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NAS RK is pleased to announce that Bulletin of NAS RK scientific journal has been accepted for indexing in the Emerging Sources Citation Index, a new edition of Web of Science. Content in this index is under consideration by Clarivate Analytics to be accepted in the Science Citation Index Expanded, the Social Sciences Citation Index, and the Arts & Humanities Citation Index. The quality and depth of content Web of Science offers to researchers, authors, publishers, and institutions sets it apart from other research databases. The inclusion of Bulletin of NAS RK in the Emerging Sources Citation Index demonstrates our dedication to providing the most relevant and influential multidiscipline content to our community.

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НАН РК сообщает, что научный журнал «Вестник НАН РК» был принят для индексирования в Emerging Sources Citation Index, обновленной версии Web of Science. Содержание в этом индексировании находится в стадии рассмотрения компанией Clarivate Analytics для дальнейшего принятия журнала в the Science Citation Index Expanded, the Social Sciences Citation Index и the Arts & Humanities Citation Index. Web of Science предлагает качество и глубину контента для исследователей, авторов, издателей и учреждений. Включение Вестника НАН РК в Emerging Sources Citation Index демонстрирует нашу приверженность к наиболее актуальному и влиятельному мультидисциплинарному контенту для нашего сообщества.

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REAL ESTATE MARKET RESEARCH AT THE INTERNATIONAL LEVEL

Abstract. The importance of the Kazakhstan real estate market as sectors of economy is confirmed by its high share in gross national product, high level of the income arriving in the budget from primary sale, leasing of the state and municipal real estate (including lands), receipt of charges in the budget of taxes from the real estate and transactions with it.

Economic recovery of Kazakhstan, and also aspiration of the most part of the population to improvement of the housing conditions caused relevance of housing construction in the republic.

Real estate objects, it is more, than other goods, are subject to the state impact that increases risk of loss of investments in these objects. The real estate - expensive goods, and for its acquisition the difficult financial schemes including pledge or offset of cost of a former real estate object (different types of mortgages), etc. are often used. Special characteristics of real estate objects as goods along with its special place in market economy cause need of rather wide range of social and economic information for positioning of these goods in the market. The real estate market is intended for rendering certain services and in the social and economic nature is close to the market of services. However it is impossible to claim that the real estate market is a component of the single market of services. Having a number of differences from financial assets, the real estate can be considered as a part of a total investment portfolio, allowing to reduce general risk and as an independent asset.

Thus, purchase and sale of real estate objects is a movement of cost, revenue-producing. At the same time the real estate can be purchased as in production, and for personal reasons.

Key words: real estate market, market economy, construction industry, primary market, secondary market.

1. Introduction. Today in our republic the real estate market is actively formed. At the same time the increasing importance is gained by the question of registration of the acquired and available property in the centers for the real estate. However the current law doesn't provide a binding character of this procedure that generates an array of problems. There was a paradoxical situation: the objects having the real owner don't participate in civil circulation because the rights for him aren't registered or aren't issued properly. Respectively taxes aren't paid. It leads to increase in the "shadow" sector of economy and losses of the state budget. For this reason there was a need to legalize movable and immovable property [1].

Economic recovery of Kazakhstan and also aspiration of the most part of the population to improvement of the living conditions conditioned the relevance of housing construction in the republic. In recent years the structure of the houses put into operation has changed on forms of ownership and sources of financing. The state has stopped being the main participant in housing construction, and now private and individual builders began to play the main role.

For enterprises in this period of time, it is necessary to study the characteristics of the market; all activities aimed at the production and marketing of their products in order to maximize profits for the long term. For a number of organizations, depending on what they pursue and what strategies they implement, marketing is a key function that ensures their successful functioning. Moreover, from the transition to the management philosophy, according to which the firm in its activity is fully oriented to the demands of the market, rather than trying to produce "convenient" products for it, which is then sold to the client, marketing becomes something more than a separate function of management. Marketing increasingly becomes the substance of a stock exchange that permeates all areas of the firm's activities [2].

2. Methods of research. To solve this problem, we used methods of logical and comparative analysis, methods of theoretical and research and also methods of the analysis of data[3].

3. Mainpart. Extent of development of the real estate market of various countries and his certain spheres is characterized by the developed specific conditions depending on force major situations, political and other situation in each country and also the main directions of determination of the price and cost of square meter of this or that type of a real estate object.

