

Hammonia bei Haufe 06509

## Focussing on Real Estate

Englisch für die Immobilienwirtschaft

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## Living in Germany – Partner interview

Have a look at the map below. Tell your partner about the town and the region you live in. Include information such as

- its population
- the population density
- its infrastructure and economy
- its number of dwellings
- the main employers and industries in the area
- its cultural highlights
- larger cities in the area
- what you like and do not like about the town

What is your favourite city in Germany?

Do you prefer a rural or an urban atmosphere?

Where were you born?

Where or in what kind of town would you like to live in 20 years time?

Present your partner and his or her answers to the rest of the class.

**Here are some phrases you can use to introduce somebody:**

*This is...*

*I'd like to introduce*

*I'd like you to meet...*

*S/he comes from...*

*S/he lives in...*

*S/he works for...*



## Manners that sell....

When dealing with colleagues and customers, you are expected to behave in a professional way. Complete the following table with tips you believe are essential.

Manners that sell...	
when talking to colleagues ...	when dealing with customers ...

**Discuss your lists in class and agree on a ranking for each category.**



### PRE-READING...

Have you got a dress code in your company?

Can you wear whatever you want to wear?

Are you expected to dress differently when you meet customers?

Does a company-style exist?

Do you find differences in the way the managers and the office staff dress?



## Do dress codes still matter?

**Matt Keating**  
**Saturday December 10, 2005 Guardian**

### QUESTIONS ON THE TEXT

What – according to the text – are the reasons that justify dress codes?

“When personal appearance diktats appear too rigid, staff will feel disengaged from an organisation”.

Explain this statement in your own words.

What do customers in your line of business expect from business people in terms of business dress?

- 1 Dress codes are about conformity. Dressing in a particular way identifies an individual with a particular group or function. Nowhere is this more obvious than in the workplace. But just because civil servants or the new Tory leader, David Cameron, no longer have to wear ties while on the job does not mean the starched-collar rigidity of the past has been consigned to the Pathé newsreels.

This week, the Commonwealth Bank of Australia apologised after criticism that a "grooming guide" it issued to its staff was too prescriptive. The booklet included advice on how often staff should cut their hair, what underwear was best and the length at which ties should be worn. The Finance Sector Union of Australia worries the bank's employees could face disciplinary action if the guidelines became company policy and were breached.

- 15 When personal appearance diktats appear too rigid, staff will feel disengaged from an organisation, says Dianah Worman, diversity adviser for the Chartered Institute of Personnel and Development. "However, dress codes are part and parcel of how a business communicates. They help an organisation say what it is about and the specific role and contribution its staff are expected to make."

Corporate Britain is rediscovering this after a decade of increasingly lax interpretations of appropriate work attire by employees who have been spurred on by dress-down Fridays and the ambiguity of "smart casual". In September, it was reported that Barclays Bank had sent its staff a memo stipulating that jeans, shorts, flip-flops, strapless tops, sportswear, T-shirts or trainers would not be tolerated in the workplace.

"That went down fantastically well with the public, because in such situations you want people to conform to certain standards," says Dylan Jones, the sartorially elegant editor of GQ magazine. "It is like going into a police station and finding police officers wearing jeans and trainers instead of uniforms."

35 "It's not just about instant identification. People respond to uniforms in a very positive way. Postal workers no longer have to adhere to a strict uniform code as they did in the past, and I think that has helped foster a negative image of the Post Office."

40 Dress, grooming and personal hygiene affect the public's impression of a business. Despite the desire for greater diversity in the workplace, we still resort to stereotypes when it comes to how we expect people to dress. [...]

Source: Copyright Guardian Newspapers Limited 2005, Matt Keating



## Holiday Office Party

### What do you think?

- Do you have to go?
- Who should I talk to?
- Must I talk to the boss?
- How long do I have to stay?
- When can I start with the food?
- What are common mistakes?
- Can I have alcohol?



Now listen to the recording. Lydia Ramsey, a business etiquette expert, talks about what we should and should not do at an office party. Compare your ideas with what she says.

Discuss her answers with your neighbour.



"When the boss isn't around to watch us he loads up this screen saver."

