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Property Management

Business Review Property Management

It is the mission of the Group to provide quality property management services to our privileged homeowners. We are committed to creating a warm and harmonious community by constantly improving the living environment and the quality of our services to maintain a continued increase in customer satisfaction.

Training is essential to the Group. All service staff are required to receive long-term training on professional knowledge, courtesy, service skills, property management and legal awareness. In-service and outreaching field studies are frequently organized for branch companies. By doing so, we increased internal and external communications and complemented with each other in order to constantly improve our property management services.

Our Customers Service Center provides residents with “one-stop” multiple services including information and reception, handover of premises, declaration of decoration works, requests processing, account opening for gas supply and for provision of internet, cable TV and telephone services, and housekeeping services. A 24-hour hotline is always at owners’ service, providing them with Agile’s quality property management services. The Property Management Center set up by our headquarters is responsible for the overall coordination of Agile’s property management system, including its human resources management, performance appraisal, service standards and standard practices; it is also responsible for rationalizing the allocation of resources for quality property management services, promoting sophisticated management experiences, and upgrading both the service level and service quality.

The Group pays due attention to communication and interaction with homeowners, and is dedicated to building a harmonious and modern community. The Group organizes a variety of cultural activities in the community while interest clubs are established to strengthen communication among homeowners and between the Group and homeowners. We also visit homeowners on a regular basis and conduct customer satisfaction survey twice a year to seek comments and suggestions from homeowners. As such, we can have a timely review and identify any potential problem, against which action can be taken to achieve continuous enhancement of service quality.



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In 2005, our headquarters and the property management companies organized 120 vocational training activities in various forms, and 98 cultural campaigns for the communities. There were 4,858 new homeowners with Agile and we received 110,536 service requests. Our round-the-clock property management services were extended to over 30,000 homeowners. According to the customer satisfaction survey conducted by the headquarters in December 2005, the overall customer satisfaction rate reached 97.6%.

During the year, our property management companies bought insurance against any liability with property management, thus mitigating business risks and safeguarding the interests of our customers. In order to optimize the efficiency of service resources, we further upgraded the existing property management software to improve the platform for processing repair requests from customers. Online submission and tracking of repair requests is therefore made possible to ensure that repair requests from customers are dealt with promptly and effectively. Besides, we have established the Agile Property Club which consists of over 30,000 owners as members. They enjoy benefits of priority viewing of new property development and exclusive offers from merchants as well as other privileged services.

In 2005, two property management companies under the Company established owners' committees for their residential community, which has strengthened the supervision by homeowners of the community and has paved the way for further enhancing the service quality of property management.

