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世联行

PART 1：楼市资讯

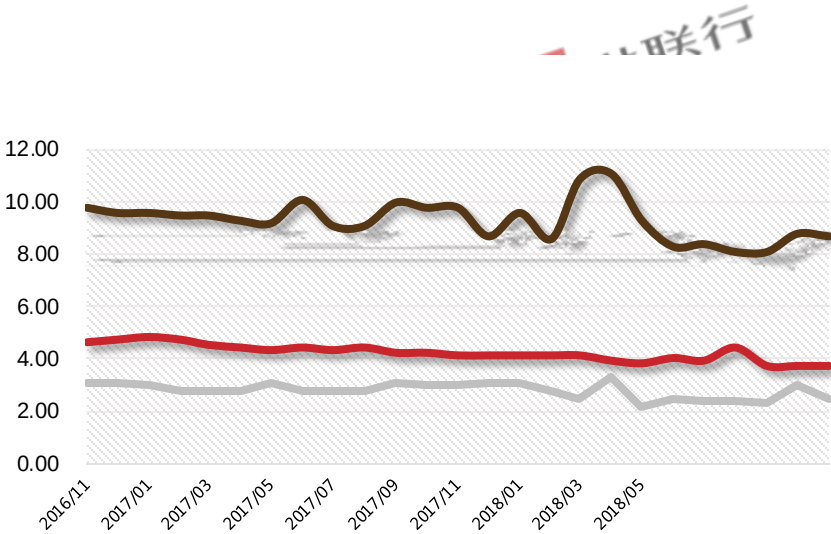
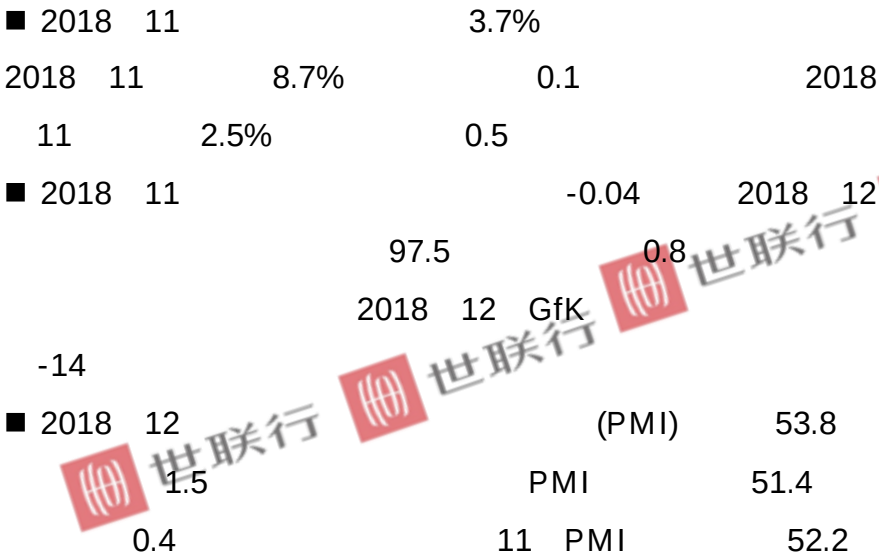
PART 2：一级市场

PART 3：二级市场

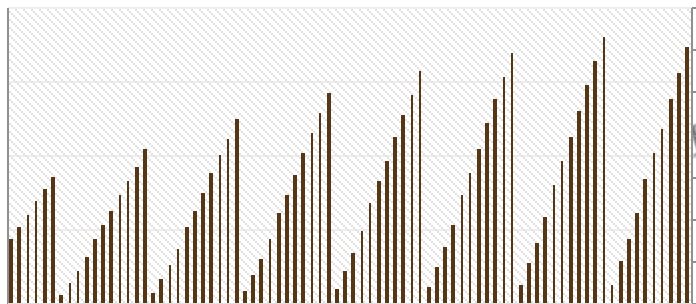
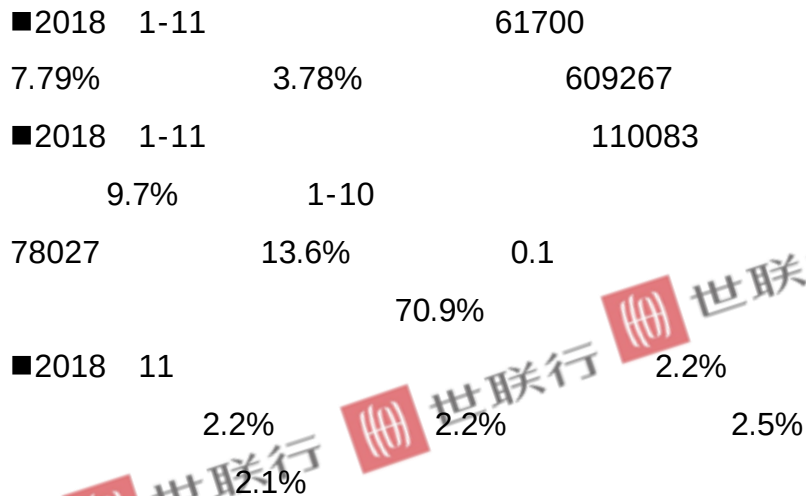
PART 4：世联优秀案例

