

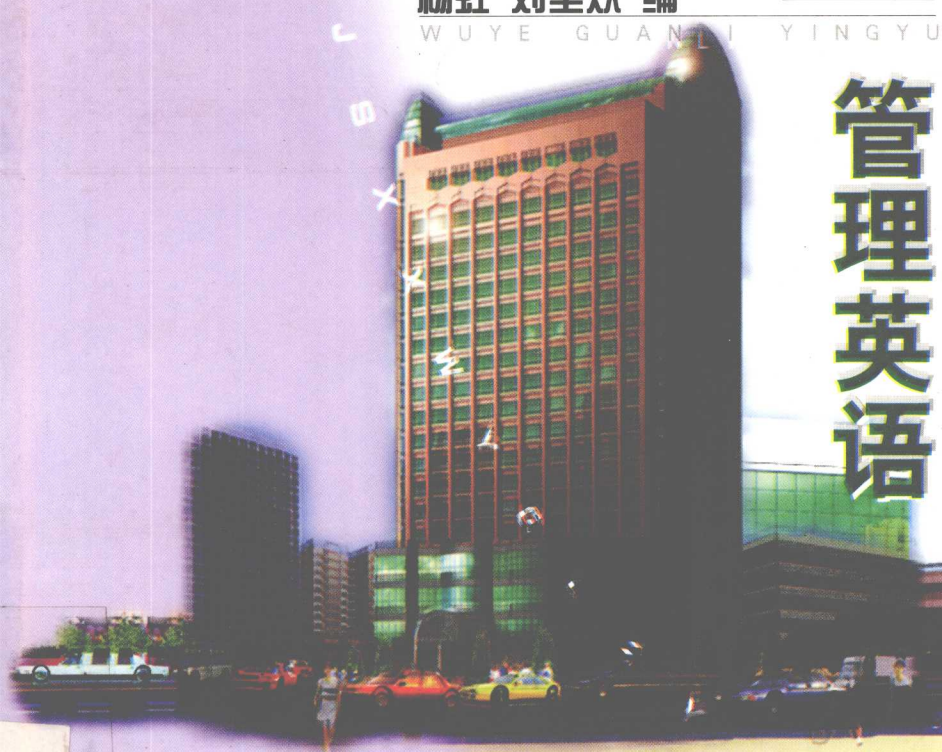
物 业 管 理 专 业 系 列

物 业

杨虹 刘圣欢 编

W U Y E G U A N L I Y I N G Y U

管理英语



华中师范大学出版社

物业管理专业系列教材

高秉坤 张贯益 刘圣欢 主编

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前 言

市场是资源配置的基础性手段,这已成为共识。当中国的经济体制、住房分配体制发生重大变革的时候,传统的房屋管理体制,势必也要进行重大变革。

物业管理,作为一种新型的房屋管理模式,以其专业化、一体化和市场化为特征,在社会主义市场经济体制下,已呈现出强劲的生命力与发展势头。正所谓哪里有房屋,哪里就有物业管理。当新开发房屋普遍实施物业管理的时候,对已有房屋全面实施物业管理的呼声越来越高。随着住房体制改革的逐步深入,住房分配将全面步入货币化、市场化的轨道。在新的形势下,如何使业主的房产都能保值增值,如何使房屋使用者都能享有舒适优美的居住与工作环境,是新时期物业管理所要解决的主要问题。

为了适应当前的发展形势,满足众多物业管理参与者的学习需求,我们组织一批专家编写了这套物业管理丛书,1998年推出的有:《物业管理概论》、《物业服务经济概论》、《物业管理计算机化》、《物业管理法概论》、《物业管理国际质量标准》;1999年出版的有:《物业设备管理》、《物业环境管理》、《建筑基本知识》、《房地产开发经营》;2000年出版的有:《物业管理英语》、《房地产价格评估》。这套教材汇集了专家们多年的理论研究、教学实践和社会实践的成果,并参考了国内外有关研究资料。各门课程均对基本理论、基本知识和操作技巧作了深入浅出的论述。既具有理论的科学性,又有很强的可操作性

