



# Research on the Development of Modern Property Management

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**Abstract.** China's property management industry is currently at a pivotal stage of transitioning from traditional services to modernization and intelligent operations. In conjunction with the industry trends and policy directions anticipated for 2025, this paper conducts a systematic analysis of the challenges and opportunities confronting the industry today. It further proposes an upgrade pathway centered on technology empowerment, model innovation, and talent development. The research findings indicate that the in-depth application of intelligent and digital technologies, the promotion of a trust-based management model for older residential areas, and the integration of diverse formats of existing assets will serve as critical factors for achieving industry breakthroughs. Meanwhile, policy coordination and the enhancement of grassroots governance mechanisms are deemed essential safeguards for ensuring sustainable development.

**Keywords:** Modern Property Management, Talent Cultivation, Technological Innovation, Digital Transformation, Digital Economy, New Quality Productivity.

## 1 Introduction

With the acceleration of urbanization and the change of population structure, the social and economic value of the property management industry has become increasingly prominent. By 2025, China's property management market is expected to reach 31.5 billion square meters, but the industry still faces core problems such as homogenization of services, a decline in owner satisfaction (a significant year-on-year decline in satisfaction in 2023), and low operational efficiency. In this context, exploring the integration path of technology-driven and model innovation has become an inevitable choice to crack the industry dilemma and achieve high-quality development.

In this context, modern property management is facing unprecedented development opportunities and challenges. On the one hand, the continuous growth of market demand and the large-scale development of the industry provide a broad space for the development of property management enterprises; On the other hand, the owners of the improvement of service quality requirements and the intensification of industry

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X. Deng et al. (eds.), *Proceedings of the 2025 Seminar on Modern Property Management Talent Training Enabling New Productive Forces (MPMTT 2025)*, Advances in Economics, Business and Management Research 337,

[https://doi.org/10.2991/978-94-6463-778-6\\_40](https://doi.org/10.2991/978-94-6463-778-6_40)

competition also put forward higher requirements for property management enterprises. Therefore, property management enterprises need to constantly strengthen their own construction, improve service quality and efficiency, in order to adapt to changes in the market and meet the needs of owners [1][2][3][7].

## **2 Development of the Property Management Industry to Enable New Quality Productivity**

### **2.1 Talent Training Strategy of Property Management Industry**

In the process of cultivating talents in the property management industry, enterprises should first pay attention to the professional quality and professional skills training of employees. Through regular organization of internal training, external seminars, online course learning and other ways to improve employees' service awareness, communication skills and problem-solving ability. At the same time, the training content is constantly updated in accordance with the industry development trend and market demand to ensure that employees have the latest industry knowledge and skills. In addition, an assessment mechanism is established to regularly evaluate the training results of employees and give corresponding rewards or incentives according to the evaluation results, so as to stimulate the learning enthusiasm and innovation ability of employees [4].

In addition to internal training, property management enterprises should also strengthen cooperation with colleges and universities, vocational training institutions, etc. Through school-enterprise cooperation, internship and practical training, they should introduce and cultivate professionals with high quality and high skills. Colleges and vocational training institutions have rich teaching resources and teachers, and can provide customized personnel training programs for the property management industry. At the same time, enterprises can also provide practice bases and employment opportunities for colleges and training institutions to form a mutually beneficial and win-win cooperation model. This mode of cooperation can not only send fresh blood to the property management industry, but also improve the professional level and competitiveness of the entire industry[4][5].

### **2.2 Application of Technological Innovation in Property Management**

With the continuous progress of science and technology, the application of technological innovation in the field of property management has increasingly highlighted its importance. The intelligent and digital management means have gradually become the key factor to promote the transformation and upgrading of the property management industry.

The application of intelligent technology has significantly improved the efficiency and quality of property management. For example, the introduction of intelligent security system, through highdefinition cameras, infrared sensing and other equipment, to achieve all-weather monitoring of the property area, no dead Angle, greatly im-

prove the security of the property [6]. At the same time, the smart parking system through parking sensing, intelligent navigation and other technologies, effectively solve the problem of difficult parking, parking chaos, improve the parking experience of owners. In addition, the application of smart home technology also makes the owner's life more convenient and comfortable, such as intelligent lighting, intelligent temperature control and other systems, according to the owner's living habits and needs, automatically adjust the indoor environment, improve the quality of living. Owners can apply for repair, payment, complaint and other operations anytime and anywhere through mobile APP or website, without going to the property service center in person, which greatly saves time and energy [7]. At the same time, the online service platform also provides a new channel for property management enterprises to communicate with owners, which helps to enhance mutual understanding and trust, and improve service satisfaction.

