



高等职业教育物业管理专业“十一五”规划教材

物业管理专业英语

● 韩国波 朱德光 主编

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本书以物业管理的基础知识与日常事务为主题,较全面系统地介绍了高职高专物业管理专业学生在日后涉外交际中所必需的实用专业英语知识。全书所有对话和课文均选自近年来国内外新出版的专业书刊,反映当前物业管理行业最新发展态势。主要内容包括物业管理的基本概念和基本内容、物业管理市场营销、物业管理公司、物业服务类型、住宅物业、商业物业和工业物业、环境管理、设备管理、安全和防火管理、入住办理、物业管理投诉、社区文化、业主委员会的建立以及常用物业文书等物业管理专业知识。每课包括对话、对话练习、课文、课文注释、生词和词组、课文练习以及与本课内容相关的阅读练习,为便于自学,本书还提供了参考译文和专业词汇表。

本书既可作为高等职业教育物业管理专业的英语教材,也可供有一定英语基础的物业管理从业人员自学和培训使用。

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前 言

本教材着力体现能力本位和素质教育的精神,注重交际应用和专业应用,突出职业教育的特色;着重口语训练和实用物业管理专业英语知识学习,且以此为框架进行编写。

本教材的特点是:

(1) **实用性**。本教材编写时紧密联系物业管理的相关专业知识,并根据不同的知识点,选用适当案例来激发学生用英语表达思想、用英语学习物业管理知识的积极性,提高学生管理涉外物业的能力。

(2) **广泛性**。紧扣最新的《物业管理教学基本要求》,融入当前物业管理的前沿思想,以新的角度更好地认识和把握这一领域。

(3) **可读性**。本教材除了内容易懂,结构合理外,还在语言表达上力求明快、简洁、流畅,使学生易于接受。

本书由韩国波、朱德光任主编,白越、周中元任副主编。全书编写分工如下:第1、5课由韩国波编写;第6、7、8课及附录由朱德光编写;第4、9、11课由白越编写;第10课由周中元编写;第12课由王芳编写;第2课由王昕编写;第13课由李丽娟编写;第3课由岳晓光编写;第14课由陈静编写。朱德光负责全书的统稿及修改工作。

本书可作为高等职业教育物业管理专业教材,也可供物业管理从业人员自学和培训使用。

本书在编写过程中参考了众多国内外有关物业管理的书籍和资料,在此对有关书籍和资料的作者表示衷心的感谢!

由于物业管理行业发展迅速,加之编者水平有限,书中难免有不妥或谬误之处,恳请广大读者和学界专家不吝指正。

编 者

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Lesson One

Introduction to Property Management

Part I Conversation

An Introduction to Property Management

(One day, Thomas Dai is reading a book. Maggie Lin, his close friend, comes to see him.)

Maggie: Hi Thomas.

Thomas: Hi Maggie. Great to see you. How are you?

Maggie: You bet I am fine¹. Thanks. And you?

Thomas: I'm fine too. (Showing her the book *Efficient Property Management*.) I got it from the Book Shopping Centre three days ago.

Maggie: Property Management? It has been a very topic. Maybe you can tell me something about it.

Thomas: OK. I'll try. You know Cosmopolitan Co. Ltd., Mother of First-class Hotels, as they say.

Maggie: Sure. It is an empire of five-stars, four-stars hotels.

Thomas: You must also have heard of the Galaxy Complex in the suburb of Guangzhou.

Maggie: Of course. It appears on the major papers, televisions and radios every moment of every day. It is a forest of commercial buildings, residential buildings, sports and recreation centers, shopping centers, etc.

Thomas: Well...all the hotels, buildings, facilities require management, don't they? Simply speaking, that is Property Management.

Maggie: I have got a clear picture. Thanks a lot. Thomas, could you lend me the book later on, after you finish it?

Thomas: No problem.

Maggie: Oh, it's twenty past ten already. I've got to be going. See you.

Thomas: Bye-bye.



Exercises

Translate the Chinese into English to finish the whole conversation.

(Wangqiang is reading a book about GOLDMARK, one of leading investment real estate company, when Xiaoli, his classmate, comes to him.)

Xiaoli: Hi, Wangqiang, what are you reading? You look so crazy.

Wangqiang: Oh, it's you, Xiaoli. I'm reading a book about GOLDMARK Property Management.