e · 楼市资讯

宏观环境概述——国际经济



1-11月全国房地产开发投资同比增长9.7%



宏观环境概述——国内经济

制造业低于临界点 景气度有所减弱

■ 2018 12

PMI 49.4%

0.6

PMI 50.1%

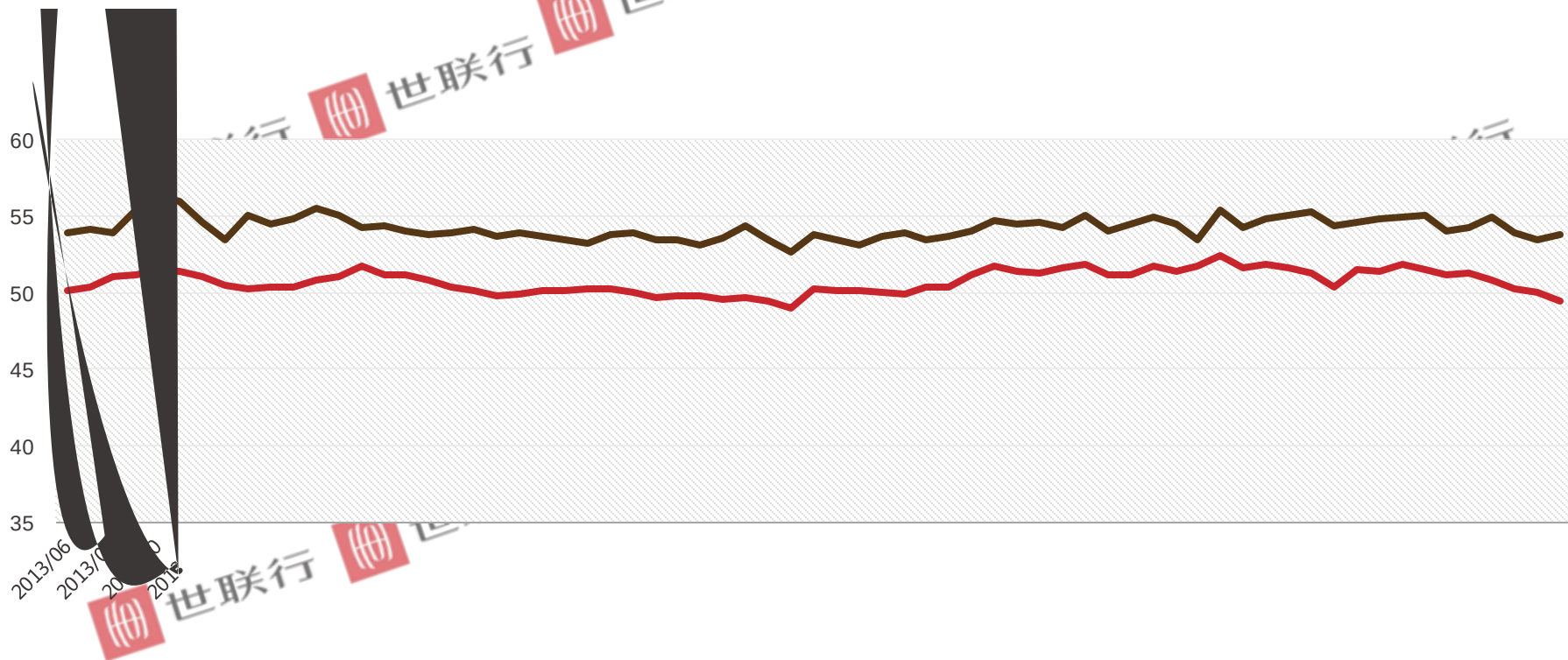
0.5

PMI 48.4%

48.6%

0.7 0.6

PMI 5



宏观环境概述——12月州策

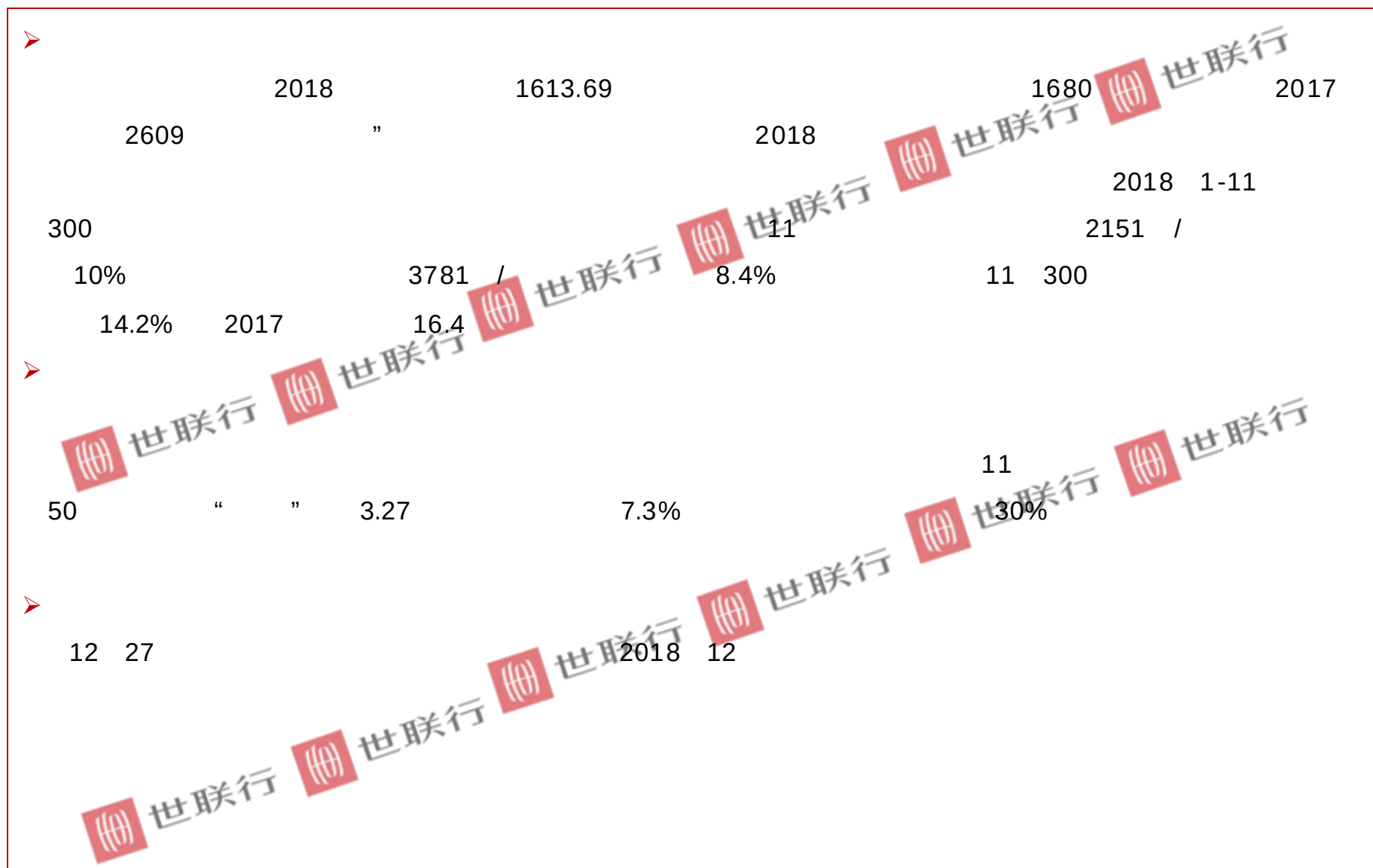
12 5			2018 12 12
12 6		19	
			12
			12

宏观环境概述——12月地方政策

12 20			12 2012 19
12 24			
12 25			() (“ ”) 5000 3
12 25			
12 26		5	5
12 28		2018—2035	2018—2035 (2018-2035) (2018-2035)
12 28			
12 28		2019 1 1	2019 1 1
12 29		6	6 24