性。本套教材是学校中物业管理专业学生的主要教材,也是物业管理公司和社会各界了解、学习物业管理理论与方法,物业投资与经营操作技巧的指南。

如果艺海拾贝是大师们的自谦之词,那么吾辈资质中平,不敢妄称弄潮儿。物业管理是房地产经济管理园中的一座奇峦。加之市场还有待充分发育,转轨变型尚未结束,从这个角度说反映不成熟实践的理论必然不很成熟。书中疏漏错误之处,恳请各位同仁、读者批评指正。

本套教材的写作得到了国家建设部、武汉市房地局、华中师范大学出版社的大力支持,在此一并致谢。

编者

内 容 简 介

本书共 20 个单元，每个单元包括课文、词汇表、词组与表达式、注释和练习等五个部分，文章主要选自英美物业管理和房地产专著及杂志。内容包括物业管理概述、不同类型物业的管理、物业管理的功能、维修管理、水电能源管理和物业管理计划等。书中对物业管理函件、管理合同及管理职责等实用性内容作了较详细的介绍。

本书可作为物业管理专业、房地产专业及相关专业学生用教材，也可作为物业管理专业的专业英语进修课本。

CONTENTS

Unit One

Property Management	(1)
---------------------------	-----

Unit Two

Properties Requiring Management	(13)
---------------------------------------	------

Unit Three

Office Building Management	(24)
----------------------------------	------

Unit Four

The Management of Different Types of Properties(I)	(36)
---	------

Unit Five

The Management of Different Types of Properties(II)	(48)
--	------

Unit Six

Property Management Functions(I)	(59)
--	------

Unit Seven

Property Management Functions(II)	(70)
---	------

Unit Eight

Property Management Functions(III)	(82)
--	------

Unit Nine

Property Management Functions(IV)	(93)
---	------

Unit Ten

The Work of the Engineering Division	(105)
--	-------

Unit Eleven	
Heating, Ventilation, Air Conditioning	(118)
Unit Twelve	
General Maintenance and Repair	(127)
Unit Thirteen	
Preventive Maintenance	(138)
Unit Fourteen	
Conserving Energy	(149)
Unit Fifteen	
Water Management	(161)
Unit Sixteen	
The Management Plan	(175)
Unit Seventeen	
The Management Contract	(187)
Unit Eighteen	
Property Analysis	(201)
Unit Nineteen	
Contemporary Housing Management Initiatives ...	(213)
Unit Twenty	
Tenancy Agreements	(223)
附录一 课文参考译文	(236)
附录二 练习参考答案	(265)

Unit One

Property Management

Property management is the process of overseeing the operation and maintenance of real property to achieve the objectives of the property owner. Sometimes owners manage their own property, particularly small properties and particularly when they themselves occupy part of the space. But for larger properties or those whose owners live at a distance, management is usually performed by a paid property manager, either an individual or a management firm. There are exceptions, like industrial buildings on long-term leases, where tenants maintain the building, pay the taxes and insurance, and mail the owner a check each month. But most residential, office, retail, and many industrial properties offer services along with the space over time.

Property management has long been an underrated function in the real estate industry. The need for professional management did not become apparent until the depression of the 1930s, when numerous foreclosures revealed a pattern of management deficiencies. 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, variety of technical skills. Traditionally, however, emphasis in the real estate industry has been on the so-called permanent elements of the investment — good location, 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 supervision.

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). It is true that both rent rates and operating expenses are largely shaped by market forces beyond the control of any one property owner (witness the very sharp rise in energy costs in the 1970s). But it is also true that comparable properties within the same geographic area often show significant variances in rental income and operating costs. Why? Close inspection often shows that "above-average" operating expenses and lower than average rent levels result from inadequate property management.

