

FACTORS OF THE MARKET VALUE OF THE LAND PLOT FOR THE DEVELOPMENT OF BUILT-UP AREA

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Annotation. Factors, that influence on the market value of the land plot for the development of a built-up area are studied in the article. The aim of the study is to identify criteria that justify the basic components while setting value of the land plot at auction. The authors consider and make a comprehensive analyze of each option to prove market value of land plot for the development of built-up area, and to give a qualitative assessment of each criteria in practice. The result of the research is a conclusion on the basis of which the main factors of the market value of the land plot for the development of built-up area were founded. The article presents tables and figures that illustrate clearly each criteria. This article will be interesting for developers, employees of municipal authorities, students and lecturers.

Keywords: land plot; factors; development of built-up area; market value; built-up area; developer.

JEL codes: R00; R11; R14.

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