### **2.3 Synergistic Effect Between Talent Training and Technological Innovation**

In the property management industry, the importance of talent training is self-evident. A highly professional and skilled team is the key to ensure the quality of property management services and enhance the satisfaction of owners. Through systematic training and education, employees can better understand and master the professional knowledge of property management, so as to play a greater role in the actual work. At the same time, this process of talent training also provides employees with career development opportunities and helps them achieve personal value enhancement.

Technological innovation has brought unprecedented changes to the property management industry. With the continuous progress of science and technology, more and more intelligent and digital technologies have been applied to property management. The introduction of these technologies not only improves the efficiency of property management, but also greatly improves the quality of services and the experience of owners. For example, through the intelligent security system, property management enterprises can monitor the security situation of the community in real time to ensure the safety of the owner's life; Through the digital service platform, property owners can obtain property services anytime and anywhere and enjoy a more convenient life.

More importantly, talent training and technological innovation have formed a benign synergistic effect in the property management industry. On the one hand, through talent training, property management enterprises have cultivated a group of talents with innovative spirit and professional skills. These talents not only master traditional property management knowledge, but also have the ability to explore and apply new technologies. Their existence has provided strong support for the technological innovation of property management enterprises. On the other hand, technological innovation also provides a new platform and opportunity for talent training. The introduction of new technological means and management models requires employees to constantly update their knowledge and skills to adapt to the development and changes of the industry. This continuous learning and progress, in turn, promotes

the improvement of employees' personal professional quality and career development[8].

### **3 Property Management Industry Digital Economy Development Strategy**

#### **3.1 Application of Digital Technology in Property Management**

In property management, the application of big data technology can be said to be pivotal. By collecting, collating and analyzing all kinds of data of owners, such as consumption records, repair records, complaints and suggestions, property management enterprises can better understand the needs and behaviors of owners. Based on these data, enterprises can tailor service programs for owners, such as personalized maintenance plans, customized community service activities, etc. so as to enhance the satisfaction and loyalty of owners.

The cloud computing platform provides property management enterprises with powerful data processing capabilities. With the help of cloud computing technology, enterprises can easily realize remote storage, backup and recovery of data to ensure the security and integrity of data. At the same time, cloud computing also provides elastic and scalable computing resources, enabling enterprises to flexibly adjust data processing capabilities according to business requirements and improve operational efficiency.

#### **3.2 Application of Digital Technology in Property Management**

The digital transformation of the property management industry is not only an inevitable trend of technological progress, but also the key to improving service quality and meeting the growing needs of owners. This transformation process involves multiple layers, including the digitization of management platforms, the introduction of intelligent devices and systems, the digitization of community services, and the strengthening of data security and privacy protection.

In establishing a digital management platform, property management companies need to integrate existing basic business processes to realize online and automated property charges. This means building an integrated system that can cover core businesses such as property charging, customer service, equipment management and security monitoring. Through such a platform, companies can track fee collection in real time, reduce human errors, improve financial transparency, and provide owners with a more convenient way to pay. In addition, the digital management platform can optimize customer service processes and quickly respond to owners' needs and complaints, thereby improving customer satisfaction.

### **3.3 Application of Digital Technology in Property Management**

Digital economy provides strong support for property management enterprises to accurately grasp the needs of owners. Through big data analysis, artificial intelligence and other technical means, enterprises can deeply dig and analyze the consumption habits, life preferences and service needs of the owners, so as to more accurately understand the real needs of the owners. This enables property management enterprises to provide more accurate and intimate services according to the individual needs of owners, such as customized maintenance programs, personalized community service recommendations, etc., and thus enhance the satisfaction and loyalty of owners.

