

# Big Data and Artificial Intelligence leads the New Trend of Thought in Property Management in The Era of Internet of Things

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## Abstract:

*Based on the new characteristics of the era integrating the Internet of Things, big data, and artificial intelligence, property service companies innovate ideas based on the current situation to improve property service capabilities and levels, and truly promote the comprehensive development of property service companies. The model must be strengthened and optimized in the daily management process to comprehensively improve this type of enterprise and achieve scientific and sustainable development of its own property service chain. This article analyzes and explores the existing problems in traditional property services, and further proposes specific measures to lead property management in the era of Internet of Things big data and artificial intelligence, hoping to contribute to the sustainable development of property management.*

## Keywords:

*Internet of Things; Big data; Artificial Intelligence era; Property management; Strategy*

## Foreword:

With the active development of the real estate market, property services have extended a new concept in stabilizing real estate use and operation, which has important guidance to better management and services for owners and users. Property services are closely related to life. As a rising industry, property services still have many problems in the process of providing management and services. For example, the management and services of the owners are not timely. Therefore, in the information age, under the development and innovation of the Internet of Things, big, and artificial intelligence, the use of various technologies to bring development opportunities to traditional property service reform. It is not only the innovation of management content, but also the innovation of management models and ideas. Essence If we want to continuously improve the technological management capabilities of property, solve the problems existing in the current property services, and create an IoT -based property service intelligent model, we must use big data technology to optimize the management and management of property enterprises, and use artificial intelligence technology to build "Future" property management model.

## 1 Problems existing in traditional property management

Property management has three elements: property, entrustment contract and property owner. Good property services can optimize the property service environment and create a positive atmosphere and a good community atmosphere, but there are also some shortcomings in property services.

### 1.1 The basic quality of property management personnel is low.

Generally speaking, the quality of property management personnel is low, especially the professional awareness of management is very low. Many universities are now providing various types of property training, but they are all concentrated in colleges and universities. Property service is a basic job, and many young people feel uncomfortable participating in basic property management services. In property service companies, there are too few high-level property management talents, and there are fewer talents for overall property service work. This is not conducive to the entire industry. The development of the industry, judging from the personal situation of property service companies in the city, shows that the ratio of men to women among property service personnel is relatively balanced, with the ratio of men and women respectively being 47:52. The structure of age and working

experience is not mature, and only a few property managers have more than 10 years of experience and qualifications.

### **1.2 Property operation and management has not formed a scale.**

Generally speaking, the current property operation and management is relatively loose and it is difficult to have a good reputation. From the perspective of market competition, real estate development companies entrust property management companies to manage their services, and their service content cannot meet development needs, and there is also the problem of lack of follow-up management. For example, the output of some services has little relationship with the developer's services, which will cause work loopholes.

### **1.3 There is no information-based management model.**

Currently, there are more than 100,000 property management companies, of which about 25 have revenue exceeding 1 billion yuan. The property management industry is currently moving toward capitalization, but the level of capitalization is not enough. Most real estate management companies are developing on a small scale. Without capital injection, capital is at a disadvantage compared with large-scale property management. Without financial support, there are many difficulties in implementing intelligent reforms in property services.

## **2 Specific measures to lead property management in the era of big data and artificial intelligence in the Internet of Things**

### **2.1 Intelligent property management model based on the Internet of Things**

(1) Different property service companies form an integrity mechanism. This integrity mechanism is mainly to make property service companies truly solve their own difficulties, reasonably share unified working methods and important channels for discussing major issues, and optimize property service capabilities and other measures. Many property companies actually have their own property service capabilities and inventory capabilities. The conditions of each company should be reasonably combined to form a more active profit distribution mechanism, so that all property companies can rely on their capabilities to optimize the property service Internet of Things.