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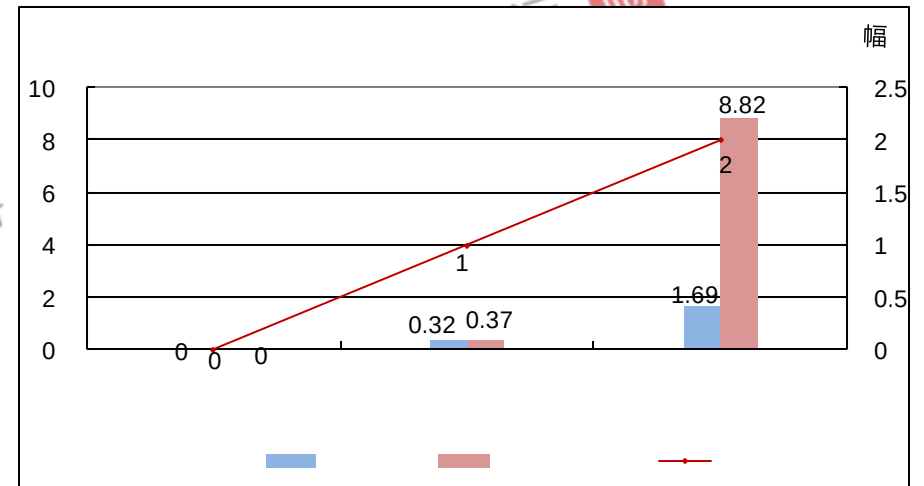
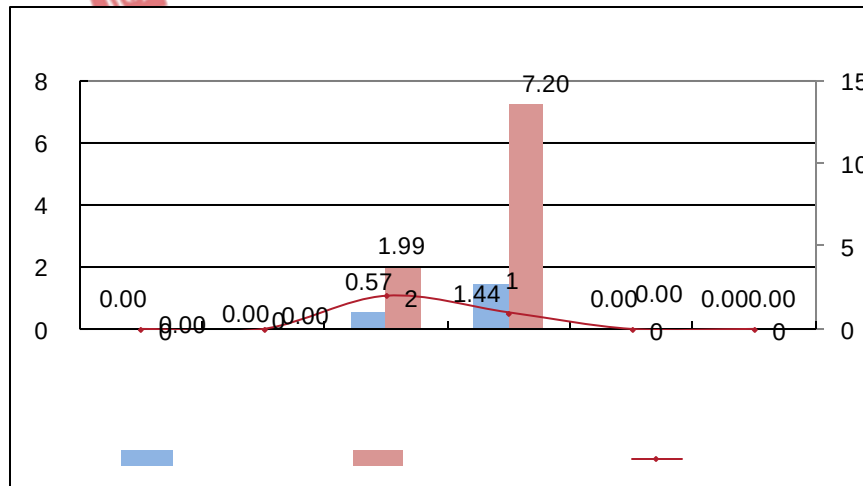