The classic mistake of the stock and bond investor moving into real estate involves underestimating the importance of management. Some investors have the feeling that real estate

manages itself.

There is a story about the importance of property management. A San Francisco real estate broker recently noticed a project that was on the market for \$1 million. He knew how the property had been managed in the past and that the million dollar valuation was based on a capitalization of historic income figure. He borrowed money to buy the property, renegotiated certain leases, and established more efficient operating procedures. In six months he sold the property for \$1.4 million based on the capitalized value of the new, higher net income. His contribution was management expertise.

New Words

property ['prɒpəti] n. 所有地, 地产; 不动产

oversee [ˌəʊvə'si:] v. 监督

individual [ˌɪndɪ'vɪdʒuəl] n. 个人, 个体

firm [fɜ:m] n. 商号, 商店, 公司

lease [li:s] n. 租赁合同; 租约, 租借期间

tenant ['tenənt] n. 房客; (出租楼房等的) 居住者, 住户; 居住者

maintain [meɪn'teɪn] v. 保养; 维修

residential [ˌrezi'denʃl] adj. 住宅的, 居住的

retail ['ri:teɪl] adj. 零售的

underrate [ˌʌndə'reɪt] v. 低估, 估价太低, 轻视

apparent [ə'pærənt] adj. 外观的, 外表的, 表面的

depression [di'preʃn] n. 萧条, 不景气

foreclosure [fə:'kləʊʒə] n. 取消赎回权

deficiency [di'fiʃnsi] n. 不足, 缺乏

oversight ['əʊvəsait] n. 看漏, 疏忽, 失察

reside [ri'zaid] v. 住, 居住

permanent ['pə:mənənt] adj. 永久的, 不变的, 永恒的

investment [in'vestmənt] n. 投资, 出资; 投资金

finance [fai'næns] v. 提供资金给……, 融资, 筹措……的资金

assume [ə'sju:m] v. 把……视为当然, 以为; 想当然

minimum ['miniməm] n. 最低限度, 最小数

supervision [ˌsu:pə'viʒn] n. 监督, 管理, 督导

substantially [səb'stænfəli] adv. 本质上; 大体上; 充分地

controllable [kən'trəʊləbl] adj. 可管理的, 可控制的; 可抑制的

residual [ri'zidjuəl] adj. 剩下的, 残余的

witness ['witnis] v. 目击……, 亲眼看到

geographic [ˌdʒiə'græfik] adj. 地理学上的, 地理上的

variance ['vɛəriəns] n. 变化, 变动, 变迁; 多样性

stock [stɒk] n. 股票; 存货

bond [bɒnd] n. 债券; 公债

involve ['invɒlv] v. (必然)包含; 意味着

underestimate [ˌʌndə'estimeit] v. 低估; 对……作过低的评价

broker ['brəʊkə] n. 经纪人, 掮客, 代理人

valuation [ˌvælju'eɪʃn] n. (价钱方面的)评估, 估价; 评价

capitalization [ˌkæpitəlaɪ'zeɪʃn] n. 投资; 资本额

renegotiate [rini'gəʊʃieit] v. 重新(与人就……)交涉; 重新协商, 重新谈判

capitalize[ˈkæpɪtəlaɪz] v. 出资于, 投资于; 做资本用
contribution[,kɒntriˈbjʊ:ʃn] n. 贡献; 助益; 捐助
expertise [ˌekspəˈti:z] n. 专门的知识(技术)

Useful Expressions

at a distance 在远处
along with 和, 同, 与……一道; 加之
call for 需要; 要求
rather than 而不是
dawn on 开始(被人)理解, 渐渐(使人)明白
end up 结束, 结尾; 停止
result from 由于, 是……的结果
be based on 基于; 以……为根据

Notes

1. Property management is the process of overseeing the operation and maintenance of real property to achieve the objectives of the property owner.
此句中, 动词不定式 to achieve the objectives of the property owner 作目的状语。
property management 物业管理
real property 房产
property owner 业主
2. ...or those whose owners live at a distance, management is usually performed by a paid property manager, either an

individual or a management firm.