(2) Property service companies must unify the operation model of the property service Internet of Things. In fact, different property service providers can only develop healthily through the adoption of scientific and unified rules and regulations, especially to form unified standards and plans. Only in this way can the overall network of property services and after-sales services in China be optimized. All IoT property service companies should fully consider IoT business to achieve global benefits, conduct property operations and management in strict accordance with unified standards, and further enable suppliers to actively unite and unify.

(3) The main purpose of property service companies to train operation personnel is to share with students their experience in using property management on the Internet of Things. From a scientific perspective, property network management contributes to the optimal development of property service capabilities. Employees participating in the property service network should be truly professional employees. Therefore, in the daily work process, we should put this talent training structure on the basis of the healthy development of the entire property service network to promote the continuous development of the entire property service Internet of Things. develop.

### **2.2 Use big data to strengthen the strategic management of property management economy development strategic cooperation management**

In terms of optimization and joint management of the competitiveness of large data services in property services, the entire property service chain enterprises should start from the actual situation of the market and unite to form a more competitive real estate management chain. In fact, as far as the property service chain is concerned, companies on the property service chain should develop big data for management. From the perspective of the integrity of the property service chain, big data management is conducive to integrating the overall ability of the entire property service chain. At present, China's property industry is in the process of development, but it also shows certain decentralization. Many industries do not have a real balance of supply and demand, and unified property management requires a certain time. From the perspective of the future development of the property company, it is necessary to form a personalized elastic mechanism, truly play the synergistic role of the property service chain, and adapt to the current market emergency emergency emergency response For the specific changes of service demand, enterprises need to adjust the property service capabilities according to their own goals, and coordinate with the entire management chain. Finally,

the creative work of the entire enterprise is completed according to the rhythm of the market and forming optimized strategic use.

The current property service chain should establish a corresponding incentive mechanism based on optimizing service capabilities. This incentive mechanism is mainly to encourage all property service companies to operate in a more efficient and stable manner, thereby truly helping some immature companies. Enterprises, invest sufficient resources for these enterprises, manage the property service chain well, and help the entire property service industry chain run quickly and form contract documents. The company must explicitly grant certain rewards or sanctions under specific conditions defined in the contract.

The actual application of artificial intelligence in the property service industry

Property companies should pay attention to scientific and technological power. Today's science and technology have made people's lives tremendous. They also have forward-looking thinking, have an effective judgment of various management methods of the community, calmly insight in the future and emerging businesses, and then provide services and management. Enterprises should actively cultivate talents, establish a reinforced property talent team, provide broader development space for young people and college students, and pay attention to cultivating high-quality talents, and cultivate vibrant, dynamic, creative property elites. The application of artificial intelligence in real estate management can improve people's work efficiency. Traditional cleaning is borne by labor. If the labor cost and employee stability are under requirement, the environmental hygiene therefore cannot meet the requirements of users. The application of artificial intelligence can solve the above problems by optimizing the health environment of the community through self-positioning and overall planning, relying on automated and unmanned work. At present, many residential areas and commercial buildings have achieved the transition of human-machine cooperation. In addition, not only whether it is clean, but whether it is using artificial intelligence for equipment inspection or other tasks, can make the management efficiency been improved, the production cost of real estate management companies been reduced.

## Conclusion:

In short, technological progress has injected vitality into the development of the Chinese property industry and brought great progress. Reform and optimization of property services in the Internet+ requires related reforms and optimizations. In fact, there have a strong demand on the information in property industry. However, traditional property services do not uncover the huge information needs, which is difficult to integrate with the community ecosystem. It is not only a waste of resources, but also the reason why property services are difficult to improve. With the development and maturity of the Internet in the future, the property industry's dependence on information technology will gain increasing. Property companies will seize market opportunities, optimize technology applications, occupy a new stage of scientific and technological development, and update hardware and software including property companies' work, thereby forming new management methods. Property companies need to comprehensively examine their development strategies, workflows, member organizations and other conditions in order to better serve the people. They also need to conduct technical research, optimize technical systems, improve management efficiency, use big data, cloud computing, artificial intelligence, etc.. A variety of technologies optimize management and maximize management effects.

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