



**COLLEGE OF BUILT ENVIRONMENT
UNIVERSITI TEKNOLOGI MARA**

SOFTWARE USED BY PROPERTY MANAGEMENT FIRM IN IPOH

**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

The real estate industry has witnessed significant transformations due to the rapid advancement of technology, particularly in the domain of property management. Property management firms in Malaysia have increasingly embraced real estate software solutions to optimize their operations, enhance efficiency, and provide superior services to property owners and tenants. Despite these advancements, the extent to which property management firms in Malaysia employ property management software remains unclear. This research study aims to investigate the current state of software adoption within property management firms and provide a clearer picture of to what extent property management software used has been utilised by identifying the software used and recommended by property management firms in Ipoh, Perak. To accomplish this, a quantitative approach was employed and an online questionnaire was distributed to 30 respondents from selected property management firms registered under the Board of Valuers, Appraisers, Estate Agents, and Property Managers (BOVAEAP). The data obtained from the questionnaires were subjected to statistical analysis using the Statistical Package for Social Science (SPSS). The results identified the software currently in use in a property management firm in Ipoh and the recommended software by the respondent. This research also assesses the quality, cost, output, technical and vendor criteria of the software used and has been recommended. The implications of this research extend to property managers, future software users and the researcher and academic community. In conclusion, the research on the software used by property management firms in Ipoh highlights the importance of technology adoption in the real estate industry. As technology continues to advance, property management firms must embrace innovative software tools to stay competitive and provide better services to their clients in the dynamic real estate market of Ipoh.

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CHAPTER 1

RESEARCH BACKGROUND

1.1 Introduction

Property management is the art and science of overseeing the built environment to guarantee and increase the building's worth, ensuring that it not only serves the intended purpose for which it was constructed but also benefits from intelligent and responsible property management systems. It is a professionally regulated activity practice in Malaysia under The Valuers, Appraisers, Estate Agents and Property Managers Act 1981 (Act 242) & Rules which legislation that governs and registers property management. Due to advancements in information and communications technology, property management, which initially relied on administrative duties and paperwork, has transformed into more strategic market positions (Halvitigala & Gordon, 2014). According to Kyle, Baird and Spodek (2000), real estate is the fastest-growing industry, particularly in property management as it has developed into a managerial science. This situation has led to opportunities for practitioners to specialise in specialist fields. Among the factors that contributed to these changes is the use of computers that quickly and efficiently acquire a lot of data to help with decision-making and the practical and speedy collection of large amounts of data using computers for decision-support. Hence, property managers need to be competent in technical and communication abilities to make quick decisions. Nowadays, in the modern property management firm, most tasks performed by property managers are supported with well-equipped computer software to help them cope with the rapid changes of technology in the property management sector.