- Xiaoli: Why are you reading such kind of book? Do you want to be a property manager after graduation?
- Wangqiang: I'm interested in property management and eager to get some knowledge about it. As you know, (物业管理在中国是一个新产业) _____.
- Xiaoli: (我也很了解一下这方面的知识) _____. Could you tell me something about that?
- Wangqiang: OK. GOLDMARK is one of leading investment real estate company in America. It offers multi-family property management services, sales and leasing of office, retail and industrial space, and consulting, development, and construction services.
- Xiaoli: GOLDMARK, (多好听的名字啊!) _____!
- Wangqiang: Yes. The GOLDMARK name is associated with a **GOLD** standard of excellence that offers. GOLDMARK properties are found in prime city locations throughout North Dakota, Minnesota, Iowa and Nebraska. Each community is ideally situated in neighborhoods (提供工作、教育、卫生保健、购物、餐饮与娱乐服务) _____, along with easy access to major transportation routes and public transportation.
- Xiaoli: Well, I guess there must be a lot of customers choosing GOLDMARK.
- Wangqiang: (你说的对) _____. (业主是 GOLDMARK 大家庭的重要部分, 从他们入住那天起就得到黄金级别的待遇) _____. Each community is exceptionally maintained. Grounds and buildings are inspected daily to provide the resident with a community they are proud to call home. Maintenance needs are handled by skilled technicians quickly, efficiently and at the convenience of the resident.
- Xiaoli: Thank you for telling me so much. Could you lend me the book after you finish it?
- Wangqiang: OK, I'll finish it in three days.

Part II Text

What Is Property Management

If you want to know what property management is, first of all, you have to know what property is. In plain terms, property is what one owns. Your watch is your property. Your cash and your deposit are your property. Similarly, your bonds and stocks are your property as well. They are known as personal property.

Property can mean something else. Consider the following example.

Suppose a company pays the local government a large sum of money for 100 acres of land to build residential houses. The company also builds hotels, shopping centres, multi-functional buildings, sports and recreation facilities on the land. In addition, it sets up a bank, a post office, a school and other public services. Undoubtedly, the above-mentioned are all property. As a matter of fact, this is what the word property means in property management: land and buildings on the land. Therefore, real property management is the more accurate word.

Now you may get some ideas about property management. Actually, property management has



historically been underrated in the real estate industry. The need for professional management did not become apparent until the depression of the 1930's, when numerous foreclosures revealed a pattern of management deficiencies². This oversight might seem strange, since running a large commercial or residential project in which hundreds or thousands of people reside or work is a highly challenging task, calling for training, good judgment, and a variety of technical skills. Traditionally, however, the emphasis in the real estate industry has been on the so-called permanent elements of the investment — good location, sound construction, and reasonable long-term financing, rather than on the day-to-day operation of the property. It has sometimes seemed as if a property owner, having made a very large investment in the permanent structure, assumed that the property would run itself with a minimum amount of supervision³.

This concept of property management has changed substantially in the past decade. In an era of rising costs, it has dawned on owners that good property management is the major controllable influence on residual cash flow (i.e., the number of dollars that end up in the owner's pocket)⁴. It is true that both rent rates and operating expenses are largely shaped by market forces beyond the control of any one property owner. And it is also true that comparable properties within the same geographic area are often of significant variances in rental income and operating costs. Why? Investigations show that "above-average" operating expenses and lower than average rent levels result from inadequate property management. Then the importance of property management is increasingly noticed and professional property management companies come into being.

A property management company is tasked with the responsibility of managing the multiple aspects which come along with the ownership of real estate. This is much akin to the role of management in any business. One important role is that acting as liaison between the landlord and tenant. Duties of property management companies include accepting rent, responding to and addressing maintenance issues, advertising vacancies for landlords, and doing credit and background checks on tenants. In exchange for the service they provide, property management companies charge landlords a percentage of the gross rent collected each month (typically, 3%~10%), in addition to lease commissions. If disclosed in the management agreement, repair costs may be marked by some property managers.