**Word search: Find the terms hidden in the following word search.**

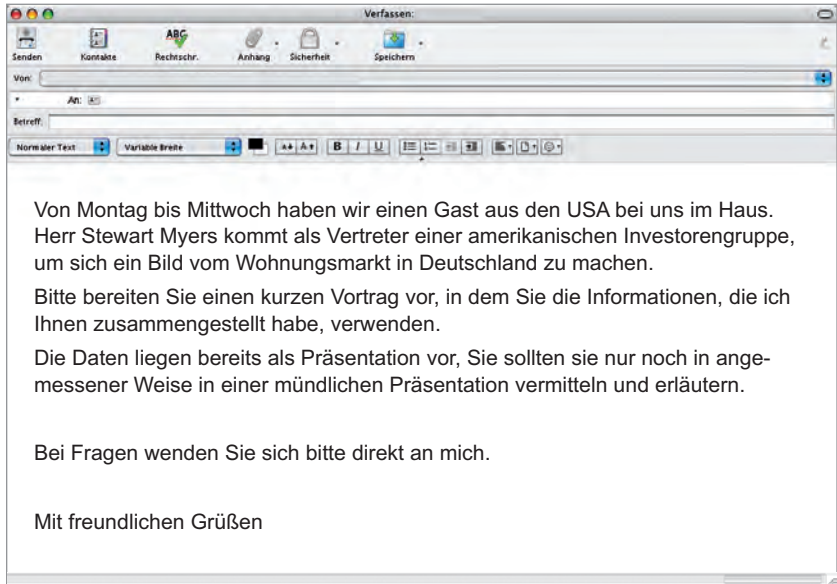
C	B	C	S	E	E	Y	O	L	P	M	E	V	I	L
U	L	O	D	M	E	Y	V	Q	O	C	R	D	P	A
S	O	L	E	T	R	I	K	S	L	H	E	A	E	U
T	U	L	P	O	V	O	C	O	I	N	P	R	K	S
O	S	E	A	W	P	W	F	C	T	P	R	L	A	A
M	E	A	R	N	P	K	P	I	E	Y	E	B	H	C
E	C	G	T	D	O	M	F	A	N	N	S	E	S	G
R	A	U	M	F	A	I	R	L	E	U	E	H	D	U
G	L	E	E	N	C	A	S	I	S	A	T	A	N	I
B	P	S	N	A	N	U	G	S	S	H	A	V	A	D
W	K	E	T	C	O	Y	O	I	E	T	T	I	H	E
D	R	I	E	I	H	B	I	N	R	F	I	O	T	L
S	O	T	R	V	M	T	J	G	D	O	O	U	L	I
N	W	E	T	I	Q	U	E	T	T	E	N	R	S	N
L	S	U	E	I	S	T	E	R	E	O	T	Y	P	E



## Another day at the office...

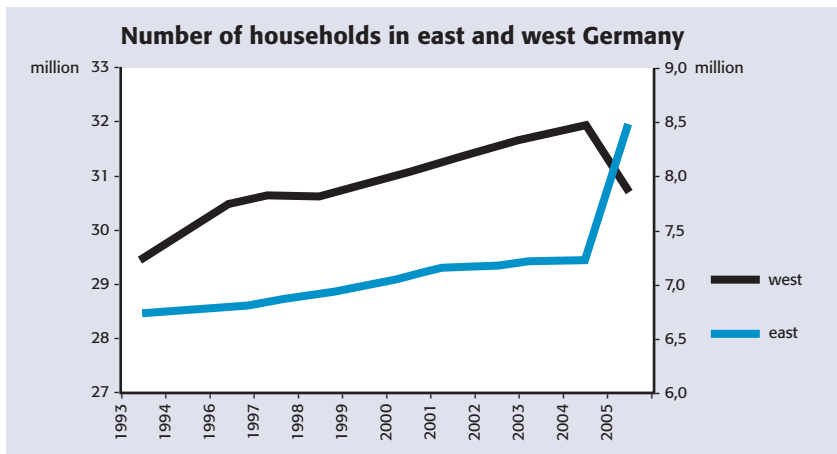


When you come into your office, you find the following email which your boss sent you.

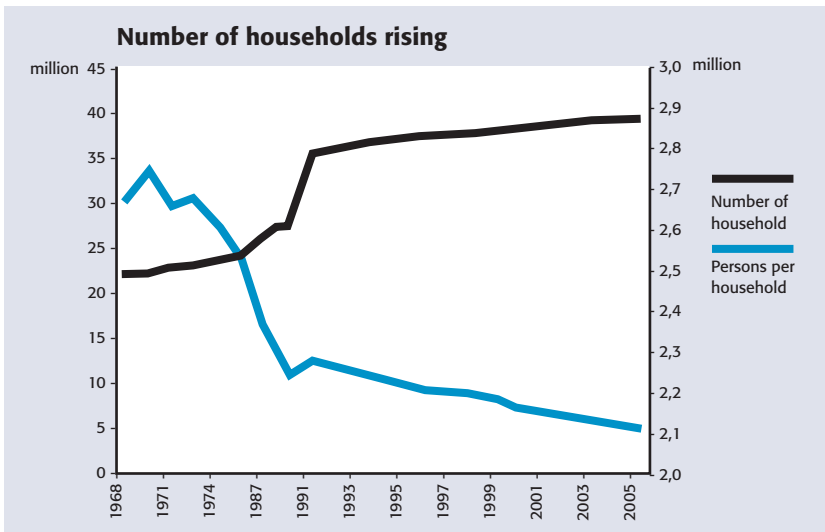


Work through the information provided. Then decide in which order you would like to present the information. Make notes that will help you give the talk.

