



ACADEMIC YEAR 2009 – 2010

TITLE OF DIPLOMA THESIS:

The image of real estate agency in Thessaloniki at 2010

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ABSTRACT

The purpose of this thesis is to investigate the image of real estate agency in Thessaloniki at 2010 and it is composed by two parts, the theoretical and the research.

In the first part of this thesis, that constitutes the theoretical part, are analyzed the basic terms that are used at real estate agency, are analyzed the factors that have an influence on supply and demand and on the value of the urban landed property, in terms of country, in terms of city, in terms of city's region and finally in terms of the landed property. Moreover, there is a description of the real estate agency's progress during the last years and some predictions, recorded in bibliography and press, are collocated.

In the second part of this thesis, that it constitutes the research, there is made an attempt in order to investigate further the image of real estate agency in Thessaloniki at 2010. Diagrams are being presented, based on survey's data regarding apartments, offices and shops that are supplied for rent or for sale, in three different city's sections, according to their characteristics (e.g. antiquity, area, floor, parking, number of rooms). Moreover, the price's variance of the landed property described above is consulted for these three different city's sections as regards some quality's factors (e.g. antiquity, floor).

KEYWORDS

Real estate agency, Thessaloniki, Landed property