



UNIVERSITI TEKNOLOGI MARA

THE ESTATE MANAGEMENT

**COMFORTABLE INCOME FOR STRENGTHEN
LIVELIHOOD FOR ESTATE AGENTS AND
REAL ESTATE NEGOTIATORS IN IPOH, PERAK.**

**NOR NADIYATUL QAUTHAR BINTI AHMAD SOBRY
AUGUST 2024**

STUDENT'S DECLARATION

Title of Academic Project:

COMFORTABLE INCOME FOR STRENGTHEN
LIVELIHOOD FOR ESTATE AGENTS AND
REAL ESTATE NEGOTIATORS IN IPOH, PERAK.

I hereby declare that this academic project is the result of my own research except
for the quotation and summary which have been acknowledged

Signature : _____

Name of Student : NOR NADIYATUL QAUTHAR BINTI AHMAD SOBRY

Date : 9 JULY 2024

ACKNOWLEDGEMENT

Alhamdulillah, all praise Allah for giving me strength, patience, ideas, and the opportunity to complete this Academic Project. I am thankful to be given this opportunity to further my studies until this stage.

First and foremost, I am deeply grateful to my supervisor, Dr Muhamad Hilmi Bin Mohamad @ Masri, for his patience, guidance, encouragement, and insightful feedback throughout my research. His expertise in real estate was crucial in directing my work toward achieving the research objectives. I greatly appreciate his consistent and invaluable assistance.

Next, I would like to thank both of my late parents, my late father, Ahmad Sobry Bin Tahir, and my late mother and my siblings who has provided me with strengths that I never thought I could survive until this stage. Thank you for giving the biggest support in emotional, financial, and prayers with my research, and being there whenever I needed some comfort from all of life's challenges. Your love was profoundly heartfelt.

Also, I deeply appreciate Muhammad Alif Shah, Shahira Nadia, Anis Syamimi, Amirah Aqilah, and Qatrunnada for their unwavering support and assistance throughout my research. Their encouragement, feedback, and help were invaluable, making a significant difference in completing this project. Thank you for always being there when I needed you.

Last but not least, I would like to express my sincere appreciation to the estate agents and negotiators who participated in this research. Your willingness to share your time, insights, and experiences has been invaluable to the success of this project. Thank you from the bottom of my heart.

ABSTRACT

This academic project delves into strategies aimed at enhancing the financial stability and job satisfaction of estate agents and real estate negotiators operating in Ipoh, Perak. Through a methodological approach that involved conducting semi-structured interviews with a purposive sample of 10 respondents, the study employed thematic analysis to glean valuable insights from qualitative data. By synthesizing findings from an extensive literature review, the research uncovered a range of challenges commonly faced by estate agents, categorized income levels prevalent in Malaysia, and delved into the nuanced dynamics surrounding income preferences within the profession. Key findings from the study underscored distinct preferences regarding income thresholds among professionals in the real estate sector, illuminating the multifaceted factors that shape these preferences. These insights shed light on the intricate interplay between financial considerations, job satisfaction levels, and the pursuit of sustainable lifestyles among industry practitioners. To ensure the robustness of its conclusions, the study incorporated member checks as part of its validation process, thereby bolstering the accuracy and reliability of its findings. Looking forward, the recommendations proposed avenues for future research endeavors. These include advocating for quantitative validation studies and promoting comparative analyses across different geographical regions. Such initiatives aim to further explore and validate income preferences within the real estate sector, ultimately fostering improvements in livelihoods and professional satisfaction among estate agents and real estate negotiators.

Keywords: Sustainable Livelihood, Estate Agents, Negotiators, Financial Well-being.

TABLE OF CONTENT

CHAPTER	ITEM	PAGE
	Student's Declaration	i
	Supervisor's Declaration	ii
	Acknowledgment	iii
	Abstract	v
	Table of Content	vi
	List of Tables	ix
	List of Figures	x
	List of Appendices	xii
CHAPTER 1	BACKGROUND OF STUDY	
	1.1 Introduction	2
	1.2 Problem Statements	3
	1.3 Research Aim, Questions, and Objectives	5
	1.3.1 Aim of The Research	5
	1.3.2 Research Question	5
	1.3.3 Research Objectives	6
	1.4 Scope and Limitations of Study	6
	1.4.1 Scope	6
	1.4.2 Limitations	6
	1.5 Significance of Study	7
	1.5.1 Estate Agents and Negotiators	7
	1.5.2 State Chosen	7
	1.6 Methodology	8
	1.6.1 Research Purpose Flowchart	8
	1.7 Summary of Chapter	9
CHAPTER 2	LITERATURE REVIEW	
	2.1 Introduction	12
	2.2 Estate Agent	13
	2.2.1 Challenges Faced By The Estate Agent	14
	2.2.2 Specialization In The Real Estate Field	15
	2.3 Malaysian Income Level	16
	2.3.1 Classification of Income	17
	2.3.2 Statistics of Income Level in Malaysia	18
	2.3.3 Statistics of Income Level in Perak	18
	2.4 Inflation in Malaysia	20