

## **Plan To Reduce Housing Prices With An Emphasis On Cost Reduction By Using QSPM Matrix And SWOT Model: Case Study Tehran Metropolis**

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### **Abstract**

In addition to increasing the national production area of housing construction, housing management, renewal of old tissues have a high efficiency and with regard to seismic metropolis of Tehran, the importance of this fact is double.

In this study, in order to reduce the cost of housing seven strategies is presented.

1. Ground market control and reduce the cost of housing land in the final price.
2. The use of the tax laws.
3. The provision of financial facilities to cover construction costs.
4. The removal of intermediaries in ownership and investment opportunities for consumers.
5. Changes in capital, or some part of the capital.
6. Spread the culture of simplicity and no luxuries.
7. Programmed to control the cost of housing

By regarding to the economic importance of the construction in two housing production increase and modernization of old, this article aims to achieve a desired structure for the planning and control of construction costs. By creating an area called the offices of quality control and cost associated with building engineering systems,

structural systematically have been proposed which include six unit - units of research and innovation in construction - industrial units in the building - Control and build management unit labor costs - Business, management and monitoring of materials and products Structural - Employers seeking employment and labor supply unit - Units with related ministries). The proposed structure according to library research, interviews and consultations with government officials and experts in housing construction as well as academic and administrative experiences of the authors, has been developed. Then by regulation of the questionnaires and surveys in the two groups (experts in the field of housing - public authorities and municipalities). This structure by QSPM matrix and SWOT model is evaluated and finally, a number of strategies is provided for improving the performance of these offices.

**key words:** Decline in housing prices, the problem of housing construction, housing national production, texture worn System Engineering

## 1. Introduction

Many scholars believe that urban studies also believe that the most important factor which influencing the satisfaction of the people living in an area is his life, housing and environmental conditions of the region (Westaway, 2006: 187) and living in abnormal housing conditions (both in terms of quality and quantity of housing), health and mentally very unstable and fragile residents make (Takano, 1996: 880). Despite the importance of housing and its impact on human life, nowadays the provision of adequate housing, especially in developing countries, is becoming a problem. From 18th century coincided with the industrial revolution and the influx of population who seeking work, from villages to cities, there is no problem which name was Housing (Shuai, 2005: 184). Many efforts have been made in this area, but also 20 percent of the world's population lacks house which divine life (Sarraf, 2011: 5).

Estimates of the Office of the United Nations Human Settlements, it has demonstrated the pitiable living in cities. The United Nations Human Settlements Programmed estimated that 1/3 of the 3 billion people of cities habitant live in slums or at least one of these features are:

Insecurity of tenure, housing conditions, abnormal structure and excessive density (UN-Habitat, 2005). In addition to the monthly cost of housing, about 15 to 40 percent of households around the world is account for 15 to 35 percent of the total investment in housing investments in the world. Construction and related sectors allocated about 9 percent of total global employment to itself (Athari et al., 2013: 38). The World Health Organization stressed, housing is the most important environmental and life expectancy is associated with disease (hedayat nejad, 2005: 562) and also one of the most important indicators of development of physical or anatomical conspiracy

(Rafiee, 2004: 34). The housing sector has been a key part of the urban economy. Investment in this sector is allocated between 2 and 8 percent of GDP and 10 to 30 percent of gross capital formation in developing countries to itself. On the other hand, housing is an important asset and wealth includes 20 to 50 percent of generating wealth of most countries (Azizi, 33: 2006). In advanced countries, housing, social welfare and development program housing next focus is on improving the quality (Ghazi, 2004: 93). But in developing countries, lack of resources, poor economic management, a lack of national comprehensive planning and rapid increase in population, housing in these countries, the issue has become complex and multidimensional (Wood field, 1989: 5).

In particular, macroeconomic of Iran and its inflationary trend has led to only a small proportion of households, mainly medium to high income groups, are able to enter the housing market. In other words, the gap between need and effective is a lot and cause low-income groups, become deprived of access to adequate housing (Amani, 2010: 52).

The right to have a house and appropriate shelter after air, food and clothing, is one of the basic requirements for life with dignity and human dignity. Islamic Republic of Iran respected this right in articles of 33 and 43 of the constitution and obliged the state to provide housing for all sectors of society (Rafiee, 2004: 38).