## Information provided

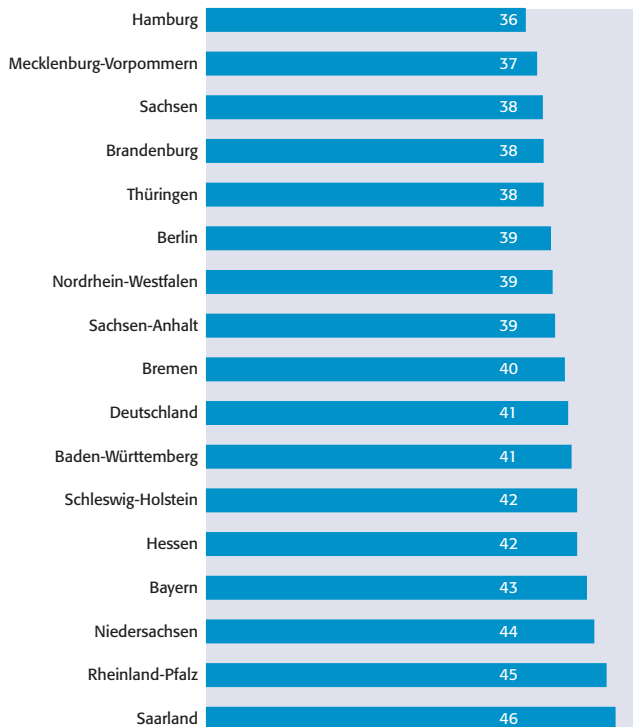


Source: Statistische Jahrbücher für die Bundesrepublik Deutschland



Source: Statistische Jahrbücher für die Bundesrepublik Deutschland

### Wohnfläche je Einwohner Deutschland und Bundesländer 2004



Source: Statistisches Jahrbuch für die Bundesrepublik Deutschland 2006, S. 282

### Dwelling stock

Specification	Unit	2002	2003	2004
Germany				
<b>Dwelling stock</b>				
Dwellings (residential and non-residential buildings)				
	1 000	38 924.8	39 141.5	39 362.9
Of which with ... rooms				
1	1 000	841.3	843.4	844.0
2	1 000	2 418.4	2 423.7	2 428.9
3	1 000	8 500.2	8 515.0	8 526.2
4	1 000	11 608.0	11 635.4	11 663.0
5	1 000	7 529.8	7 589.6	7 651.8
6	1 000	4 081.5	4 134.4	4 190.8
7 and over	1 000	3 945.6	4 000.0	4 058.3
Rooms, total	1 000	170 507.5	171 725.0	172 992.4
Living floor space, total	mn m²	3 310.9	3 339.2	3 369.0
<b>Structural data on the dwelling stock</b>				
Dwellings per 1000 inhabitants				
	Number	472	474	477
Living floor space per dwelling	m²	85.1	85.3	85.6
Living floor space per inhabitant	m²	40.1	40.5	40.8
Rooms per dwelling	Number	4.4	4.4	4.4
Last updated on 29 July 2005				

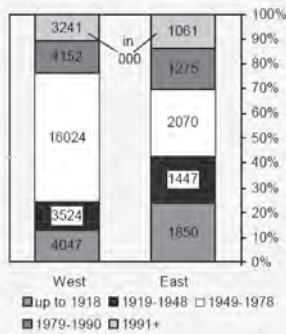
There are about 39 million households in Germany today, roughly as many as there are housing units. So on the national level at least the housing market is balanced.

There are very distinct regional differences in household sizes. The lowest level is recorded in Munich (1.7 persons), the highest in the borough of Cloppenburg (approx. 3 persons).

# UNIT 1

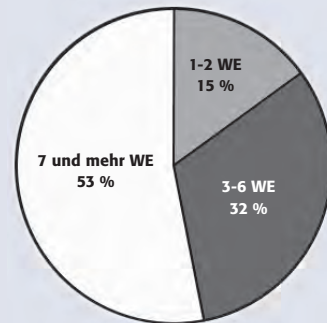
Working in real estate, housing and the property market - Getting to know the business

## Age of residential property excluding hostels



Source: Federal Statistical Office, microcensus

## Occupied housing by building sizes 2002



Source: Statistisches Jahrbuch 2006

## Households

Specification	Unit	2002 <sup>1</sup>	2003 <sup>1</sup>	2004 <sup>1</sup>
<b>Households<sup>1</sup></b>	1 000	38 720	38 944	39 122
1-person households	1 000	14 225	14 426	14 566
2-person households	1 000	13 060	13 169	13 335
3-person households	1 000	5 487	5 462	5 413
4-person households	1 000	4 315	4 268	4 218
Households with 5 or more persons	1 000	1 633	1 618	1 590

