

Analysis on the Status Quo and Countermeasures of Talent Apartment in Chengdu*

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Abstract—Through the description of the status quo of talent apartments in Chengdu, this paper aims to compare the implementation measures of talent apartments in China and abroad, analyze the problems existing in talent apartments in Chengdu, study and discuss the operation methods and related policies of talent apartments and put forward reasonable suggestions. Literature review is used for research in this paper. It is founded through this study, due to the late start of the talent apartment system in Chengdu, the relevant policy system is still not perfect. There are still two contradictions between cognition and supply and demand in the process of implementation. It is concluded that the development of talent apartments in Chengdu should have the following three points: first, preparing the current transfer plan for existing talent apartments; second, solving the problem of talent housing needs to be carried out in many aspects at the same time; third, using different security policies for different talents. Practically solve the problems in the management of talent apartments, provide different policy support, and transform the construction of “talent apartments” into “talent communities”, which will help Chengdu talent apartments to develop better, faster and more perfect.

Keywords—*talent apartment; talent introduction; housing security*

I. INTRODUCTION

How to solve the housing problem in big cities is one of the decisive factors for talents to stay, and the living environment is a very important condition for attracting and retaining talents. Due to the development of society and economy, the consumption level of residents has also been continuously improved, and the demand for housing has gradually increased. The real estate industry has become more and more important to people's lives. In recent years, the real estate industry has developed rapidly and has become one of the important industries in China's economic development [1].

With the adjustment of the consumption structure of residents, China has entered the stage of urbanization [2], and the demand for housing by residents has exploded and the requirements are getting higher and higher. To further

expand the market demand, strengthen the long-term stable development of the national economy, and promote the stable and long-term progress of the real estate market, the government has taken many measures, but the real estate market still faces many problems, and the rapid growth of housing prices has become a major problem.

In order to curb the growth of housing prices, China has introduced a series of policies to regulate. For example, restricting the purchase of second-home loan requests to restrict second-hand housing transactions, second-hand housing transactions charge 20% of personal income tax; in 2014, the central government proposed that residents need to establish a consent registration system, and by 2018 form a real estate consent registration management system. In the same year, it was proposed that the scope of housing security for residents should be expanded to provide favorable conditions for low-income families to improve their living environment [3].

At the same time, the rising housing prices and rents in Chengdu have made the problem of talent housing more and more prominent [4]. Affected by multiple factors such as the government's policy of restricting purchases and rising house prices, the talent pool is generally in a situation where it is unable to purchase houses and is ineligible to purchase houses. In order to build the grand goal of the national central city, improve the treatment of talents and its service level, the government began to vigorously develop talent apartments.

II. RESEARCH PURPOSES AND SIGNIFICANCE

A. Purpose of the Study

A reasonable and effective policy is an important driving force for urban development. Only by conducting in-depth research and exploring a sound development policy can people take a step ahead in the development path and provide a solid backing for the development of the city. From the current domestic point of view, the government departments of the construction, operation and management of talent apartments have not introduced or formulated detailed regulations and policies, which has led to problems in many aspects such as the construction and management of talent apartments. In addition, the construction of talent apartments has received a lot of attention from the society,

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not only because talent apartments are people's livelihood issues, but also because talent apartments are an important measure to retain talents and play an important role in the development of cities. Therefore, it is very necessary to create a set of operating modes to effectively implement the talent apartment system [5]. Not only can talent apartments achieve the goal of construction and development, but also provide direction for the development of talent apartments in the future.

B. Significance of the Study

The development of domestic talent apartments is relatively late. There are few studies in China on the topic of talent apartments. Because the talent apartment is different from the commercial housing, public rental housing and affordable housing in the market, its operation and management mode are different. Therefore, it is necessary to study the management and operation of the talent apartment. At present, the construction of talent apartments in Chengdu is accelerating, but its operation and management model is relatively vague, and there is no professional model standard.

