



The Impact of the COVID-19 on China's Real Estate and the Development Strategy of Real Estate in the Post Epidemic Era

Han Wen Xu¹, Chong Li Xu^{2,*}

¹School of Business and Economics, University Putra Malaysia, Selangor, Malaysia

²College of Medical Technology, Chongqing Medical and Pharmaceutical College, Chongqing, PR China

Email address:

[cxqhw1999@163.com](mailto:cqxhw1999@163.com) (Han Wen Xu), xcl902@163.com (Chong Li Xu)

*Corresponding author

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Abstract: The real estate market is an important part of China's market economy. It is the stabilizer and ballast stone of economic development and is very important to the healthy development of the whole macro-economy. The sudden COVID-19 epidemic has brought earth-shaking changes to the social and economic development, and various industries have been severely challenged, especially causing an unprecedented impact on China's real estate market. The epidemic has had an all-round and profound impact on China's real estate investment, sales and regional layout. In order to ensure the healthy and stable development of the real estate industry and quickly carry out economic recovery after the epidemic, this paper focuses on the impact of the epidemic on economic operation and makes an in-depth analysis of the economic environment and the real estate market. At the same time, this paper also puts forward some development strategies, such as building competitive products, seizing merger and acquisition opportunities, broadening cooperation models and other development strategies. With the effective control of the epidemic, the development of the real estate industry has entered a new trend and a new stage. We should grasp the factors hindering the development of the real estate economy and adopt targeted strategies to provide guarantee for the sustainable development of the real estate economy. There are reasons to believe that China's real estate industry will step into a more healthy development track in the near future.

Keywords: COVID-19 Epidemic, Real Estate Economy, Housing Without Speculation, Regulation and Control, Development Strategy

1. Introduction

In recent years, China's real estate industry has developed rapidly and has played a very important role in economic development and sustained economic growth [1-3]. The real estate industry occupies an extremely important position in the national economy. It has a large scale and involves a wide range of industries, such as materials, decoration, engineering, design and many other upstream and downstream industries. It is not only a pillar industry but also plays an important role in promoting employment and economic growth [4, 5]. The housing problem is directly related to the national economy and people's livelihood and the healthy development of the

real estate economy is an important basis for improving people's living standards. The healthy and rapid development of the real estate industry has effectively improved people's quality of life and living standards, which is very beneficial to the construction of a harmonious society [6, 7]. In 2022, the proportion of real estate and related industries in the total economy is about 14%. Although the added value of the industry has declined, and development investment, sales area, sales volume, funds in place, and new construction area have all declined significantly, real estate is still a pillar industry. China is still in the stage of sustainable development of urbanization. Although the urbanization rate increased by 0.5 percentage points last year to 65.22%, the

urbanization rate is still not high, while the urbanization rate in developed countries is basically around 80% [8, 9]. With the improvement of living standards, residents also put forward higher requirements for living conditions. The green environmental protection, sustainable development and intelligent community have become the unified standards in the industry. In recent years, China's policy on the real estate industry has been increasingly tightened and the policy of "housing without speculation" has been put forward. The local government has successively issued purchase restriction policies to keep some financial capital out of the real estate industry. Especially in some third - and fourth-tier cities, weak sales and difficulties in retrieving funds have led developers to go bankrupt and quit the real estate industry. The real estate industry has a great impact on residents' lives, so it is very important to maintain the stable and healthy development of real estate [10, 11]. The outbreak of COVID-19's epidemic made the real estate industry worse and the whole real estate market had entered a "shock period". The epidemic had stalled land deals and construction projects leading to a sharp drop in real estate sales. This paper deeply analyzes the impact of the epidemic on the real estate market and puts forward the corresponding development strategies so as to provide a strong reference for government management departments and real estate enterprises to formulate regulations and development strategies.

2. The Impact of the Epidemic on the Real Estate Market

2.1. Impact on Real Estate Investment

Since the outbreak of the COVID-19 epidemic, the impact on various industries was enormous, especially the impact on the real estate industry was unprecedented [12-14]. In order to effectively prevent and control the COVID-19 epidemic, China had adopted completely closed management measures with unprecedented prevention and control efforts. Sales offices were empty and logistics were disconnected. Workers could not return to their posts and the buildings were delayed. The developers were less enthusiasm to acquire land and the residents were less willing to buy houses. It could be said that the epidemic had seriously damaged the national economy. It had dealt a fatal blow to the real estate industry and had an all-round and profound impact.