Across the Russian Federation the following price of 1sq.m of housing will be established (on average 8850 rubles):

- on the Northwest region - 6860 rubles;
- in the Leningrad Region - 7 thousand rubles;
- in the Moscow region - 11 thousand rubles;
- in St. Petersburg 10 300 rubles;
- in Moscow - 16 thousand rubles.

The research of the average price of supply of housing in any region, district, etc., is advisable to produce a specific example, since the cost of one square meter of housing depends on two main factors: the location of the object and the type of building.

If you take St. Petersburg as an object of research, you can trace the following recent trends:

1. The leaders in terms of supply are Kalininsky, Primorsky and Krasnogvardeisky districts (in terms of decrease).
2. The average price of the leaders of the offer is \$ 500-550.
3. In the Admiralteysky District, standard housing is cheaper due to low prestige of the area and a difficult transport connection.

In the Moscow region, it is advisable to research the change in the price per square meter of housing in cities that are part of it, since in the territory of each city there is an integral economic situation in the market of residential real estate which it is not possible to explore by districts.

In general, the price range of \$ 400-500 per 1sq.m accounts for 60% of the current aggregate supply, which is 153 objects out of 257.

Analysis of the sector of commercial real estate at the beginning of 2014 showed that the greatest demand for the purchase is used by commercial and office premises, most of which are located in areas of high business activity, in connection with which they set a high level of prices.

In St. Petersburg, such areas include the Central, Vasileostrovsky, Moscow and Petrograd. In the center of the city are 56 and 77% of the proposed respectively trade and office space. Probably, in the near future, the stable position in this sector of the real estate market will occupy the Vyborgskaya Embankment with developing and newly opening business centers there.

Real estate objects in Spain develop either territorially, or territorial functionally, and is in the same way carried out their certain costs and the prices. The first sign is shown available in Spain four conditional areas: The Costa Brava (Barcelona), Costa-Blanca (Alicante), Costa del Sol (Malaga), the Canary Islands (island of Tenerife), the second - in existence of lines of remoteness from the sea. At the same time the most expensive inhabited real estate objects are objects of the second and third lines, but not the first as it is considered to be, in view of adversity of weather. Although the most expensive land is located near the sea, as buildings, as a rule, isn't planned (inhabited or commercial real estate objects), and is carried out proceeding from real investments in the long term.

It is also necessary to note that abroad in connection with the settled features of the real estate markets and regularities of their development of the price of real estate objects are often formed with detachment from all other external factors, taking into account only their private internal signs (for example, a house family tree, the price goodwill of a commercial real estate object). Often so occurs in Germany, Greece, Cyprus, Estonia, the Southern Montenegro.

Housing stock of Turkey can be classified as part of their legal status, prices and rental levels. Locally, the country's housing stock is divided into 4 types at a cost: super-expensive, expensive, medium and cheap. Gecekondu (read as "hegedkondu" (Turkish.) - ghetto, doss house) can be classified as the fifth type. For these types is also produced development of separate real estate objects that are characterized by a certain set of characteristics.

The earthquake of 1999 has resulted in need of confirmation of quality of activity of the construction organizations and agencies of development of real estate objects that, in turn, contributed to the intensive development of institute of assessment of real estate objects taking into account their protection from earthquakes.

In the housing market in France there was a unique situation. The large crisis which has burst at a boundary of the 1980-1990th caused decline of the prices of houses and apartments on average by 35-40%, Now, after acceptance of a number of the laws encouraging purchase of new housing all prerequisites for increase in demand for real estate objects and increase in prices for them are created.

To date, the most profitable are investments in housing under construction with a possibility of his subsequent delivery for rent. New housing has a number of advantages in relation to secondary housing. First, notarial expenses on acquisition of new housing make about 3% of its cost whereas the same expenses on a real estate object which is more than 3 years old make from 10,5 to 13%. Secondly, new residential buildings are exempted by the decision of municipal authorities from land tax within the first 2 years of operation.

Conditionally Paris is divided into 20 districts. The first is on the lakeSita, and everyone else is located around it. Districts are a little similar at each other even if they built up in at one time. From here such wide spacing of the prices (1 sq.m in Paris costs from \$3 thousand to \$9 thousand). The most inexpensive district the 19th traditionally is considered.

