provide them with a minimum salary.
- Agencies continue to fall behind quickly due to lack of preparation and experience in property management and sales, resulting in poor results and leaving the job.

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- Some real estate brokerage firms do not provide mentoring services and their new hires do things by themselves. This leads to a failure to inspire young talents to look for better work.

Attracting and maintaining top talent in the real estate industry is a growing HR issue. Organizations risk losing increased expertise and even qualified staff because of the lack of support systems for employees.

Workplace Complexity

Officers and brokers are among the most prominent workplace issues: lack of support, inhospitable working atmosphere and even abuse. The study by Select Leaders shows that, last year, 9% of real estate companies reported that, because of sexual misconduct complaints involving other firms or their rivals, they changed their company policies. Nonetheless, 91% of businesses indicated that they did not make any changes to corporate policies about abuse of any type.

While workplace harassment is a legal problem, it is still prevalent in the real estate industry. Faced with cases of abuse in a workplace, the real estate firm reveals a lack of sound practice and organizational strategy, which are often a question of conformity.

Many immobilizers often mention a very competitive environment as one of the factors that kill them. When you work in the immobilization market, you need a thick skin to manage the workload. All workers will, however, have fair opportunities to know and show themselves, which leads to our next level.

Dearth of Corporate Training

Most real estate agents and brokers are often unable to develop their qualifications and leave their jobs. When a organization has no corporate educational facility, employee training is an HR activity. The lack of adequate and affordable education services often pushes great talents away.

The lack of organizational preparation is a big human resources failure. Research through multiple industries suggests that workers have a significant factor in corporate research when considering working for a certain company:

- 74 per cent of workers say that due to lack of corporate preparation their ability is not fully realized.
- 56% of managers view business growth as an opportunity, but do little to take action.
- 62 percent of executives claim that their organizational education does not suit their workers' needs.

Failure to train companies also explains the high turnover in the immobilizer industry. 7 of ten people report that their desire to continue with the company affects access to training and organizational growth.

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Invention and Innovation Ignorance

Technology is continually changing and all businesses need to adapt quickly. Nevertheless, real estate is no exception, many real estate brokers and dealers continue to use obsolete approaches without introducing modern techniques that can help minimize workload. Innovations currently available in the real estate industry are:

- Technology operated by AI. With the aid of computer software and even mobile devices payroll can be managed automatically. And specially developed apps can help you track how long an employee spends on a job, which can be useful in the business of real estate, because many officers work flexible hours.
- Chabot's is a tool that property companies should really take advantage of. Often Chabot's will provide the customers with all the needed details when customer service cannot be reached quickly. In addition, Chabot's and analytics tools make it easy to monitor customer service tickets.
- Social media channels will carry the real estate business to the next level. However, many independent immobilizers and brokerage companies prefer to stick to old ways of spreading the message, especially word-of-mouth marketing.

Implementing technologies often means tracking employee performance more efficiently, helping HR handle its staff and increasing employee satisfaction. These developments help monitor all issues and send you daily alerts to ensure you don't miss anything.

Problems of Health and Safety

Most immobilizers do not find the health of their agents and other workers a big concern because most of them work flexible hours. That is not a problem in construction companies which are also part of the immobilizing industry, owing to the workers' high exposure to severe health and safety hazards.

But, like any other employee, a property broker needs good insurance. Insurance is not a point to consider for some brokerage companies that, as we have said, employ mostly young inexperienced staff. However, the availability of health care to workers is a standard that every company will follow.

Immobilizers are often subject to high tension. HR professionals at the property company discovered that 7 out of 10 property agents frequently have a professional burnout, saying they often need help from a therapist.

Health and safety challenges therefore include a much wider range of issues that HR needs to solve to ensure employee satisfaction and lower employee turnover

SOLUTION OF HUMAN RESOURCES ISSUES

Choosing the correct approach to the workers and ensuring the appropriate execution of HR-oriented

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plans is a must for real estate companies. All of the above problems impact how the real estate industry works negatively, but thankfully they can be solved.

Let us take a look at the potential solutions to the above-mentioned HR problems in the Real Estate industry without further ado.

Corporate Policy Amendment and improvisation

Incorporating organizational reform will help you overcome some of the following problems:

Work environment fixation

So far as the work environment is concerned, the organizational strategy will include a set of provisions to promote a healthy workplace relationship. For example, daily meeting of staff, team meetings and events, new and existing mentoring programs can improve the environment in a workplace and alleviate tension from high competition. Real estate is a highly competitive business, but stress can be minimized by cultivating healthy relationships between employees.

Harassment and embracement

Each employee's contract should contain the provision relating to any form of abuse. Nevertheless, even though the workers are aware that they are covered by law and by the organization, they can still refuse to speak. The role of HR managers here is to emphasize the need to be transparent about this experience in order to make sure everyone is safe at work.

Questions of health and safety

Health care is a must in the United States. Nevertheless, if you own a small business or startup and are unable to cover your workers' medical benefits, you have to provide affordable benefits incentives that will make them feel safe. Uninsured workers are at risk of being disciplined, so you will therefore face issues as your boss.

Your employees are your income tool and the basis for the prestige of your company. While the real estate sector is extremely competitive, it is because of this fact that high employee turnover cannot be justified. Your job is to meet the employees' key needs, including healthy workplaces, safe wellbeing and the chance to chat and debate issues freely.

Time management mechanism

Time sheets are used to track the working time of the employees. This feature is particularly useful for the real estate industry, as many real estate agents work flexible hours and can keep track of their payroll.

When any of the workers works shifts, you can also alert them using a shift scheduling solution.

Cost reduction is often made possible by technology. One standard way to monitor the expenditures of the organization is to make the workers fill out various reporting forms. Expense management

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software provides you with digital knowledge.

All of these features can also be accessed through an app or software which gives you and your staff 24-hour access to them.

Changing the technology partnership

Out-dated approaches to human resources will be ignored. There are several useful devices, which can help you handle with little effort even a 100 employees of real estate brokers. There are various approaches for the automation of companies that help you track issues related to human resources.

Effective and unbiased leave management mechanism

Leave management, which provides a means of managing when workers take the time off without having to fill out multiple forms. This is really useful to keep all this information in a digital file and save you the time to archive and store this.

Industry oriented training and development program

It's true that immobilizers are still on the move. They may be too distracted to find extra time for schooling. Nonetheless, you can deliver some technology-based solutions.

With the advancement of online education, several platforms emerged in which popular universities and private individuals offer different courses.

Every course that the workers take provides a flexible schedule so they won't be bound to a certain amount of time, enabling them to learn in a relaxed way. And, to do so, you must ensure that the organization covers corporate training and growth. Understanding that the organization cares will inspire the employees to improve.

Conclusion

Real estate is a very unique sector. It can be difficult to handle immobilizers, given the characteristics of their function. Nonetheless, you can address HR challenges with the best approach to organizational policy, technology implementation and business growth and help your workers achieve their potential and meet their needs.

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