The epidemic had led to the termination of land transactions and a decline in the willingness of developers to acquire land. The volume of transactions and construction was much reduced. At the same time, most real estate enterprises were faced with debt risks. Due to the failure to sell the commercial housing in time and the lack of financing channels, the housing enterprises would not be able to collect funds smoothly or even be insolvent. As the pressure of capital turnover increases, enterprises must be cautious about the risks brought by investment, thus the strategic plan of increasing market share by investing in new land was greatly stranded [6, 15]. The epidemic made it impossible for

workers to return to their posts in time, leading to the absence of workers in enterprises. Projects under construction had stalled and new developments had been delayed. As a result, the ability and willingness to acquire land and start new construction had declined significantly in the short term. According to statistics released by China's National Bureau of Statistics, the investment in real estate development in 2022 was 13,289.5 billion yuan, down 10% from the previous year. The total investment in residential buildings was 10,064.6 billion yuan, down by 9.5%. In 2022, real estate development enterprises constructed 9,049.99 million square meters of housing, down 7.2% from the previous year. The residential construction area was 6396.96 million square meters, down 7.3%. The floor area of new housing starts was 1205.87 million square meters, down 39.4%. The newly started construction area of residential buildings was 881.35 million square meters, down 39.8%. The area of completed housing was 862.22 million square meters, down by 15%. The completed area of residential buildings was 625.39 million square meters, down 14.3%. In 2022, real estate development enterprises received 14.8979 trillion yuan of funds, down 25.9% from the previous year. In 2022, real estate development enterprises received 14.8979 trillion yuan of funds, down 25.9% from the previous year. Domestic loans reached 1,738.8 billion yuan, down 25.4%. Foreign investment was 7.8 billion yuan, down 27.4%. Self-raised funds reached 5,294 billion yuan, down 19.1%. Deposits and advances receipts were 4,928.9 billion yuan, down 33.3%. Personal mortgage loans totaled 2,381.5 billion yuan, down 26.5%. The impact of the real estate industry on the national economy was mainly reflected in the proportion of development investment in fixed assets investment of the whole society, which showed that the sharp reduction in investment in the real estate industry had a negative impact on the national economy [16].

2.2. Impact on Commercial Housing Sales

Due to the high infectiveness of the novel coronavirus, local policies had been introduced and strict control had been taken, such as city lockdown and community closure management. Residents could not go out of the community and most of the real estate sales adopted the on-site sales approach. In particular, the second-hand housing sales needed to experience the housing condition and value assessment, so the second-hand housing market was also in a stagnant state. At the same time, the agglomeration of activities was prohibited during the epidemic. Sales offices and intermediary stores were closed and real estate transactions were at a standstill. All aspects of real estate sales were blocked by the epidemic, resulting in a significant decline in transaction volume. The COVID-19 epidemic also had a great impact on the real economy. Most enterprises had stopped their production and operation activities. Many small businesses faced bankruptcy so that they could not pay the wage on time. With the decrease of residents' income, the funds for house purchase were also significantly reduced, so the willingness and ability to buy houses were significantly

decreased. The demand for house purchase was inhibited. As a result of the above factors, real estate sales were in the doldrums. The sales had dropped sharply and the sales situation was very grim. Facing the pressure of sales and withdrawal of funds from circulation, some housing enterprises had made house prices fall month-on-month through preferential measures such as down payment and mortgage loans, as well as discounted sales of new buildings. As a result, residents were generally pessimistic about the housing price and postponed their purchase plans. In the context of the overall economic downturn, most residents were in a wait-and-see state for the real estate market. Even those who wanted to buy were only a small fraction of those with higher incomes. They mainly focused on high-end improvement homes. In 2022, the sales area of commercial housing was 1.35837 billion square meters, down 24.3% from the previous year. The residential sales area decreased by 26.8%. Sales of commercial housing totaled 13.3308 trillion yuan, down 26.7%. Residential sales fell 28.3% [16].