<sup>1</sup> Microcensus results: 2002 in April; 2003 in May; 2004 in March. Last updated on 22 March 2005

## Who are homeowners?

### % of household type in owner occupation 2002

	Germany	West only
<b>Household size</b>		
1 person	25	27
2 persons	49	52
3 or more	56	57
<b>Age of head</b>		
Under 30	7	8
30-59	43	44
60 and more		
<b>Monthly net income (euro)</b>		
less than 500	16	18
500 - 1.300	24	26
1.300 - 3.200	43	45
3.200 and more	68	69

Source: Federal Statistical Office

Of the almost 10 million units managed by professional providers a very large part is owned by public-sector corporations (more than 3 million units) and housing cooperatives (2.3 million apartments).

Private housing companies own only 2.6 million apartments, just 7 % of the total housing supply.

Slightly more than half the housing is in apartment blocks, with only one out of every ten apartments located in buildings containing more than 13 units. The other not quite half is made up of owner-occupied houses, i.e. single- and two-family houses. In this segment single-family houses occupy a more prominent position, with nearly 10 million units, than two-family houses, of which there are roughly 6.5 million units.



## Housing stock in Germany (2003)



### The housing market – working with words

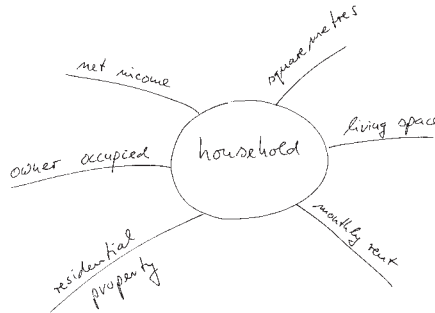
Once again, go through your notes and the information provided and complete the following table.

Talking about people	Talking about buildings	Talking about companies	other words you consider important
inhabitant ...	dwelling unit ...	public-sector corporations private housing companies	average reunification ...



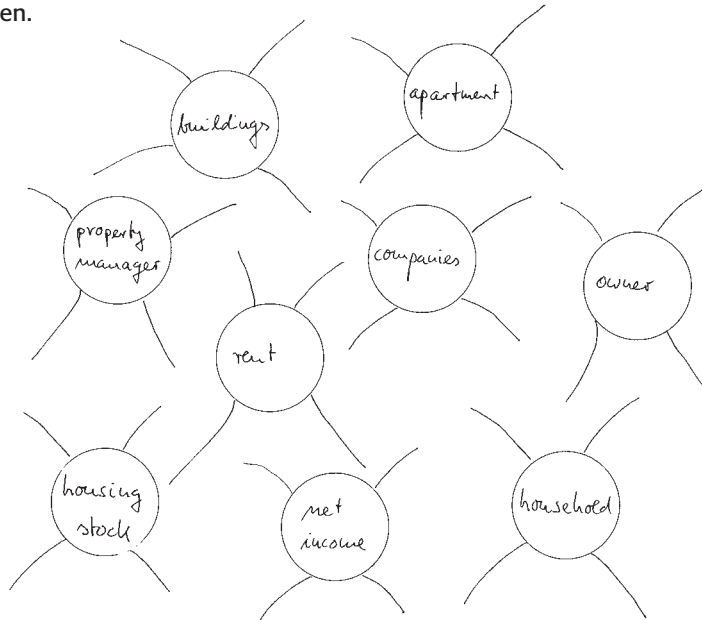


Lernen Sie Vokabeln in Sinn- und thematischen Zusammenhängen. Nutzen Sie beispielsweise die Methode des Clustering: Sie schreiben einen Fachbegriff in die Mitte auf einen Zettel oder eine Karteikarte und vervollständigen möglichst viele „Arme“ mit thematisch relevanten Begriffen.



Diese Methode eignet sich auch zum Wiederholen von Themenblöcken oder Kapiteln. Nehmen Sie ein Blatt und schreiben – je nach Zeit oder Motivation – einzelne Wörter des Themenzusammenhangs in je einen Kreis. Ergänzen Sie nun weitere bekannte Begriffe in der oben beschriebenen Weise.

Innerhalb kurzer Zeit haben Sie den relevanten Wortschatz angewandt und eingeübt. Anschließend können Sie nun noch versuchen, alle auf dem Zettel befindlichen Wörter in einem zusammenhängenden Text strukturiert anzuwenden.



Nun können Sie aus allen im Cluster verwendeten Wörtern noch einen Satz oder einen kurzen Text erstellen.

*“The living space which a household can afford often depends on the monthly net income. The more square metres you occupy, the higher the rent you will have to pay. Of course you do not have to pay a landlord, if your residential property is owner occupied and belongs to you. Very often in this case, however, people have to pay for their mortgages.”*