The prices steadily grow in Paris and region. This growth is explained first of all by an acute shortage of the apartments leased and also passivity of private investors.

In general, the market of inhabited real estate objects in France can be divided into the following groups of development conditionally:

1. Private houses and villas.

2. Elite apartments in Paris in prestigious districts (14th, 15th, 16th and 17th) are apartments of the improved planning, with qualitative European-quality repair, with existence of an underground garage in the house.

3. Apartments in usual multi-storey buildings in the usual districts of Paris or its vicinities.

The real estate in Great Britain can be owned on the basis of leasehold or freehold. Freehold means that in possession there are not only an earth, but also any construction constructions located on it. Leasehold - a situation when the earth is in possession someone else with the long-term rent granting to the new owner the right for property. Houses are got in property on the basis/geu / w / d ?, apartments - usually on leasing. The small sizes of the territory of Great Britain create continuous increase in prices for real estate objects. According to experts, increase in prices for the real estate in England is caused by the economic conditions which have developed recently, in particular uncharacteristically high employment rate and low interest rates on the credit.

Upon purchase the main criterion is the location. The prices go down in process of removal from the center.

In England, the system of housing provision (temporary) for students has long been developed, that's why in large and small towns there is a wide choice of inexpensive and comfortable places of residence, such as: family accommodation, hostel; campus (summer camps); student's apartment; guest-house (hotel), apartments, hotels.

The real estate market in Italy today is very liquid, promising and actively developing. Prices are rising steadily, a significant role in this is played by foreigners, primarily Germans, French, Americans.

The following objects of the market enjoy the greatest popularity:

- inhabited - country houses, villetta, apartments - the new or restored, located in respectable and prestigious areas, for example, Brescia,

- Desenzano, Sirmione, Franciacorta, Madonna di Campiglio, Trentino Alto Adige;

- commercial - the small hotels, residences, shops, bars located in resort regions of the North of Italy near the lakes Garda, Iseo, Idro, Sato, offices in again constructed up-to-date international business centers - skyscrapers like "Christal Palace", "Palazzo Mercurio".

Today the prices of the Italian real estate market it is unambiguous below, than in comparison with Italy on development and quality of life the countries, somehow Germany, France, Switzerland, Austria, England.

The reasons of it are in relative low cost of construction: Italians have all necessary construction materials at home and import nothing from other countries and also that earlier the Italian real estate market was rather closed for foreigners.

Distinctive feature of the Finnish real estate objects is obligatory existence of a sauna. The sauna is in each house including apartment. In Finland services of care of the house or the apartment in the absence of their owners are widely developed.

Approach to pricing of a real estate object abroad sometimes cardinally differs from the Russian techniques of calculation of cost (or the prices) real estate objects. For example, in Bulgaria so-called ideal parts are considered. The cost of square meter of an access ladder can be their example. Besides, cost, for example, of an inhabited real estate object joins costs of balconies and loggias. As a result of it housing of the raised comfort degree in Bulgaria is estimated on average \$600 for sq.m.

In the Russian recalculation total area is required to be reduced by 15-30%, having respectively increased the price of square meter of actual total area.

Conclusions. The analysis of a situation in primary and secondary international real estate markets allows to draw an unambiguous conclusion that, as a rule, the cost of one square meter of a real estate object in the secondary market exceeds its analog on primary.

Thus, the most fundamental concept connected with the characteristic of real estate objects at the international level is the term the price (cost). At the same time approaches to her definition for various real estate objects in the different countries differ. The analysis of the existing approaches to determination of the price of real estate objects learns to use already existed options applied in world practice possible for this or that country for the purpose of development of certain sectors of the real estate market taking into account the available positive experience.