2.3. Impact on the Regional Layout of Real Estate and Its Related Industries

At the 2016 Central Economic Work Conference, China put forward the management concept that "houses are for living in, not for speculation" and successively introduced financing, credit and other corresponding regulation and control policies. As a pillar industry of the national economy, real estate was repositioned as an important social foundation of the livelihood industry. Under the positioning of "housing speculation", the regulation and control objectives focus on the goals of stabilizing land prices, housing prices and expectations. The demand for house purchase in the real estate market is mainly rigid demand and improvement demand, while investment demand accounts for a relatively small proportion [17-19]. For suppliers, the epidemic had led to the return of workers from real estate enterprises to their hometowns, the suspension of construction projects, the failure to deliver apartments on time, the failure of withdrawal of funds from circulation and the breakdown of the capital chain. These factors such as the decrease of debt repayment ability and the rise of debt ratio further led to the decline of enterprises' refinancing ability. For the demand side, the epidemic had led to a decline in income and willingness to buy houses and the whole real estate market had entered a "shock period". The sudden drop in demand and supply directly affected the whole real estate market and related upstream and downstream industries [20, 21]. The important factors affecting the development of real estate are people, money and land. Among them, the regional mobility of population is an important factor affecting the regional layout of real estate. The outbreak has had a significant impact on population mobility. People are paying more attention to cities with better health care and more adequate supply of medical facilities. There are differences in the management ability of each city to deal with the epidemic and the effectiveness of prevention and control, which affect the population mobility and thus the regional layout of real

estate. Cities with remarkable results in epidemic prevention and control will attract more people to buy homes and settle down. Some people even plan to buy houses in advance. Accordingly, improved houses such as large apartments and villas will become new favorites. In order to stabilize the healthy and stable development of real estate, financial and other related policies will be adjusted. For example, some local cities have reduced the proportion of down payment from 30% to 20%. The high level of medical care in first-tier cities will certainly attract more population inflow. However, the urban housing supply is excessive in the third and fourth tier cities with net population outflow. At the same time, policies for rebuilding rundown areas have been comprehensively tightened and the preferential policies of monetized resettlement have been cancelled. The scope and standards for rebuilding rundown areas were also strictly controlled. The monetization process of rebuilding rundown areas has quietly changed. The focus of the strategic layout of real estate enterprises has been adjusted from third - and fourth-tier cities to better first-tier cities such as economic strength, public and industrial resources, population and demand. With the outbreak of the epidemic and full control, home ownership has come to a standstill. In addition, under the opening of the settlement policy in large and medium-sized cities, the population outflow is serious in third-and fourth-tier cities due to the disadvantages of logistics, living environment and emergency management. The above factors lead to the relayout of real estate and a new inter-city regional differentiation [22, 23].

3. Development Trend and Countermeasures of Real Estate Industry in Post-Epidemic Era

3.1. Provide Policy Support to Maintain the Steady Development of Real Estate

The impact of COVID-19 epidemic on the development of various industries is all-round and multi-level. Especially, the impact on China's real estate industry is beyond imagination. Unfavorable factors such as the closure of sales offices, the suspension of development projects, and sales obstacle make the real estate market enter a dormant period, which has a significant impact on the overall layout of China's industry and economic development. In order to maintain the steady and healthy development of the real estate industry, in the long run, the regulation and control policies of stabilizing land prices, housing prices and expectations will not change. With the effective control of the epidemic, relevant policies have been issued all over the country, and the real estate market which is at a low ebb will certainly recover and enter a new stage of development. Therefore, it is necessary to look at the overall situation and deeply analyze the impact of the epidemic on the real estate industry. What is more critical is to put forward the real estate development strategy in the post-epidemic era to ensure the sustainable and steady

development of the real estate market.

As the pillar industry of the national economy, the real estate industry is related to all aspects of the national economy. It involves a large number of upstream and downstream industries, which has a strong pulling effect on the national economy. The real estate economy is related to the overall situation of social development. Its steady development not only helps to resist the economic crisis, but also is an important measure to prevent inflation. Therefore, ensuring the healthy development of the real estate industry is very important to the overall macro-economic development. The epidemic had caused an unprecedented impact on the real estate market and the development of the real estate industry had stalled. The real estate enterprises had been forced to shut down leading to a precipitous drop in development investment and project sales. Most enterprises faced multiple difficulties in operation and financing. In order to avoid the impact of the closure of a large number of housing enterprises on the whole national economy, under the premise of strict implementation of "housing without speculation", the real estate industry should be given necessary and reasonable policy support. It should be regulated and controlled based on the city. According to the situation of the local land market, the local government can appropriately increase the land supply and lower the threshold of the land market, such as reducing the payment proportion of the land transfer deposit, adjusting the payment method of the land transfer fee and extending the time limit for housing enterprises to pay the land transfer fee, and other measures to reduce the financial pressure of enterprises. In addition, the local government gives concessions in terms of sales price limits and supporting measures so as to actively promote the development and construction of idle land. At the same time, the government departments should appropriately increase the financial support, such as increasing the preferential treatment of relevant taxes and fees, extending the payment time of relevant taxes and fees, reducing the relevant fees charged by the government, speeding up the loan approval process of financial institutions and other measures, so as to solve the financial difficulties of enterprises and help enterprises tide over difficulties.