Vocabulary

close	adj. 亲密的, 关系密切的
bet	v. 敢断定
you bet	(口) 的确, 当然, 一定
efficient	adj. 效率高的
property	n. 财产, (房) 地产
management	n. 管理, 经营
cosmopolitan	adj. 世界性的, 全球(各地)的
Co. Ltd=company limited	(股份) 有限公司



empire	n. 帝国
Galaxy Complex	n. 银河大厦
suburb	n. 市郊, 郊区
major	adj. 主要的, 主修的 n. (美) 主修课
forest	n. 森林, 林立的建筑
commercial	adj. 商业的, 贸易的
residential	adj. 住宅的, 与居住有关的
recreation	n. 娱乐, 消遣
facility	n. 设施, 设备, 熟练, 便利, 容易
plain	adj. 简单的, 浅显的
term	n. 措辞, 术语; 学期
own	v. 拥有, 承认
cash	n. 现金 vi. 兑现
deposit	n. 存款
similarly	adv. 同样地, 类似地
bond	n. 债券, 公债
stock	n. 股票, 股份, 库存
consider	vt. 考虑, 认为
suppose	v. 假定, 设想, 推想
local	adj. 当地的, 地方的, 局部的
sum	n. 金额, 总数, 和
acre	n. 英亩, 大片田地
multi-functional	adj. 多功能的
undoubtedly	adv. 毫无疑问地, 的确地
above-mentioned	adj. 上述的, 前面提及的
as a matter of fact	事实上, 实际上
accurate	adj. 准确的, 正确的
underrate	vt. 低估, 看轻
apparent	adj. 明显的, 外观上的
depression	n. 沮丧, 消沉, 萧条
foreclosures	n. 丧失抵押品赎回权, 排斥
deficiency	n. 缺乏, 不足
oversight	n. 勘漏, 失察, 疏忽, 忽视
reside	vi. 居住
challenging	adj. 挑战性的, 挑逗性的
variety	n. 变化, 多样性, 种种, 种类
investment	n. 投资
permanent	adj. 永久的, 持久的
location	n. 位置, 场所, 特定区域 (地段)
construction	n. 建筑, 建筑物



financing	<i>n.</i> 理财, 筹集资金, 融资
minimum	<i>adj.</i> 最小的, 最低的, 最少的
supervision	<i>n.</i> 监督, 管理
substantially	<i>adv.</i> 充分地, 实质性地
dawn on somebody	变得(为人所)明白
controllable	<i>adj.</i> 可管理的, 可操纵的, 可控制的
residual	<i>adj.</i> 剩余的, 残留的
expense	<i>n.</i> 费用, 代价, 开支
largely	<i>adv.</i> 主要地, 大量地, 很大程度上
comparable	<i>adj.</i> 可比较的, 比得上的
significant	<i>adj.</i> 有意义的, 重大的, 重要的
variance	<i>n.</i> 不一致, 变化, 变异, 差异
investigation	<i>n.</i> 调查, 研究
inadequate	<i>adj.</i> 不充分的, 不适当的
akin	<i>adj.</i> 类似的, 同族的, 同类的
liaison	<i>n.</i> 联络, 联系, (语音)连音
landlord	<i>n.</i> 房东, 业主, (旅店等的)老板
tenant	<i>n.</i> 承租人, 房客, 租客
address	<i>vt.</i> 致力于, 着手(解决)
maintenance	<i>n.</i> 维护, 维修, 保持, 抚养
vacancy	<i>n.</i> 空闲, 空白, 空缺, 清闲, 空虚
lease	<i>n.</i> 租借, 租约, 租赁物, 租期
commission	<i>n.</i> 佣金

Notes

- You bet I am fine.** 我当然很好。
"You bet" is often used in oral English. It means you can be sure, or certainly.
e.g.
 "Will you tell her?" "You bet (I will)". "你会告诉她吗?" "当然(会)啦。"
- The need for professional management did **not** become apparent **until** the depression of the 1930's, when numerous foreclosures revealed a pattern of management deficiencies. 对专业物业管理的需求直到 20 世纪 30 年代的经济大萧条时期才日渐明显, 那时, 大量的抵押品丧失赎回权, 暴露出管理方式上存在的不足。
not...until... 直到……才……; 等……再……
e.g.
 We won't start until Tom comes. 等汤姆来了我们再开始。
- It has sometimes **seemed as if** a property owner, having made a very large investment in the permanent structure, assumed that the property would run itself with a minimum amount of supervision. 因为已经把一大笔钱投资在一座永久性的建筑物上, 业主有时似乎认为只要



有一点点监督，物业就会自动运行。

It seems as if + 虚拟语气（与实际情况相反）。

e.g.

She doesn't buy us a drink. It seems as if she had no money (in fact, she has plenty of money).

4. In an era of rising costs, **it has dawned on** owners that good property management is the major controllable influence on residual cash flow (i.e., the number of dollars that end up in the owner's pocket). 在这样一个成本不断提高的时代，业主们终于明白良好的物业管理是一个主要的可操控的影响剩余现金流量（也就是，业主的口袋里最终还有多少钱）的重要因素。

something dawns on/upon somebody 某人开始明白（醒悟）某物（事）。

e.g.