Today, there are many college graduates every year. Because housing prices are not proportional to income, the distribution of talent apartments for graduates plays a very important role in their placement. Therefore, it has become a realistic choice to take certain subsidies for specific talents to reduce the cost of living. However, in today's housing pressure gradually increasing, how to achieve the talent housing project, further exploration is needed.

III. STATUS AND PROBLEMS OF TALENT APARTMENTS

A. Status of Talent Apartments

1) *Domestic practices*: Talent apartments generally refer to transitional houses that are specially used for short-term leases for talents. They are mainly for top domestic talents, national and local leaders, and highly qualified professionals with advanced skills. The practices in different parts of the country are basically the same. Here, the two provinces of Zhejiang and Jiangsu are the same as Chengdu.

a) *Jiangsu*: There are about 30 cities and counties in the province that have formulated regulations on the construction and management of talented apartments. There are no uniform rules for accommodation. Generally, renting is used, and some places are supplemented with low prices. It is to explore the circulation and withdrawal mechanism of talent apartment. Suqian and Taizhou conducted trials to distribute the purchase coupons to talents in order to attract talents. As long as certain conditions are met, they can apply for housing purchase coupons; Wuxi directly uses the method of giving accounts to attract talents; Nanjing High-end talents are allowed to stay in apartments.

b) *Zhejiang*: The policy is issued to guide and support the construction of the talent room, and the construction of the talent housing is linked to the assessment of the work target responsibility system of the party and government leaders in the city and county. The classification is

implemented step by step, taking a combination of rent and sale, money and physical subsidies, and multiple channels and multiple ways to solve the housing problems of various types of talents. There are many places in Zhejiang that use the combination of rent and sale. Many places have begun to use the purchase of house vouchers and rental vouchers to solve the problem of people living in difficulties.

In 2017, the Sichuan provincial government announced that the construction area of talent apartments is 60-120 square meters, and plans to launch millions of talent apartments. According to statistics, there are currently 5,000 sets of talented apartments in Tianfu New District. On September 14, 2017, two residential plots in Qinglongchang and Sansheng Township were successfully auctioned, and the new talent apartment in Chengdu was officially launched. As of September 2018, the Chengdu Land Market had a total of 33 talent apartment projects, of which 8 were allocated and handed over. Among them, there are both state-owned enterprises such as "human settlements" and private enterprises such as "Jinke real estate corporation limited".

According to statistics, as of September 2018, Chengdu had a total of 41 completed lands for talent housing. There are 33 projects belonging to the talent apartment project with a development capacity of 2.6 million square meters. Among them, 12 are in the main city area, and the number and volume of Jinjiang District are in a leading position; there are five in the suburbs, which are distributed outside Longquanyi; there are 6 in the outer suburbs, distributed in Qingbaijiang, Datun, Xinjin and Chongzhou; The other 10 are concentrated in the Airport New City in the Gaoxin East District.

2) *Foreign practices*: In the aspect of attracting high-end talents abroad, the housing problem is placed on attracting talents as a whole, and overall considerations are made. For example, the way the United States attracts talent is immigration, visas, and international students [6]. The United States has a special H-1B visa program for foreigners with special professional skills. Use high pay plus extra rewards to attract and retain talent. In Japan, the government, schools and companies have joined forces to attract foreign talents and encourage outstanding international students to stay in the local employment. Germany is a green light for foreign high-tech talent immigrants, and cooperates with the foundation to provide high-quality bonuses for outstanding talents. Similar to public rental housing in China, there is similar low-rent housing in foreign countries. The United States has a clear division of high, low, and low incomes, which is published once a year: only paying 25 percent of rent. The UK is funded by the government to build public housing for low-income people. Eighty percent of the individual properties in Singapore are government-funded HDB flats. Almost 20% of the people with the lowest income have HDB flats. The Canadian government requires developers to allocate 10 to 15 percent of the project land for affordable housing. The German government plans to use the land, which is then developed by the developer and leased to those in need at a lower price.