3.2. Formulate Corresponding Laws and Regulations to Regulate the Development of Real Estate

The government should take effective measures to promote the steady development of the property market under the orientation of "housing without speculation". First-and second-tier cities have introduced policies to curb the overheating of the property market. They use a series of measures to strictly investigate all kinds of violations and punish the illegal market subjects from the aspects of fines, credit information, and so on [24]. At present, the housing problem in the first and second tier cities is particularly prominent. In order to ensure the stable and healthy development of the real estate market, it is necessary to timely formulate laws and regulations in line with the law of

real estate development to improve the corresponding control policies. First of all, the management department should establish and improve the monitoring and early warning mechanism. If house prices rise much too fast, they will create a bubble in the housing market and increase financial risks. On the contrary, if house prices fall too fast, the real estate owned by investors shrinks and the borrower's repayment ability decreases. Both have led to a rise in bad loans. The income of real estate enterprises is reduced and unable to repay their debts, which leads to financial risks. In order to prevent the ups and downs of house prices, it is necessary to establish a real estate risk early warning system as soon as possible, and timely monitor the overall trend and structural changes of supply and demand in the real estate market. Information linkage and sharing should be realized among departments, and an inter-departmental emergency linkage mechanism should be established to deal with the outbreak of real estate mortgage default risk. In particular, the real estate market should be monitored and warned. Key indicators such as the price-to-income ratio and the housing vacancy rate are used to determine whether indicators such as housing prices, supply and demand and real estate investment are in the normal range. These indicators are essential to accurately grasp the trend of market operation, make scientific macro decisions and maintain the stability of the real estate market. It is very important to accurately grasp the trend of market operation, make macro decisions scientifically and maintain the stability of the real estate market. Secondly, the administrative department should expand the scope of regulation and control and take necessary measures for the arbitrage of the price difference between the new house and the second-hand house. At the same time, the administrative departments should also formulate a housing security system, actively promote the reconstruction of run-down areas, and earnestly safeguard and improve people's livelihood. Finally, the policy must be strictly implemented to ensure that rules must be followed, rules must be strictly enforced, and violations must be investigated.

In the future, due to the residents' demand for improvement of housing conditions and the expansion of urban scale, there is still room for vigorous development for the rigid demand and improvement demand. Therefore, the local administrative departments should formulate corresponding regulation policies according to local conditions and provide strong policy support while serving real estate enterprises. For real estate enterprises affected by the epidemic and homebuyers with loan repayment difficulties, the administrative departments should guide financial institutions to continue to increase credit to rescue real estate enterprises. At the same time, the administration should also provide policy support such as housing provident fund deposit ratio, withdrawal time and other aspects. Stimulate the enthusiasm of housing enterprises to take land and give them a certain pricing space. The policy should be able to stimulate the enthusiasm of real estate enterprises to take up land and give them a certain pricing space. The

demand and enthusiasm of home buyers may be released again after the epidemic, which may lead to a rapid rise in housing prices. In particular, the first - and second-tier cities with outstanding performance in the prevention and control of the epidemic should formulate regulation and control policies to stabilize housing prices and appropriately leverage the role of real estate investment in stabilizing the economy. The real estate industry has a strong pulling effect on the related industries and the steady development of the real estate market plays an important role in economic growth. Therefore, relevant regulation measures, laws and regulations should be introduced to stabilize land prices, housing prices and expectations and the continuity and stability of policies should be maintained to prevent the ups and downs of house prices. In addition, policy support should be given to new real estate projects that focus on green, healthy, intelligent and digital management and service guarantee should be done in the aspects of project approval, land use approval, planning and construction permit.