It suddenly/gradually dawned on me that I'd caught the wrong train.

我刚刚才发觉我乘错了火车。



Exercises

I. Decide whether the following statements are True (T) or False (F) according to the text.

1. Property means what one owns. ()
2. In Property Management, the word property means land and buildings on the land. ()
3. Property management is the process of overseeing the owners' personal money. ()
4. The need for professional management is always apparent in the history. ()
5. The traditional emphasis in the real estate industry has been on the permanent elements of the investment. ()
6. The traditional concept of property management has never changed and lasted to nowadays. ()
7. Both rent rates and operating expenses are largely affected by market forces. ()
8. A property management company acts merely as liaison between the landlord and tenant. ()
9. Property management companies always provide free services. ()

II. Match the words in column A with their corresponding explanations in column B.

Column A

- a. undoubtedly
- b. flow
- c. oversee
- d. professional
- e. expense
- f. dawn
- g. substantially
- h. supervision
- i. permanent
- j. apparent

Column B

1. cost
2. fully
3. lasting
4. expert
5. certainly
6. evident
7. monitor
8. currency
9. inspect
10. daybreak



III. Translate the following sentences into English.

1. 物业管理是监督物业运行和维护以实现业主目标的过程。

2. 物业管理是一项非常有挑战性的任务。

3. 但是，传统意义上的房地产业重点是放在所谓的永久性投资因素上。

4. 租金和运行开支很大程度上是由市场的力量决定的。

5. 简单地说，物业就是一个人所拥有的一切。

IV. Discussion

Are you interested in property management? Do you want to be a property manager in the future? How can you become a successful property manager?

V. Choose the appropriate words and complete the following passages.

whose	own	where	but	services
performed	real	pay	when	overseeing

Property management is the process of 1 the operation and maintenance of 2 property to achieve the objectives of the property owner. Sometimes owners manage their 3 property, particularly small properties and particularly 4 they themselves occupy part of the space. 5 for larger properties or those 6 owners live at a distance, management is usually 7 by a paid property manager. A property manager also oversees individual buildings on long-term leases, 8 tenants maintain the building, 9 the taxes and insurance, and mail the owner a check each month. But most residential, office, retail, and many industrial properties offer 10 along with the space over time.

Part III Reading Material

Passage (I)

Property Management

The role of asset management is completely compatible with that of property management. The functions of property management contribute to asset management in many ways. The property management will, in broad terms, be seeking to maximize income and minimize expenditure, within reasonable limits, in operational terms. It could be viewed that property management is an operational function related very much to the existing investment format. It may reflect a relatively short or medium term outlook, e.g. 3~5 years.

The property manager's operating plan should be developed in conjunction with the asset



manager. The latter is likely to have prepared longer term strategic plans including capital expenditure plans.

What is asset management?

Asset management can be described as the role of maximizing the value of the investment to the investor.

The need for, and development of, the asset management role has come about largely through the development of large investment portfolios, both public and private, where a structured management approach was needed, and subsequently evolved. Asset management describes the role which could be fulfilled by a person known as the asset manager. In such institutional portfolios there may also be substantial investment in cash, bonds, equities and / or operating assets as well as property.

The asset manager is the specialist who directs and accepts ultimate responsibility for investment decisions leading to achievement of the overall objective(s) of the ownership of these assets. Equally an asset manager might be referred to as a portfolio manager or investment manager.

Make choices according to the passage.

1. The role of asset management is _____.
 - A. contributing to property management in many ways
 - B. completely compatible with that of property management
 - C. insurance and risk management
 - D. seeking to maximize income and minimize expenditure
2. Which of the following statement is *not true*?
 - A. The functions of property management contribute to asset management in many ways.
 - B. The property management will, in broad terms, be seeking to maximize income and minimize expenditure, within reasonable limits, in operational terms.
 - C. The property management is not an operational function related very much to the existing investment format.
 - D. The property management may reflect a relatively short or medium term outlook.
3. The property manager's operating plan should be developed in conjunction with _____.
 - A. the asset manager
 - B. the owner
 - C. the tenant
 - D. other manager
4. _____ role has come about largely through the development of large investment portfolios, both public and private, where a structured management approach was needed and subsequently evolved.
 - A. The property management
 - B. The building management
 - C. The maintenance management
 - D. The asset management
5. The asset manager is *not* _____.
 - A. the specialist who directs and accepts ultimate responsibility for investment decisions leading to achievement of the overall objective (s) of the ownership of these assets



- B. referred to as a portfolio manager
- C. referred to as an investment manager
- D. seeking to maximize income and minimize expenditure, within reasonable limits, in operational terms

Passage (II)

The Contents of Property Management

In China, the modern sense concept of property management developed from Housing Management Station in Mid-1980's, along with the marketization of real estate industry. In the past, most real estates were state-owned. Housing estates were in the control of the government with very limited services. This kind of management has changed greatly in recent years.