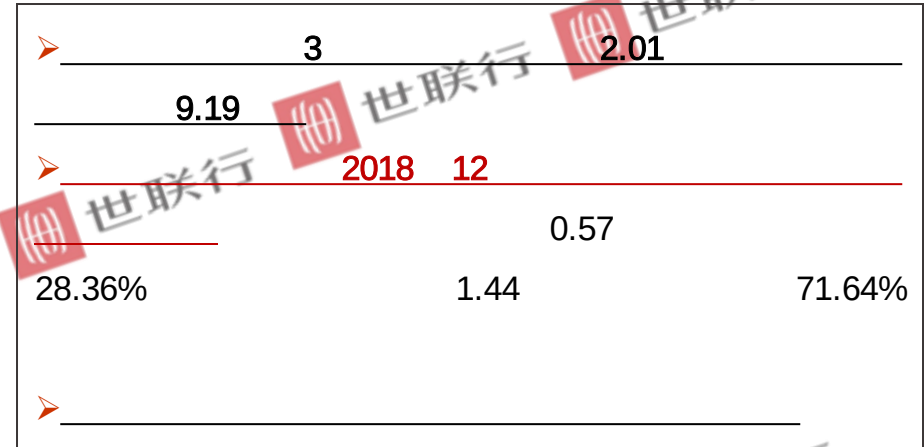
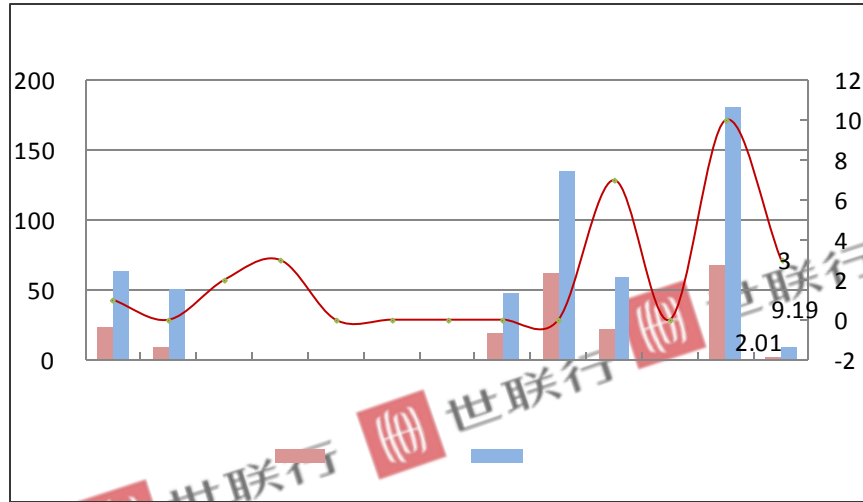
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