The digital economy has promoted the convenience and upgrading of property management services. With the help of mobile Internet, Internet of Things and other technologies, property management enterprises can build intelligent service platforms to achieve remote monitoring, online repair, self-service payment and other functions. This not only simplifies the service process, improves the service efficiency, but also brings a more convenient and efficient service experience to the owners. For example, owners can view property announcements and submit repair applications at any time through mobile apps, and enjoy one-stop property services.

The digital economy has also brought new business models and profit points to property management enterprises. By integrating online and offline resources, property management companies can carry out diversified value-added services, such as e-commerce services, smart home solution sales, and shared space operations. These emerging business areas not only expand the revenue sources of enterprises, but also enhance the interaction and stickiness between enterprises and owners, injecting new vitality into the sustainable development of enterprises.

## **4 Innovation of Property Management in Urban Renewal and Old City Reconstruction**

### **4.1 Role of Property Management in Urban Renewal and Old City Transformation**

The role of property management is crucial in urban renewal and old city reconstruction. First of all, property management enterprises are important participants and implementers of renovation projects. They are responsible for the coordination and management of the planning, design, construction, acceptance and other aspects of the project to ensure that the renovation project can proceed smoothly in accordance with the established goals and plans. Secondly, property management enterprises are the bridge and link between residents, the government and developers. Through active communication and coordination, they resolve the contradictions and differences between the parties and promote the harmonious progress of renovation work. At the same time, they are also able to reflect residents' needs and opinions to the government in a timely manner, providing useful references for the government to formulate more scientific and reasonable policies[9][10].

Property management enterprises also bear important social responsibilities in urban renewal and reconstruction of old cities. They contribute to the sustainable development of the city by improving the living environment of residents and the overall quality of the city. At the same time, they can also promote the innovative development of the property management industry by introducing advanced property management concepts and technical means, and inject new vitality and impetus into the healthy development of the industry.

#### **4.2 Practice of Innovative Property Management Model in Urban Renewal and Old City Reconstruction**

In the process of urban renewal and old city reconstruction, the practice of innovative property management mode has emerged endlessly. Some advanced property management enterprises have realized the efficient management and accurate service of the old residential areas and buildings by introducing intelligent and information-based management means. For example, through the installation of intelligent security system, intelligent energy consumption monitoring system and other equipment, the real-time monitoring and early warning of key indicators such as security and energy consumption of the community are realized, which greatly improves the efficiency and security of property management. At the same time, they have also strengthened communication and interaction with owners by developing online service platforms and establishing wechat groups for owners, providing owners with a more convenient and personalized service experience.

Some property management enterprises are also actively exploring cross-border integration of innovative service models such as "property + elderly care" and "property + education". By integrating pension, education and other resources within the community, they provide residents with more diversified and comprehensive services and products to meet the growing diversified needs of residents. These innovative practices not only improve the service quality and value connotation of property management, but also inject new vitality and impetus into urban renewal and old city transformation[11].

## **5 Conclusion and Prospect**

### **5.1 Research Conclusions**

First of all, technological innovation is the key driving force to promote the development of the property management industry. Through the introduction of advanced technical means, the intelligent, refined and personalized property management can be achieved, thus improving the quality of service and efficiency. Secondly, the construction of community culture is very important to improve the level of property management. By strengthening community construction, the cohesion between residents can be enhanced, laying a solid foundation for the smooth development of property management. Finally, humanized service is the core competitiveness of the property management industry. Only by really thinking from the perspective of resi-

dents and providing intimate and thoughtful services can we win the trust and support of residents.

With the deepening of urban renewal and old city reconstruction, the property management industry will usher in a broader space for development. We should actively learn from the experience of successful cases, constantly explore and innovate the property management model, and contribute more to the sustainable development of the city and the happy life of residents.

## 5.2 Future Research Prospects

First of all, the application of technology is the key to improve the level of property management. Under the background of informationization and digitalization, property management must keep pace with the development of science and technology, and constantly explore the application of new technology in property management. Secondly, residents' demand-oriented is the core principle of property management. Only by deeply understanding and meeting the actual needs of residents can we provide truly valuable services. Finally, the building of community atmosphere is also a part of property management that cannot be ignored. By promoting communication and interaction among residents, the cohesion and sense of belonging of the community can be enhanced, thus improving the quality of life of the entire community.

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