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ЖЫЛЖЫМАЙТЫН МҮЛІК НАРЫҒЫН ХАЛЫҚАРАЛЫҚ ДЕҢГЕЙДЕ ЗЕРТТЕУ

Аннотация. Қазақстандық жылжымайтын мүлік нарығының маңызды мәні экономика секторы ретінде жалпы ұлттық өнімде оның үлесінің жоғары деңгейінде, бастапқы сатылуынан бюджетке түсетін кірістердің жоғары деңгейімен, мемлекеттік және коммуналдық жылжымайтын мүлікті (оның ішінде жерлер) жалға беруден түсетін кірістердімен, жылжымайтын мүліктің салықтардың алымдарын бюджетке түсуімен және олармен жасалатын мәмілелерімен расталады. Қазақстан экономикасының өсуі, сондай-ақ халықтың көп бөлігінің өз тұрғын үй жағдайларын жақсаруына тырысуы, республикада тұрғын үй құрылысын өзектілігіне себепші болды.

Жылжымайтын мүліктердің объектілері басқа да тауарлардан артық мемлекеттік басымдылыққа ұшырайды, бұл осы объектілерге салымдардың ысырап қалу қатерін жоғарлатады. Жылжымайтын мүлік - қымбатты тауар, және оны сатып алу үшін жиі күрделі қаржы схемалары пайдаланылады, мұнда кепіл немесе жылжымайтын мүлік бұрынғы объектісінің құнын есепке жатқызу (әр түрлі ипотекалар түрлері) және т.б. қамтиды. Жылжымайтын мүлік объектілерін тауар ретінде ерекше сипаттамалары оның нарықтық экономикада ерекше орнымен қатар осы тауарды нарықта орналастыру үшін әлеуметтік-экономикалық ақпараттың жеткілікті кең спектрінің қажеттілігі себепші болады. Жылжымайтын мүлік нарығы нарыққа қарай белгілі бір қызмет көрсетуге арналған және өз әлеуметтік-экономикалық табиғаты бойынша қызмет нарығына жақын. Алайда, бұл жылжымайтын мүлік нарығы - бұл бірыңғай қызметтер нарығының құрамдас элементі деуге болмайды. Қаржы активтердің бір қатар айрықшаға ие бола отырып, жылжымайтын мүлік инвестициялық портфельдің бір бөлігі ретінде қарастырыла алады да, және де дербес актив ретінде жалпы тәуекелді төмендетуге мүмкіндік береді.

Осылайша, жылжымайтын мүлік объектілерін сатып алу-сату құны - бұл табыс әкелетін құнның қозғалысы. Сонымен қатар жылжымайтын мүлік өндірістік ретінде, сол сияқты жеке мақсатта сатып алынуы мүмкін.

Түйін сөздер: жылжымайтын мүлік нарығы, нарықтық экономика, құрылыс индустриясы, бастапқы нарық, қайталама нарық.

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ИССЛЕДОВАНИЕ РЫНКА НЕДВИЖИМОСТИ НА МЕЖДУНАРОДНОМ УРОВНЕ

Аннотация. Важное значение Казахстанского рынка недвижимости как сектора экономики подтверждается его высокой долей в валовом национальном продукте, высоким уровнем доходов, поступающих в бюджет от первичной продажи, сдачи в аренду государственной и коммунальной недвижимости (в том числе земли), поступлением сборов в бюджет налогов от недвижимости и сделок с ней.

Подъем экономики Казахстана, а также стремление большей части населения к улучшению своих жилищных условий обусловили актуальность жилищного строительства в республике.

Объекты недвижимости больше, чем другие товары, подвержены государственному воздействию, что увеличивает риск потери вложений в данные объекты. Недвижимость - дорогой товар, и для его приобретения часто используются сложные финансовые схемы, включающие залог или зачет стоимости прежнего объекта недвижимости (различные виды ипотек) и др. Особые характеристики объектов недвижимости как товара наряду с ее особым местом в рыночной экономике обуславливают необходимость достаточно широкого спектра социально-экономической информации для позиционирования данного товара на рынке. Рынок недвижимости предназначен для оказания определенных услуг и по своей социально-экономической природе близок к рынку услуг. Однако нельзя утверждать, что рынок недвижимости - это составной элемент единого рынка услуг. Обладая рядом отличий от финансовых активов, недвижимость может рассматриваться как часть общего инвестиционного портфеля, позволяя снизить общий риск, и как самостоятельный актив.

Таким образом, купля-продажа объектов недвижимости - это движение стоимости, приносящей доход. В то же время недвижимость может приобретаться как в производственных, так и в личных целях.

Ключевые слова: рынок недвижимости, рыночная экономика, строительная индустрия, первичный рынок, вторичный рынок.

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