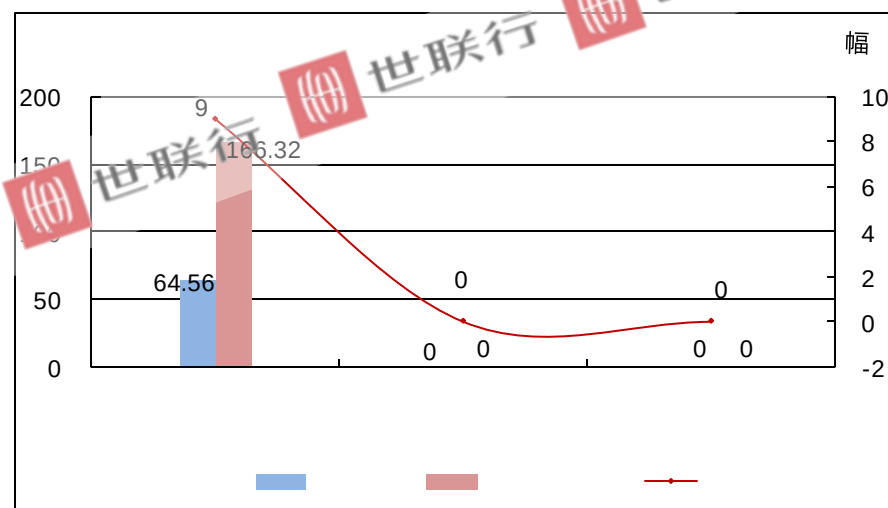
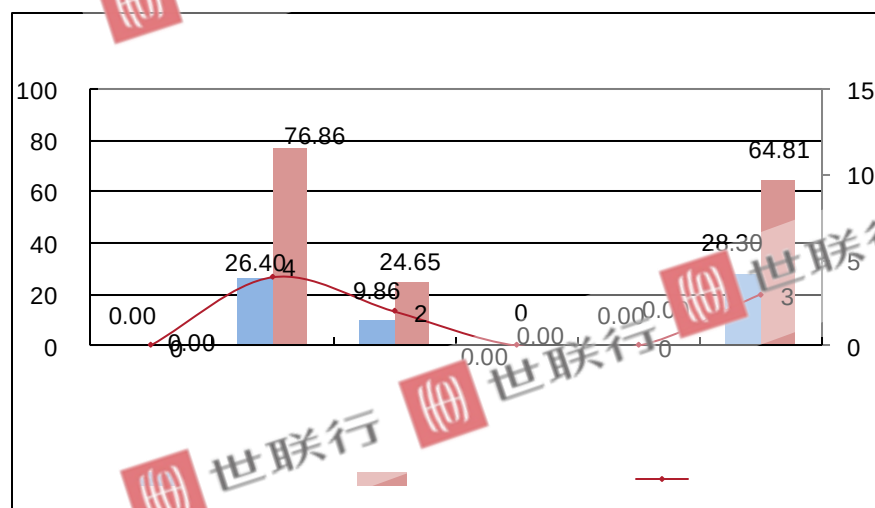
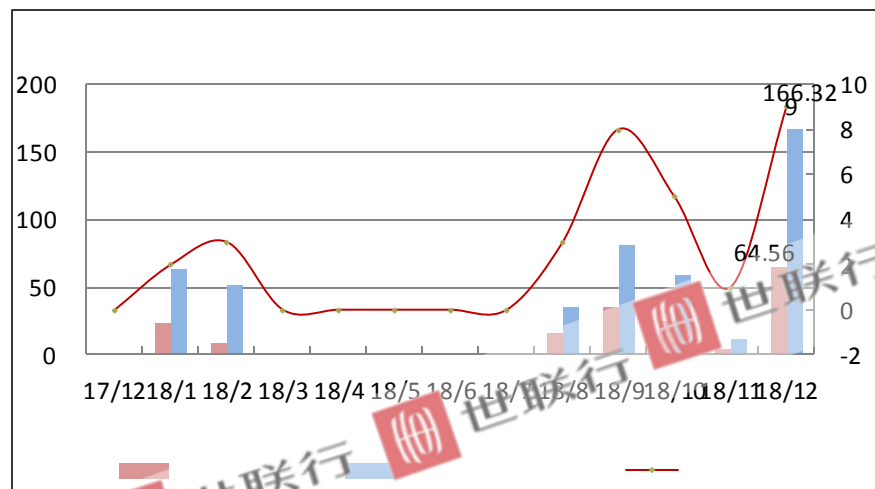
一级市场