B. The Problem of Talent Apartments

Talent apartments mainly have two major contradictions: cognition and supply and demand.

First, the society has mixed views on talent apartments. On the one hand, the talent apartment policy is to respect knowledge and respect the performance of talents, which greatly promotes the introduction of talents, is conducive to the cultivation of talents and the incubation of talents, and contributes to the innovative development of Chengdu. On the other hand, some people believe that these measures use taxation. People's money subsidies are less than some people, which violates the principle of fairness. Support for a small number of people will also lead to an increase in the gap between the rich and the poor. High-tech personnel have higher incomes, and it is unfair to give housing policy rewards.

Secondly, the contradiction between supply and demand is relatively large. According to statistics, as of May 2018, the number of applicants was nearly 3,000. Except for 524 sets of transitional talent apartments and 164 Shuangliu Districts in Tianfu New District, no other personnel were implemented. There is also an unimplemented place in the construction of land for talented apartments, and the construction progress is lagging. Chengdu has many registered households in other provinces and cities. These people's urgent demand for housing has led to a very large demand for talent apartments.

In addition, the location of talented apartments is also very difficult, and the surrounding supporting facilities are in urgent need of improvement. Due to the scarcity of land resources and the rising development costs, the construction cost of talented apartments has also been greatly improved. Due to the lack of land resources, talent apartments often have problems such as remote location selection and inconvenient transportation, which limits their development.

IV. SUGGESTIONS AND PROSPECTS FOR THE TALENT APARTMENT MECHANISM

A. Policy Recommendations for Improving the Operation Mechanism of Talent Apartments

1) Making an advance flow transfer plan for existing talent apartments

a) Short-term stocks are revitalized: Today's talent apartments are generally leased for two to six years. The two-year lease period is far from enough for transition, and there is a problem of insufficient accumulation according to the longest six-year calculation. Therefore, if talent cannot be removed after it expires, how can it be solved? Countermeasure 1: The market price is combined with the government's certain subsidies. Eligible people pay the rent according to the market price, and then the government gives the individual a certain subsidy, instead of going directly to the operating company of the apartment. Countermeasure 2: Further improvement of the conditions for renewal of rent. People who can't afford to buy a house can consider renting it after six years. Therefore, it is

necessary to set some access conditions: for example, the shortage of talents entering key development projects, stable work in the district, family income not exceeding 5 times on average (restricting high-income people), good reputation, renting for six years, etc. You can continue to renew your lease according to the actual situation.

b) Research on the transfer mechanism: Talent apartments are a kind of transitional arrangement in a special period. The subsidy method is used to reduce the living cost of talents, which is not in line with the development requirements of the market economy. Therefore, in the future, the talent apartment will eventually complete its historical mission and enter the circulation. The way of circulation, one can be transferred to the government low-rent housing. For some poor conditions and long age, you can consider switching to a government low-rent housing for some low-income people. The second is to sell to tenants. For those who have rented for 6 years, they can purchase according to certain conditions. The originally paid rent can be given a certain subsidy to buyers. For those who have been renting for a longer period of time, such as renting for ten years, they can give more favorable prices. The third is to directly introduce to the market. If the talented apartment after the completion of the mission has been difficult to operate on a large scale, it can be considered directly to the market and sold to other people or tenants.

2) Solving the problem of talent housing needs to be carried out in many aspects at the same time: Talent introduction is not a simple introduction, involving not only housing problems but also their families and children. The talent housing project is only one aspect of it, but it is not the primary issue. There are still many issues that are very important, such as the income and treatment of talents, the integration of families and cities, the friendliness of the talent environment, the academic atmosphere, and the arrangements for children to go to school.

