



**COLLEGE OF BUILT ENVIRONMENT  
UNIVERSITI TEKNOLOGI MARA**

**THE COMPETENCY ATTRIBUTES OF PROPERTY MANAGER FOR  
EFFECTIVE RESIDENTIAL PROPERTY MANAGEMENT IN IPOH  
PERAK**

**Academic Project Submitted in Partial Fulfillment of the Requirements for  
the award of the Degree Bachelor of Estate Management (Hons)**

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## **ABSTRACT**

Property managers' abilities have become more important in guaranteeing efficient residential property management, especially in fast urbanizing places such as Ipoh, Perak. This research explores the competency attributes needed for effective property management in Ipoh. The research objectives are twofold: (1) to identify the attributes of competencies required for property managers in Ipoh, Perak and (2) to determine the essential competencies required for the success of property managers in Ipoh, Perak. A quantitative research approach was used for this research, with structured questionnaires issued to property managers and assistant property managers in the region. A quantitative research approach was used for this research, with structured questionnaires issued to property managers and assistant property managers in the region. The original data was analyzed using descriptive methods with the help of SPSS software. To evaluate trends and significance among the variables analyzed, key techniques such as frequency distribution and central tendency measurement were used. The research identified five key competencies: leadership and team management, organizational skills, communication skills, legal and regulatory understanding, and strategic planning and decision-making. Within these domains, 25 sub-competencies were identified as critical to good property management in Ipoh. The findings emphasize the critical importance of interpersonal, financial, and technological abilities in resolving issues such as tenant satisfaction, legal compliance, and financial sustainability. This research adds considerably to the body of knowledge by presenting a systematic conceptual framework adapted to the specific property management scenario in Ipoh, Perak. It emphasizes the significance of improving property managers' training and professional growth to meet the industry's changing expectations. The findings also have practical implications for improving property management techniques, resulting in increased property value, tenant satisfaction, and regional economic growth. This research has effectively offered a basic knowledge of the competency attributes of property manager for efficient property management in Ipoh. Property management is critical to sustaining the value and operation of real estate assets; thus, all stakeholders must prioritize it. Addressing these competences not only improves property management efficiency but also has a substantial impact on Ipoh's economic stability and environmental sustainability.

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## **CHAPTER 1**

### **BACKGROUND OF STUDY**

#### **1.1 Introduction**

Particularly in quickly developing areas like Ipoh, Perak, the property management industry is vital to the social and economic fabric of urban centers. Property managers now have a more demanding role of property, needing a wide range of abilities to effectively navigate changing issues due to growing complexity of property ownership and operations (Rahman et al.,2020). These experts are entrusted for maintaining property value and operational efficiency while striking a balance between the demands of regulatory bodies, renters, and property owners.

Focused on abilities and duties necessary for successful property management is one of the qualities of competencies for property managers in Malaysia. According to the research, to manage properties successfully in Malaysia, a property manager needs to have specific knowledge and expert competence. Strong communication abilities, tenant control, financial savvy, technical know-how, and a tenant-centric perspective are all essential. Tenant happiness, effective property operations, and general real estate management performance all depend on these competencies. Ishak, Mohd Hafizal (2021)

The function of property managers has changed dramatically in the last few years. Property managers have had to adjust by acquiring more sophisticated skills because of the industry's transformation due to globalization, technology breakthroughs, and a greater emphasis on sustainable practices. Technology, for instance, has revolutionized property