



Real Estate Market Research and Analysis

By C. Nygaard, Chris Leishman

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Real estate market research and analysis often draws on theory and techniques borrowed from other disciplines; in particular economics, finance and geography. Few textbooks recognise this, which makes Real Estate Market Research and Analysis a unique and innovative read. This accessible text provides a general overview of research philosophy and research practise in the real estate economics discipline. A range of applied quantitative empirical methods, commonly used in both academic and applied real estate market research and analysis, are examined as well as selected research-based studies which demonstrate how these methods are applied. Recent trends and developments in the evolving real estate economics research agenda are also explored.

This book is aimed at both undergraduate students and practitioners in the commercial property and real estate sector. It is essential reading for modules on general practice surveying. It sets out the means and methods by which a commercial property rent model should be constructed and estimated, and provides a helpful guide to good property market research practise. Key features include; a Foreword by Dr Craig Watkins at the University of Aberdeen, and a Glossary of property and economic research terms.

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Review

'The real strength of the book is that it draws together, in a single source, problems from basic property economics and an introduction to the statistical and econometric methods that can help analyze these. Importantly, the book improves on existing texts on Statistics for Business or Social Science research methods by developing applied property market examples and by locating these examples in the context of key developments in the maturing property research literature. For these reasons the text will justifiably become essential reading for those studying property economics, statistics for property and applied market analysis.' - Dr Craig Watkins, Department of Land Economy, University of Aberdeen, UK

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From the Back Cover

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