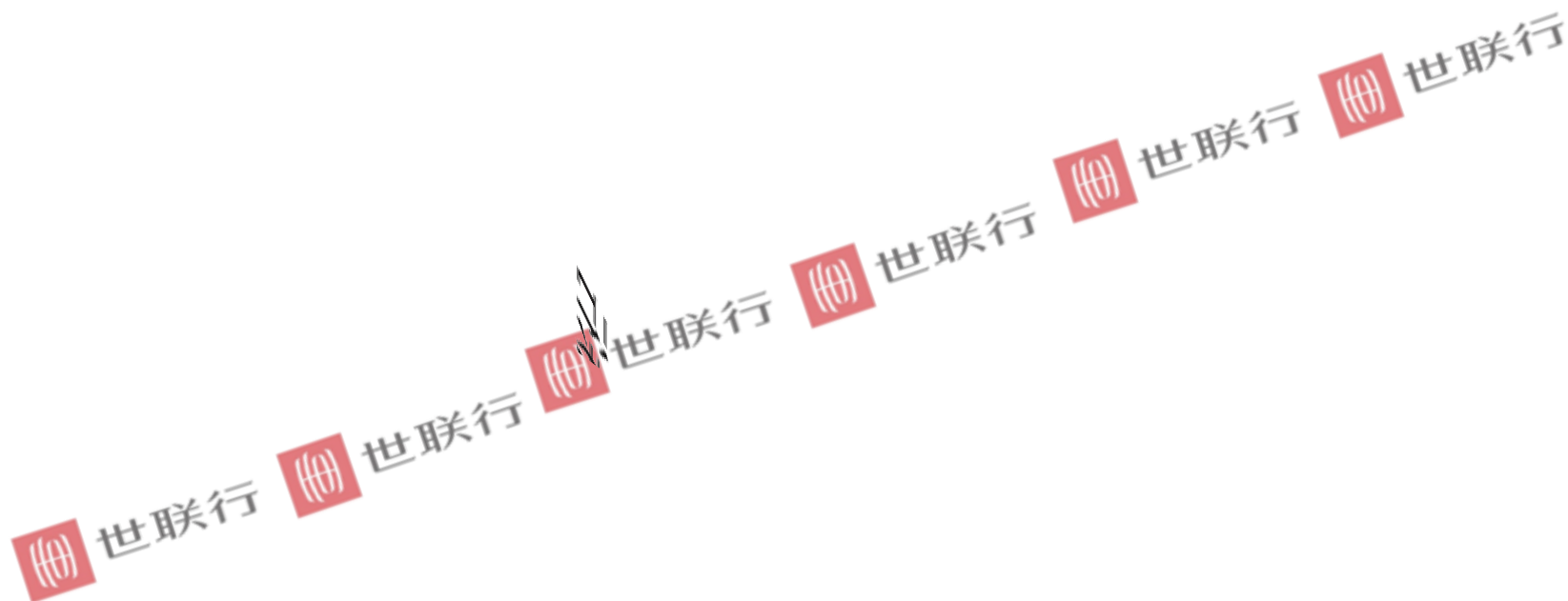
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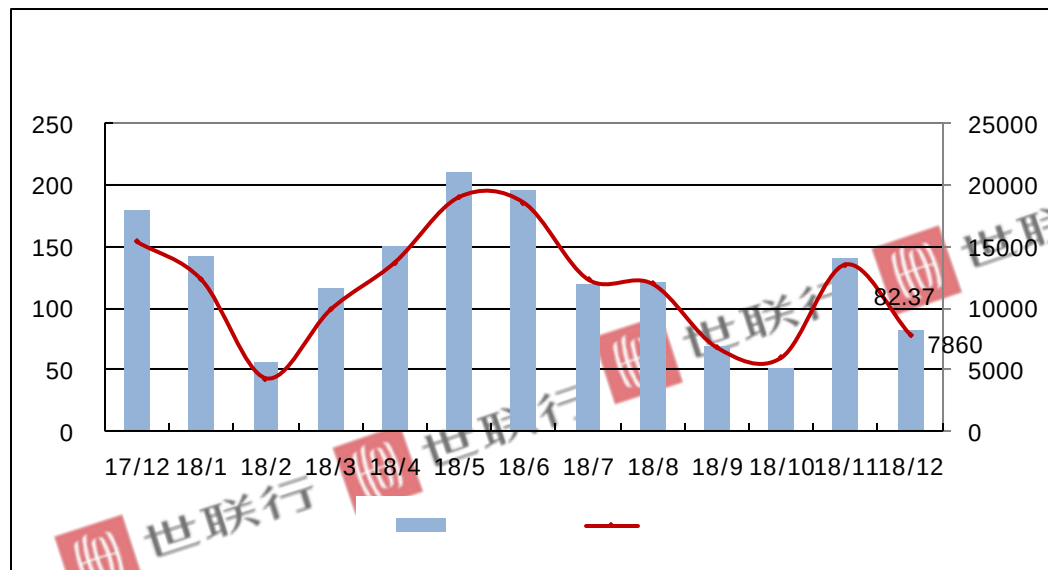
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e 尔二级市场