此句中,关系代词 whose 在定语从句中充当定语,该定语从句修饰指示代词 those。

either...or 表示选择,可以连接两个并列的词、词组或独立分句。在此句中,either...or 连接的成分是 a paid property manager 的同位语,作进一步的解释。

3. there are exceptions... buildings..., where tenants maintain the building on a long-term leases, pay the taxes....

此句中,关系副词 where 在定语从句中作地点状语,由它引导的定语从句修饰 buildings。

on a long-term leases 意为“长期租赁”。

4. Property management has long been an underrated function....

long 在此句中是副词,作时间状语,underrated 是过去分词,作 function 的定语。

5. not...until 意为“直到……才”。例如:

The baby did not go to bed until his mother came back home.

6. ...since running a large commercial or residential project in which hundreds or thousands of people reside or work is a highly challenging task....

此句中,关系代词 which 在定语从句中作状语,由其引导的定语从句修饰 project,highly 修饰 challenging,意为“非常地”。

a highly challenging task 意为“非常具有挑战性的任务”。

7. ... as if a property owner, having made a very large investment in the permanent structure, assumed....

在此句中 having made a very large investment in the permanent structure 作后置定语,修饰 a property owner。该短语是过去分词的完成时形式,表示其动作发生在谓语动词之前。例如:

The idea, having been put forward by Tim, aroused much objection among the students.

8. in the past decade 在过去的十年里
9. the major controllable influence on residual cash flow 剩余现金流量的主要可控制的影响因素
10. beyond the control of any one property owner 任何业主都控制不了
11. "above-average" operating expense 超过一般水平的运营开销
12. lower than average rent levels 低于一般租金的租金水准
13. Some investors have the feeling that real estate manages itself.

此句中,that 引导的同位语从句修饰 feeling, feeling 意为“感觉,预感”。

14. on the market (商品)上市
15. in six months 意为“六个月后”。在有介词 in 引导的时间状语的句子中,其谓语时态用将来时。例如:

I will pay the bill in a week. 一个星期后我付账。

Study and Practice

I . Answer the following questions according to the text.

1. What is property management?

2. How can property owners manage their own property?
How do they manage large properties or faraway properties?
3. Are there any other kinds of management except large properties and faraway properties?
4. What role does property management play in the real estate industry?
5. What have people thought of property management in the real estate industry?
6. When did the need for professional management become apparent?
7. What does running a large commercial or residential project call for?
8. What are the so-called permanent element of the investment in the real estate industry?
9. Why has the concept of property management changed substantially in the past decade?
10. How can you explain the controllable influence on residual cash flow?
11. By what are rent rates and expenses largely shaped?
12. Why do comparable properties within the same geographic area often show significant variances in rental income and operating cost?
13. How much did the real estate broker make after he sold the property?
14. What can you learn from the story of the real estate broker?

II. Fill in the blanks with the words or expressions given below. Change the form where necessary.

dawn on	result from	call for
base on	deficiency	underrate
assume	witness	minimum
permanent	involve	investment

- House-keeping _____ cooking, washing dishes, sweeping and cleaning.
- His _____ in that property has done well.
- People used to suffer from a _____ of calcium(钙) in the past.
- The 1990s have _____ the rapid changes in science and technology all over the world.
- Decorating the house will cost a _____ of \$ 24,000.
- He _____ that you had invested \$ 200,000 in that business.
- It _____ Fred that he would fail the course if he did not study harder.
- The value of a property is mainly _____ the efficient operation of a property management firm.
- There is no doubt that his success _____ his hard work.
- A much _____ novel is now popular among the young generation.
- This is my _____ address, you can write to me if you like to.
- Property management _____ good service, patience