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The way for private property enterprises to remain evergreen

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Fuzhou News Network, May 31 (Reporter Shi Leilei and Yan Xuehui/We n Yongan Property/Photo) What kind of driving force does a private enterprise i n the property industry need to stand firm for 30 years?



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From starting out by managing residential communities in Fuzhou to providing services covering more than 13 million square meters of properties in 28 cities across the country... Fujian Yongan Property Company has won market recognition with its refined management enabled by high technology.

In an exclusive interview with a reporter from Fuzhou News Network, the company's founder Lin Changqing said that in the past 30 years, he has used what he has learned and known to answer three questions: What is a property management company? What is a trustworthy property management company? What is a property management company that integrates into the times and lasts forever?

Let employees feel rewarded and offer training courses to their peers

Walking into the Fujian Yongan Property Management headquarters located in Fuzhou Software Park, there are many historical photos on the company's cultural wall, including photos of old employees who have accompanied the company's growth, and projects that the company has served for more than ten or even twenty years. In the past thirty years, many property management companies in Fuzhou have disappeared, but Yongan Property Management has always been the industry benchmark.

Lin Changqing remembers that in 1993, when Fujian Yongan Property was registered and put into operation, there were only three property companies in Fuzhou. "During the registration and approval process, a leader from the Housing and Construction Department asked me what 'property' was, and I replied that 'property is the after-sales service of a house'."



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management from Hong Kong, Singapore, etc. He translated them word by word, combined them with local conditions, and developed a set of property management standards suitable for Fuzhou.

There is a shortage of talent in the property market, but Lin Changqing strives to make new employees feel a sense of belonging and achievement. He offers a monthly salary of more than 300 yuan, which is three times the monthly salary of ordinary workers at that time. He provides training to allow employees to exercise their subjective initiative. Many veterans come here because of his reputation, and some of them are still the backbone of the company. "Veterans are resilient and dare to take responsibility. The security training materials of our Yongan Property are written by veterans themselves." Lin Changqing said.

With the regulations and talents, as a businessman, Lin Changqing has core competitiveness and seizes the market opportunity. However, as an entrepreneur, he needs to take on more social responsibilities. Lin Changqing and the housing management department jointly organized property training courses to share advanced concepts and achievements in property management and work with peers to expand the market "cake".

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Promote the legalization of management and participate in the formulation of multiple laws and regulations

A standard square face, gold-rimmed glasses, modest and elegant manner of speaking, and strong logic in work... these are the evaluations of Lin Changqing by his partners. In terms of temperament, Lin Changqing is more like a lawyer.

In fact, Lin Changqing has an inextricable bond with the law. He graduated with a degree in law and obtained his lawyer qualification certificate in 1989.

In the early 1990s, Fuzhou's property management industry was in the stage of crossing the river by feeling the stones. Some people looked down on the property management industry, thinking that property management was just about cleaning and guarding the gate; some people were used to managing the dormitory of their work unit and refused to pay the property management fee; even some staff m



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Lin Changqing firmly believes that the property industry is a sunrise industry. If the industry wants to win respect, it must take the path of legalization and professionalization.

In 1994, the then Ministry of Construction promulgated the "Management Measures for New Urban Residential Quarters", which for the first time clarified the rights and responsibilities of the property industry. At that time, Lin Changqing participated in the drafting of the "Fuzhou City Urban Residential Quarters Property Management Measures". In 1996, the measures were officially promulgated as the first set of local property management regulations in Fuzhou. In 1997, Lin Changqing presided over the compilation and publication of Fujian Province's first professional book on property management, "Property Management Practice".

After that, he participated in the drafting, revision and hearing of the "Fujian Property Management Regulations" and the revision and compilation of the "Fujian Urban Property Service Standards". In the past two years, Lin Changqing has also paid attention to the elevator field which is closely related to community management. He participated in the revision of the "Fujian Elevator Safety Management Regulations (Draft Amendment)". At the same time, he provided constructive opinions for Fuzhou City to issue the "Implementation Plan for Further Standardizing and Improving Property Management Work".

Owners from all over the world are all family

There are nine pillars in the main hall of a public institution building in Fuzhou. Yongan Property Management has been in the building since it was renovated,



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to malfunctions; but after professional repairs and maintenance, the elevators of this building are operating normally. The person in charge of the unit affectionately described Yongan Property Management as the "tenth pillar" supporting the building.

In Mianyang, Sichuan, Yongan Property took the initiative to take the owners to visit the equipment room in the community, so that they could understand the refined management of the property in the "invisible" property service area.

At Hubei Jingzhou Airport, Yongan Property's meticulous management helped the local area to successfully complete the epidemic prevention and control tasks.

Unlike most property companies in Fuzhou, Yongan Property has no real estate background. As early as the beginning of the business, Lin Changqing conducted market positioning and long-term planning for Yongan Property. He said that due to high labor costs, each project must reach a scale of more than 100,000 square meters to be profitable; however, to undertake large projects, high standards and strong execution are required, and the trust of the owners is also required.

In 2006, Yongan Property became the first company in Fujian Province to obtain national first-class qualification.

Lin Changqing often said: "We should treat the owners as family members. The more we respect the owners, the more recognition and support we will get." He requires that in each project, the owners have the right to participate, the right to k



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"We will publicize the one-year maintenance plan and public management plan. If there are water and electricity sharing, public revenue, etc., they will also be announced every month for the owners and the property management committee to supervise." Lin Changqing said.

According to the latest statistics, Yongan Property manages 126 projects across the country, covering office buildings, residences, parks, schools and other business formats, with an area of more than 13 million square meters and serving a population of 220,000.