3.3. Support Mergers and Acquisitions of Real Estate Enterprises to Create Competitive Products

The epidemic has brought a huge impact on real estate enterprises, and the frozen property market has brought a great test to real estate enterprises. Due to the time cost caused by the lag of investment, financing, production and sales, some real estate enterprises will face greater pressure on production and investment, such as cash flow and withdrawal of funds from circulation, especially small and medium-sized real estate enterprises will be pushed to the brink of bankruptcy. In the post-epidemic era, the real estate enterprises should fully understand the new stage, new trend and new policy of real estate development and make innovations in the aspects of operation and sales, project investment and new product design to create competitive new real estate projects. As a result of the epidemic, some uncompetitive small and medium-sized real estate enterprises faced a survival crisis and had to transform or withdraw from the real estate industry so as to release land resources. There are more and more opportunities for mergers and acquisitions of real estate enterprises, and the willingness to cooperate in mergers and acquisitions is getting stronger and stronger. In order to be in a dominant position in the competition of real estate industry, real estate enterprises must have sufficient land resources and a certain amount of land resources is also an important condition for real estate enterprises to go public. Real estate enterprises carry out strategic layout in third-and fourth-tier cities and can obtain local land resources through the mergers and acquisitions of local real estate enterprises. In order to adapt to the new situation after the epidemic, real estate enterprises sold some business segments to solve the cash flow problem. The post-epidemic era will usher in a wave of mergers and acquisitions between real estate enterprises and they will greatly enhance their market competitiveness. After the reorganization of real estate assets, their market position and market share will be greatly improved and they will have a greater say in the market.

Reorganization can optimize the allocation of market resources, reduce the waste of resources, and formulate reasonable development strategies to obtain more valuable resources. Restructuring will help housing enterprises to give full play to economies of scale. After mergers and acquisitions, enterprises expand their scale and obtain more capital so as to accelerate the development and achieve economies of scale. At the same time, the management department should formulate relevant policies to encourage mergers and acquisitions of real estate enterprises and optimize the structure of the real estate industry so as to avoid the bankruptcy of enterprises and the unemployment of employees. For enterprises that are ready to carry out mergers and acquisitions, the relevant administrative processes can be simplified. For some restructuring enterprises, taxes and fees can be reduced and refund policies can be implemented.

In the post-epidemic era, real estate enterprises should adapt to the changes of market demand to adjust their strategic structure and product innovation. Real estate enterprises should also do a good job in investment transformation and development of green, healthy and other new real estate projects. In the future, the structure and type of real estate will show new trends and the demand for residential projects will rise. People prefer new healthy real estate projects such as low density, large household, green, smart home, collection and express delivery, digital management, high-level service property management and so on. Real estate enterprises should adapt to the new characteristics of market demand and actively carry out product design innovation [25-28]. At the same time, real estate enterprises should also focus on improving product quality and building competitive brands so as to achieve sound development of enterprises. Moreover, enterprises should actively transform themselves and change their traditional business model, investment philosophy and profit mode based on real estate development. Enterprises should make good use of the support policies of the government and financial institutions and actively expand financing channels. By reducing debt ratio, maintaining good cash flow, improving corporate credit, precision investment and other aspects of continuous optimization, real estate enterprises can meet the increasing consumer demand through transformation and upgrading.

3.4. Strengthen the Economic Management of Real Estate and Deepen the Industry Reform

In order to maintain the healthy, stable and sustainable development of the real estate industry, the government should enhance the awareness of service and strengthen management of the real estate industry. Local governments should actively adjust the industrial structure, improve the relevant land transfer and trading system, invigorate the stock of idle land, activate the land market, and strengthen the government's regulation and control of the land market. For the idle land of real estate enterprises, the administrative department adopts different disposal measures such as

levying land idle fee, recovering land use right and increasing value-added land price according to policies and regulations and considering the reasons and time of idle land. Meanwhile, the real estate tax of development link, transaction link and holding link should be continuously optimized. While gradually reducing the tax burden of development link and transaction link, the tax burden of holding link should be gradually increased so as to reduce the tax burden of real estate enterprises as much as possible. In addition, managers should also continue to optimize the tax structure and simplify or reduce taxes of the same nature, such as the simplification of deed tax and stamp tax, the simplification of land taxes, and the replacement of business tax with value-added tax. The government departments should also enhance their service awareness and management ability. They should conduct timely investigation and evaluation of real estate projects, review reports and supervise the detailed implementation of real estate enterprises. In the process of project construction, managers should also control the cost to avoid unnecessary waste and keep abreast of the management and reserve situation of real estate enterprises so as to fundamentally reduce the investment risks.

