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## **STAFF MOTIVATION FOR THE REAL ESTATE DEVELOPMENT PROGRESS**

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**Abstract.** The article is devoted to the building effective motivation issues for the real estate development organizations. The first part of the article emphasizes that before starting to create an effective system and develop forms and methods of managing people, it is necessary to answer questions such as: what motivates a person, what motivates him/her to act. At the next stage, it is important to clearly understand the roots or reasons why certain motives arise, how they are put into action, and how the motivating people process occurs. The article reveals the system and strategy of motivation. The second part of the article analyzes the motivation role in the real estate development progress. Attention is drawn to the fact that during a crisis in the development industry, an individual approach to each agent is necessary to identify his/her motivation. In addition, the article presents motivation methods adapted for the field of real estate development and the content and significance for the company of comprehensive employee motivation programs, including economic, material and socio-psychological methods.

**Keywords:** staff; real estate development; progress; motivation; stimulation.

**JEL codes:** M12; O31.

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