Smart empowerment to create a "Party Building Economic Circle"

In the process of corporate development, Yongan Properties is also actively innovating and introducing advanced technologies.



Technology's property management system has been gradually improved, from the initial joint development of "Cloud Property Management" OA office software, the introduction of "Cruise Butler", the joint creation of Zhongwu Education's "Cloud Education" platform, to the "AI Intelligence + Transaction Communication" in 2019, and the introduction of DingTalk, intelligent monitoring platform and other systems. The concept of digital property management has been deeply rooted in people's hearts.

Last year, in order to solve the problems of aging employees and scarcity of the employment group, Yongan Property promoted cleaning robots in some buildings, which improved work efficiency and helped with epidemic prevention and control.

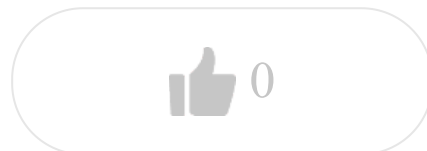
Advanced property management can improve efficiency through intelligence, but the most critical link is to solve the problem of people. In the past two years, Fuzhou City has been comprehensively promoting the construction of "red properties" in communities to improve grassroots governance capabilities. Yongan Property has become an industry benchmark, and there are endless guests coming here to visit and learn every day.

Among the senior management of Yongan Property, the proportion of party members and activists reached 75%. In related projects, Yongan Property created brands such as "Red Sentinel Post", "Red Patrol Team", "Red Volunteer Fire Brigade" and "Red Student Aid Post", forming a "three-party linkage" mechanism among the community party organization, the property management committee and th

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Lin Changqing also used party building as a bond to connect brother companies that had previously unknown each other, achieving a good situation of sharing party building resources and mutual business cooperation, and building a "party building economic circle" to contribute to the high-quality economic development of Fuzhou, the provincial capital.

Editor-in-charge: Zhan Tingting



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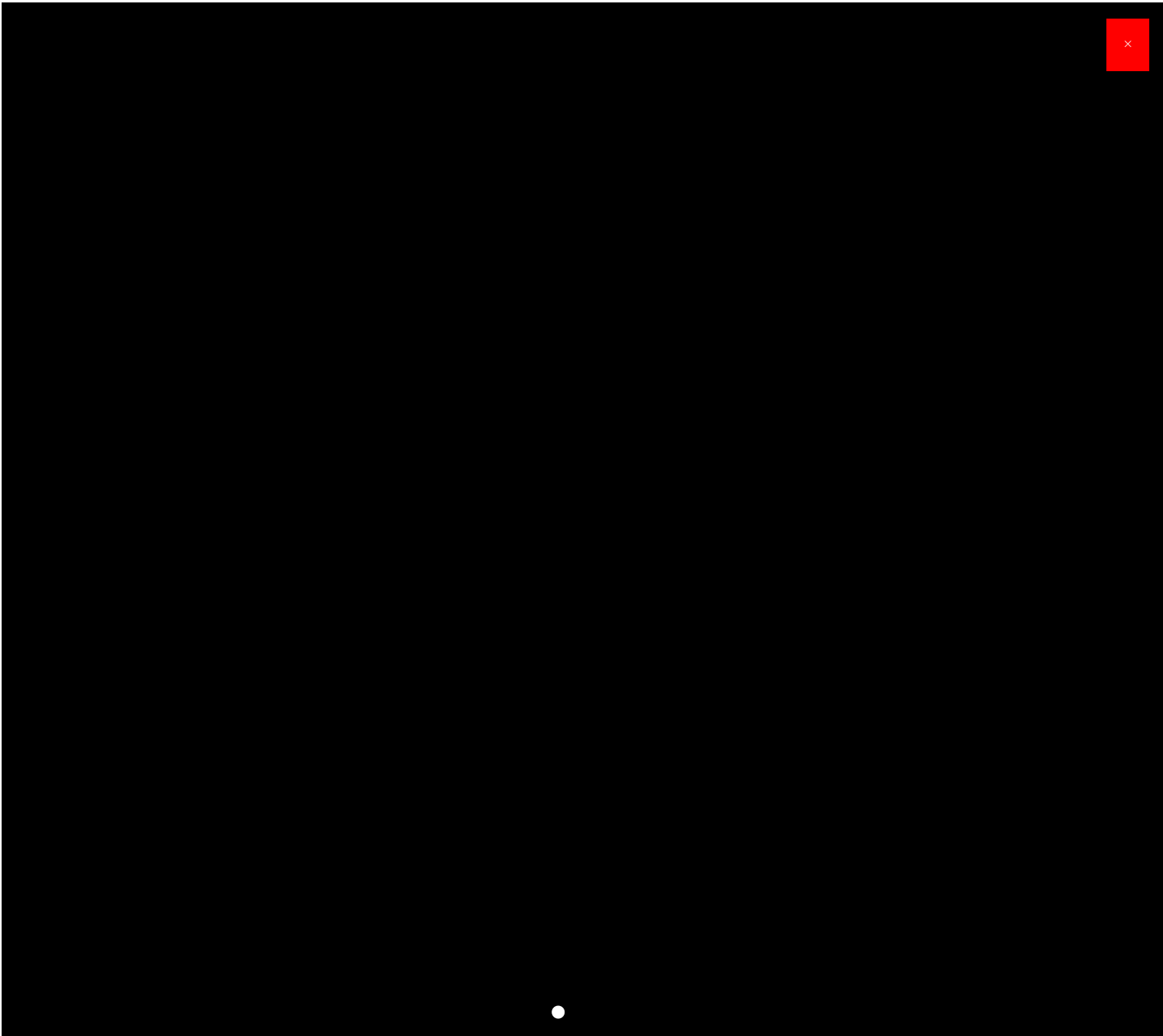
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