!



➤ 2018 12

82.37

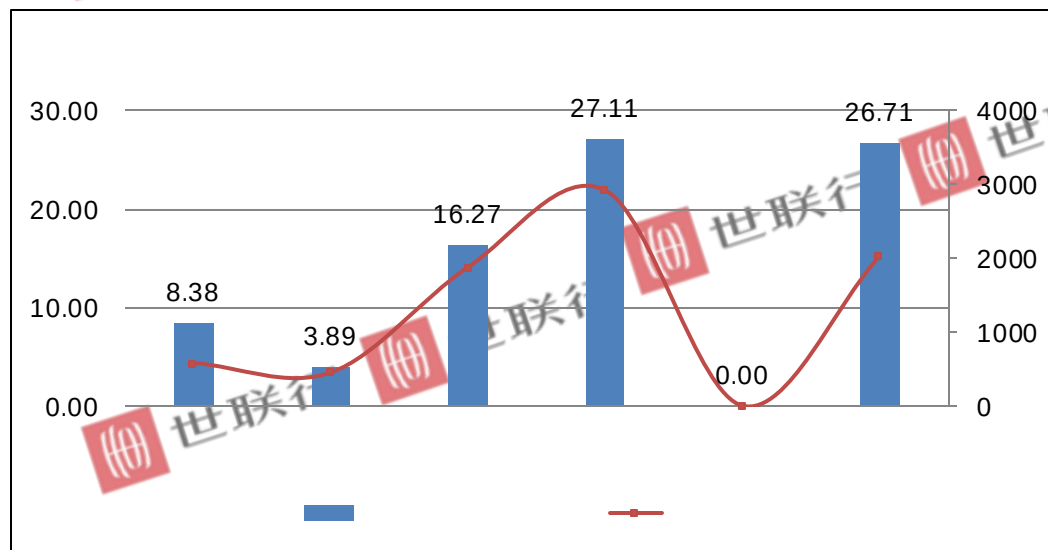
17

54.26%

7860

17

48.98%



➤ 2018 12

27.11

32.91%

26.71

32.43%

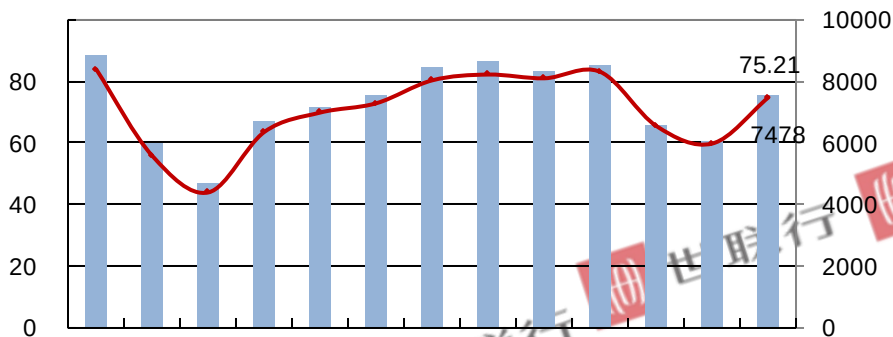
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[illegible]

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" "



2018 12

25.1%

10.8%

24.4%

15.2%

12

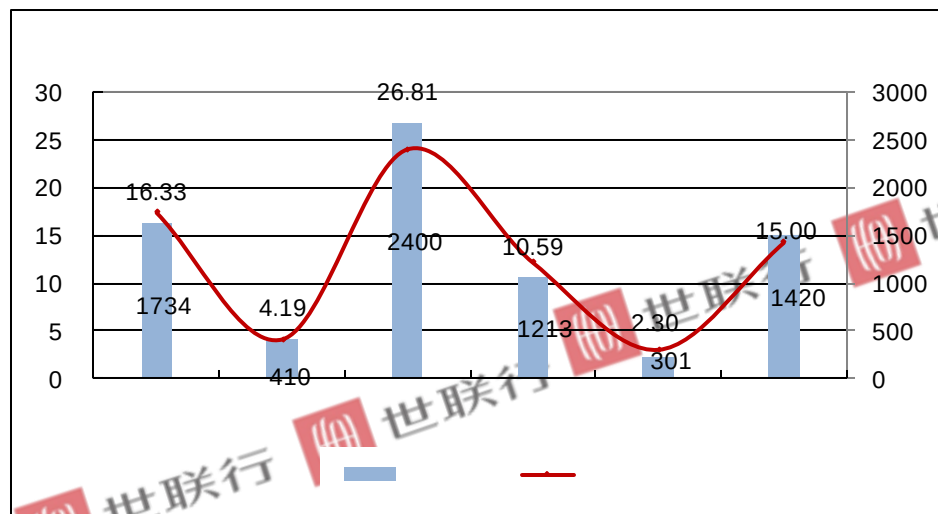
11

10258

11

0.64%

!



2018 12

16% 9% 7% 5% 10% 14% 19% 20%

- 40
- 40-60
- 60-80
- 80-100
- 100-120
- 120-140
- 140-160
- 160

2.3 16.33 36% 26.81 22% 15 20% 80-100 3% 20% 100-120 19% 120 120-140 40 5% 80-100 100-120 120-140



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复盘总结分享

【惠州·富川瑞园主包操作案例】

惠州事业一部·仲恺富川瑞园项目组

2016.08



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