

房地产行业现状研究——以北京市为例

摘 要

在我国经济高速发展的同时，也提高了人们的生活水平和购房需求，这也使房地产行业得到了迅猛发展。改革开放以来，我国的住房制度也在不断的完善，房价也水涨船高，越来越多的投资者被房地产业带来的巨大利益所吸引，投身房地产业，这也使得房地产领域投资过剩，导致房地产市场经济泡沫。也正是因为房价的持续走高，让人民只能持币观望，不敢轻易购买。随着房地产企业增多，房地产业增多，导致商品房供大于求，从而加重了房地产市场的不稳定性。

全文主要从房地产企业、市场的作用以及政府宏观调控采取的措施、成效和原因等方面进行分析研究，从 2014-2019 年的各年度房地产的分析报告来总结我国房地产发展情况，并针对房地产发展中出现的问题提出相应的建议，以此促进房地产市场的健康发展。本文从四个部分来研究，按照阐述现状—对比分析—提出问题—对策建议的顺序对我国房地产市场进行分析，并对其提出未来和展望。

本文总共分为三大部分，第一部分主要是介绍和分析中国近几年的房地产市场的发展情况、存在的问题和导致问题产生的原因；第二部分通过介绍发达国家的房地产发展历程来借鉴一些适合我国房地产市场发展的措施；第三部分是将北京房地产市场作为案例融入每一章节进行深度分析并提出相关对策。

关键词：中国房地产市场；北京房地产市场；发展现状；宏观调控；措施；

ABSTRACT

At the same time, the rapid economic development of our country, but also improve people's living standards and housing demand, which also makes the real estate industry has been rapid development. Since the reform and opening up, China's housing system is also constantly improving, housing prices are also rising, more and more investors are attracted by the huge benefits brought by the real estate industry, into the real estate industry, which also makes the real estate investment surplus, resulting in the real estate market economic bubble. It is also because of the continued rise in housing prices, so that people can only hold money to wait and see, dare not buy easily. With the increase of real estate enterprises and the increase of real estate industry, the supply of commercial housing exceeds the demand, thus aggravating the real estate market instability.

This paper mainly from the real estate enterprises, the role of the market and the government macro-control measures, results and reasons and other aspects of analysis and research, from the 2014-2019 annual real estate analysis report to summarize the development of real estate in China, and put forward corresponding suggestions for real estate development problems, so as to promote the healthy development of the real estate market. In this paper, we analyze the real estate market in China according to the order of expounding the present situation-contrast analysis-proving the problems-countermeasures and suggestions, and put forward the future and prospect.

This paper is divided into three parts, the first part is mainly to introduce and analyze the development of China's real estate market in recent years, the existing problems and the causes of the problems; the second part through the introduction of the development of real estate in developed countries to learn from some measures suitable for the development of China's real estate market; the third part is to Beijing real estate market as a case into each chapter for in-depth analysis and put forward relevant countermeasures.

Keywords:China real estate market;Beijing real estate market;development status; macro-control; measures;

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