3.5. Pioneering and Innovating to Develop a New Sales Model

Today is the era of rapid development of the Internet, mobile phones, computers and other terminal electronic devices have become an indispensable part of people's life. Taobao, JD.com and other e-commerce have become a necessary platform for online shopping. With the proposal of the "Internet +" concept, O2O, as an emerging business model, has been gradually applied to clothing, agricultural and sideline products and other industries. In recent years, real estate has encountered sales bottlenecks due to high prices. Especially, the closure of sales centers and the stagnation of real estate transactions caused by the epidemic have put enormous pressure on corporate cash flow. Therefore, the company develops new real estate sales methods to effectively reduce inventory and improve sales performance so as to usher in new development opportunities [29]. O2O organically combines online sales with physical sales to form a commercial closed loop of online and offline, which can not only provide consumers with personalized and intimate services but also enable them to enjoy price concessions. Through VR technology to visit the real scene, the formation of online and offline linkage can bring better home purchase experience to customers. In addition, online seckill, coupons, no reason to check out, live broadcast and other sales methods can enable consumers to choose the appropriate way according to their own conditions to eliminate worries. As an important marketing means, live broadcast has become an effective sales channel, which can solve the space problem of customers and save the transportation cost for the house purchase in different places. Real estate enterprises should organize teams for professional operation and accumulate customers to develop into a complete industrial chain.

3.6. Establish Digital Management Mode and Scientific and Standardized Management System

With the continuous emergence of new technologies such as 5G technology, cloud computing, artificial intelligence, blockchain and Internet of Things, digital economy has entered people's lives and brought new management models. Digital economy will also give new development opportunities to the real estate industry chain. Real estate enterprises should keep up with the pace of the times and seize the opportunity to carry out digital transformation and introduce efficient digital management mode into the operation and management of real estate. Real estate enterprises develop software for big data management of the whole process of real estate development. Big data can evaluate the investment budget and income so as to provide strong support for the decision-making level. Big data can also carry out real-time monitoring and rectification of the project so as to manage and control the project timely and effectively. Accurate and convenient data management can greatly save costs and do a good job of risk control. At the same time, a scientific and standardized management system should be established to reduce costs and cost control should be done from the links of manpower, office supplies, finance and assets. Real estate enterprises should vigorously focus on property services and improve service awareness. More importantly, the company should inject more resources into the property and build the brand so as to further improve the core competitiveness of the enterprise.

4. Conclusion

In recent years, the pace of urbanization in China has obviously accelerated and great achievements have been made in economic construction, which has laid a solid foundation for the rapid development of the real estate industry. As a pillar industry of the national economy, it has a large scale, high weight, long chain, wide involvement and numerous related industries and has a strong driving effect on the upstream and downstream related industries. Real estate remains the driver of China's economic growth. The outbreak of COVID-19's epidemic has an all-round and profound impact on China's real estate industry. In order to maintain the steady development of the real estate market, China has issued relevant policies to encourage and protect the real estate industry. In the post-epidemic era, people's enthusiasm for buying houses has been released, and they prefer green, environmentally friendly, high-quality and intelligent houses. Real estate enterprises carry out strategic transformation and product innovation and actively carry out mergers and acquisitions to expand the scale to improve competitiveness. Enterprises should continue to carry out product innovation and develop the new real estate projects in line with the new trend. At the same time, real estate enterprises should change the traditional business model, investment philosophy and profit way. Enterprises take advantage of the support policies of the government and financial institutions to continuously

optimize the supply so as to meet the increasing consumer demand through transformation and upgrading. On the basis of adhering to the orientation of "housing without speculation", the government steadily promotes the long-term mechanism of regulation and control of the real estate market. Local governments should implement precise regulation based on the city and formulate laws and regulations to ensure the steady progress of the real estate market.

There are still many problems in China's real estate industry that need to be improved, such as many unreasonable aspects of competition in the industry. Since the outbreak of the novel coronavirus, the Chinese government has been closely monitoring economic performance and focused on the impact of the epidemic on economic performance. While carrying out the work of "six stability", managers have been well prepared to deal with a variety of complex and difficult situations. On the basis of in-depth analysis and study of the economic situation, the management proposed to the orientation of "housing without speculation" and make full use of the policy toolbox to support rigid and improved housing demand. Local governments should take responsibility and actively stabilize real estate enterprises. Real estate enterprises should dig deep into the changes in people's housing types and demands after the epidemic and actively innovate to create competitive products. Managers timely grasp the opportunities of mergers and acquisitions and expand the mode of cooperation to achieve scale benefits and win-win. At the same time, enterprises should improve the management service level of self-owned properties, improve the value-added of products and take multiple measures to realize the long-term and steady development of real estate enterprises. In short, the real estate economy is the key factor to promote the development of the national economy. Under the new situation, in order to realize the sustainable development of the real estate economy, managers must deeply analyze the industry environment and actual development and adopt targeted strategies to provide guarantee for the sustainable development of the real estate economy. There are reasons to believe that China's real estate industry will step into a more healthy development track in the near future.

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