Property management is not merely maintenance and repair. The goal of property management is to maximize the desired return (fiscal, social, or physical) from a real estate investment over the life of the property. The result is a clean, quiet, well-managed, well-organized (usually multifamily rental) property. Therefore, property management usually involves various aspects, including physical maintenance and upkeep of the property, marketing and occupancy management, fiscal management, resident relations, personnel and staffing, and security.

In one word, to keep the property in normal use and make the environment better for the people living or working in, property management companies must be set up to provide many kinds of services to the owners or tenants directly or indirectly.

Answer the following questions according to the passage.

1. Whom did most real estates belong to in the past?

2. What is the reason for the great change of property management in recent years according to the passage?

3. What is the goal of good property management?

4. What does a property management company usually do?

5. What is the general aim of property management in one word?

Lesson Two

Property Management Marketing

Part I Conversation

1. Residential Property for Sale

Scene: ABC Property Management Company, Tai Koo Shing Branch

A: Agent — James Wilson

B: Client — Mr. Johnson

A: Good morning, Sir. Have a seat, please.

B: Thanks. I would like to know the residential property market because I have an apartment to sell.

A: Sure, here is my business card. I'm James Wilson. I'm glad to explain to you how things are. In recent months, the demands for residential properties have been increasing sharply. The prices for residential properties have been rising almost twenty percent.

B: Really? Since I have to go back to England within the next few months, I would like to sell my apartment as soon as possible.

A: Don't worry, Sir. I think it's a seller's market now. Could you tell me some information about your apartment first? Where is your apartment?

B: Flat C, 15th F, Tianhe House, Flower City.

A: What is the square area of your apartment? How many bedrooms and living rooms?

B: Its gross area is about nine hundred square feet. There's one living room, one dining room, one master room and two bedrooms.

A: How is your property orientation and view?

B: It is on the south with a hillside view.

A: The market price for Tianhe House is around five thousand Hong Kong dollars per square foot, but it also depends on the internal layout and condition of the house.

B: I would like to mark four point five million Hong Kong dollars.

A: May I have your name and telephone number, Sir?

B: Johnson, and my home telephone number is 28765432. My office number is 2134567.

A: Thank you, Mr Johnson. May I ask you one more question? When will your apartment become available?

B: In about one month.

A: Also, Mr Johnson, I would like to remind you my company will charge a commission



equivalent to one percent of the transaction price in the event of a successful selling of the property through our introduction.

B: No problem.

A: Thank you very much. I will introduce your apartment to our clients. If they want to see your apartment, I will give you a call.

B: Thank you.

2. Residential Property for Purchase

Scene: ABC Property Management Company, Tai Koo Shing Branch

A: Agent — James Wilson

B: Client — Mrs. Chen

A: Good morning, Madam. Can I help you?

B: Yes, I would like to know the prices of the houses here.

A: We have many houses for you to choose. Some of them are our special offer.

B: Oh, really? But I have no idea about what kind of houses I should choose.

A: It's OK. Could you tell me the budget you make for the house?

B: Well, between 400,000 to 450,000.

A: You can take a look at these houses. They are all in your budget.

B: Thank you very much.



Exercises

1. Fill in the blanks with proper words to finish the whole conversation.

A: Good morning, Betty.

B: Good morning, Rose.

A: It's _____ to see you. We haven't _____ each other for a long time.
_____ these days?

B: Fine, thanks, and _____?

A: I'm fine too. Where are you working now?

B: I'm working _____ a sales manager in a real estate company.

A: Well, I happen to have some questions about real estate. Maybe you can help me.

B: OK, let me _____ a try. What are your questions?

A: I often hear about some fashionable words like CBD, SOHO, CLD, but I'm not clear about them. What do they _____?

B: Well, CBD means _____, SOHO means _____, and CLD means _____.

A: Thank you very much. You are really an expert in real estate.

B: You are _____.