ABSTRACT

Property Management is demanding work, both for Management Councils as well as managing agents. It can be exhausting but yet, it cannot be ignored for the consequences of neglect are great. More buildings are coming up and getting older with time, requiring more care and maintenance. Constant efforts need to be made to preserve the physical as well as economic aspects of every building and development.

Together with the responsibilities of management comes the burden of seemingly endless problems. With the time constraints placed on Council members, more and more Management Corporations are turning to professional managing agents to take charge of the day-to-day affairs of running the developments. Yet, this field of profession suffers from an image problem with fingers pointed at managing agents as the source of many of the problems of property management.

Although some of these accusations are based on valid grounds, there are many factors that influence the effectiveness of managing agents. This study examines these various factors to determine their importance to both Council members and managing agents. At the same time, by prioritising such factors in order of their importance the author seeks to focus on the more critical factors for closer examination.
It was found that the more critical factors that influence the effectiveness of managing agents are:

(a) Council Members
   - should be co-operative and appreciative;
   - committed and active in their participation as well as
   - being willing to pay reasonable managing agents' fees.

(b) Managing Agents
   - should have good practical knowledge of the Land Titles (Strata) Act;
   - possess good communication and administrative skills; as well as
   - the ability to build good rapport with Council members.

Case studies conducted on certain Management Corporations added further explanations as to the performance of the managing agent, to determine the reasons for their effectiveness or ineffectiveness.

It was therefore highlighted that for property management to be effective, it has to be one of partnership; between Management Councils and managing agents. No one can be effective without the other.