3) Housing security policies also need to be differentiated for different talents

a) Peak talent: reduce personal income tax: A system of personal income tax refund can be established to provide tax rebates for the successful research of scientific research personnel, so that they can be used to solve the housing problem. You can also use the employer. For those units that are actively responsible, you can give some preferential policies. The next step is to establish a talent assessment system. For those who are not able to cash the contract, they can cancel their related preferential policies. For some non-entrepreneurial peak talents, employers and government departments can provide them with a certain number of years of housing use rights.

b) Higher talents and other key talents: You can follow the way of issuing coupons in other regions. The contract is used for assessment and is completed within the framework of the existing housing system. The purchase of house vouchers can be issued in an annual manner, and the

purchase vouchers cannot be transferred and used without loss of loss. You can set a denomination of 100,000 yuan, 200,000 yuan, etc. When you accumulate a certain degree, you can buy real estate, or use it to repay the bank's housing loan. The effective time can be set according to the needs, such as six years, which avoids the government's intervention in the developer's market activities and gives the talent a certain pressure.

c) General introduction talents: You can apply according to the entry threshold of the talent apartment, or issue a certain amount of current subsidies or renting vouchers, so that the talents can choose the residence area and houses voluntarily, and you can choose the existing talent apartment or other rental housing. The government can allow private housing to use rental vouchers on the policy, and can go to the government finance department to pay taxes.

d) Entrepreneurial transition talents: subletting low-rent housing: Affected by factors such as industrial adjustment and personal ability, it is difficult to enjoy the treatment of talented apartments, and can arrange to rent low-rent housing.

B. Prospects for Talent Apartments

With the gradual completion of talent apartments and the maturity of management operations, it is time to carry out phased reflection and summarization. Along with the rapid development of Chengdu's economy, more talented apartments will be completed. Chengdu's talented apartments should pursue quality while pursuing quantity. At the same time, they will combine the innovative development of Chengdu and promote the opportunities of young talents to create talent apartments. Become a "talent community" and build a large platform for talent gathering, communication and training.

First, talent apartments are a policy that has a beneficial effect on talent work. Although some people in the society have raised the voice of opposition and believe that it violates the principle of fairness, from the perspective of social development and the promotion of industrial economy, its role in the introduction of talents is unquestionable. Therefore, talent apartments are policies that need to be implemented. However, it is necessary to strengthen the openness and transparency of the occupancy policy, relax the criteria for identifying talents, and incorporate some potential young people with certain professional knowledge and skills but low academic qualifications into the scope of the talent apartment policy, and promote people to do their best. Talents who have just joined the work in the public service areas such as government, education, health care, etc. often have low incomes and should receive special attention.

Secondly, the upgrade of talent apartments into a "talent community" is the inevitable development. At present, the talent apartment is just a concept of residence, lack of communication with the surrounding area, lack of cultural atmosphere, and has not become a gathering place for talents with a sense of belonging. It is even possible to form an

island, which is not conducive to information exchange and innovation and entrepreneurship. Now, an internal model is needed to promote innovation and development, that is, the entrepreneurial environment and culture, to attract talents and continually incubate and promote talents, and help them create development industries here, just like the US "Silicon Valley". Because of the attraction of entrepreneurial culture and spirit, young talents are openly scattered and lived in various places in society through the rich humanities and scientific research resources and platforms around them. The places where you work and live are even mixed together, and a few like-minded young people can start their business very easily here. This open-ended, close-knit area with accumulated entrepreneurial culture will greatly enhance the regional appeal, and the regional value will be greatly highlighted by the talented apartments.

V. CONCLUSION

Based on the description of the current situation of talent apartment in chengdu, this paper selects two examples from domestic and foreign aspects for comparative study, and concludes that the following points should be achieved in the development of talent apartment in chengdu: first, make a flow plan for talent apartment; Secondly, different talent apartment policies should be implemented according to different levels of talents. Finally, "talent apartment" will be upgraded to "talent community" to enhance the city's talent attraction and cohesion. Enhance the development and cultivation of young people and increase the core competitiveness of the city.

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