On the other hand, Islam that pays attention to the family as the cornerstone of society and the natural social union, of course pay special attention to the equipment and premises of the formation of such a focal. Housing is one of the main requirements for the formation of a family. The Islamic ruling on the livelihoods and food people, the housing issue is also responsible. An obvious example is Imam Ali quote (AS), which says:

"All the people of Kufa, now has a good condition, even the lowest people, ate wheat bread, have home and use whole some drinking water." (Allama Majlisi, 2001 : 327).

Increasing population of country and increasing urbanization over the last few decades, cause the focus of orientation and density of the population in Iran and this factor, increase in housing demand, high costs of land and building density, especially in big cities (Shia, 2006: 365).

Accordingly, the Iranian urban households today have the highest housing costs in the basket weight and urban households for housing, especially in big cities with many problems facing our country.

The low-income households, especially since they have been forgotten in most national and local programs, are having more problems (Hatami Nejad et al, 2006 : 130).

In addition to the top-mentioned, the lack of a systematic system of housing construction, make housing market problems and high prices more resonance.

Following items are shortcomings of traditional housing construction, in the current system of the housing industry

- The absence of a codified system for skilled and unskilled wage labor in the construction industry.
- The absence of a codified system to determine the price of building materials and products, especially inorganic materials
- No use of new technologies and building effective
- Non-residential and industrial buildings and an emphasis on traditional methods of costly

According to the seismicity of the country and the high percentage of old texture of the urban fabric, even for owners of housing construction is also very important. So plan to deal with the high cost of housing construction is necessary.

## **2. Research Basics**

According to the above-mentioned and with regard to deficiencies in the current system of state housing plan; In this article, at first effective strategies to reduce the price of housing is addressed and the importance of the construction and renovation of dilapidated housing in the area, the plan to reduce the cost of hardware has been studied in-depth research.

### **2. 1. An effective strategy to reduce housing prices**

In planning software six ways is presented in order to improve production that continues to be discussed in detail.

#### **2.1.1. land market control and reduce the cost share of the final price of housing**

One of the key elements of production, housing and land reform policies in this sector, has profound effects on the improvement of housing conditions. In our country's especially in capital, the cost of land from the final price of housing is 70%.As a result the land only allocated about 70% of its liquidity in the housing market and housing finance to jeopardize supply. The speculation in the land market can be a major cause of slow circulation of capital in housing production process, a long process of construction, rises the housing price and reduce the supply of housing in the market, he said.

#### **2.1.2. application of tax laws**

in clouding strategic policies that governments are working to control the land market, is the use of tax lever age. The experience of other countries shows the effects of tax policies to control the price of land. Tax policies must consider local and national condition sand many methods can be adopted to improve housing across the country. Including, taxation of land for urban development is due to the hoarding of land by owners; its value has gone up.

Taxation is a double-edged word that even don't taking out, you will have some preventative effect. This provision applies to tax in the housing

market, double-edged sword to encourage productive investment , and to avoid harmful investments by tax base can be the field of virtual economy (stock market) to manage volatility and adjustment in the real economy will mature mortgage market (Ban, Hassan.2010 :156).

### **2.1.3. provide financial facilities to cover the construction costs**

These facilities should be so that cover 80% of the cost of a residential unit. In some countries adopted of this policy allows consumers to purchase residential units to find non-governmental contractors which is ordered. For consumers, low interest rate sand long-term loans to build residential units of time to repay the loan installments, the utility is high

As well as facilitate the loan guarantees, should also be considered. Provide financial facilities to cover the construction costs should not be imposed on the state budget. By allocate an appropriate share of banking resources devoted to employment in the housing sector can covered a significant percentage of the construction cost.

### **2.1.4. elimination of intermediaries in ownership and investment opportunities for consumers**

One of the reasons is the presence of intermediaries as called inflation in the economic sectors of the country .This policy, eliminate the intermediary's ownership of the production cycle and consumer applications will benefit from this action alone . Because in the current situation, house buyers purchase obliged to buy built houses but if there is opportunity for them to create the conditions to buy residential units, profit from investment in manufacturing processes transferred from the seller to the consumer which reduces the cost of housing is for consumers .

### **2.1.5. movement of the capital**

As noted ,one the cost of housing is housing shortage and high demand , especially in the capital. In addition, changes in the housing market in the capital will spread quickly to other parts of the country. Thus ,according to the principle of decentralization , the transfer of capital or apart of the capital can transfer part of the population of Tehran and other cities helped in a large extent the problem of shortage of land the problem that arise housing prices .

### **2.1.6. popular culture, easily and without luxuries**

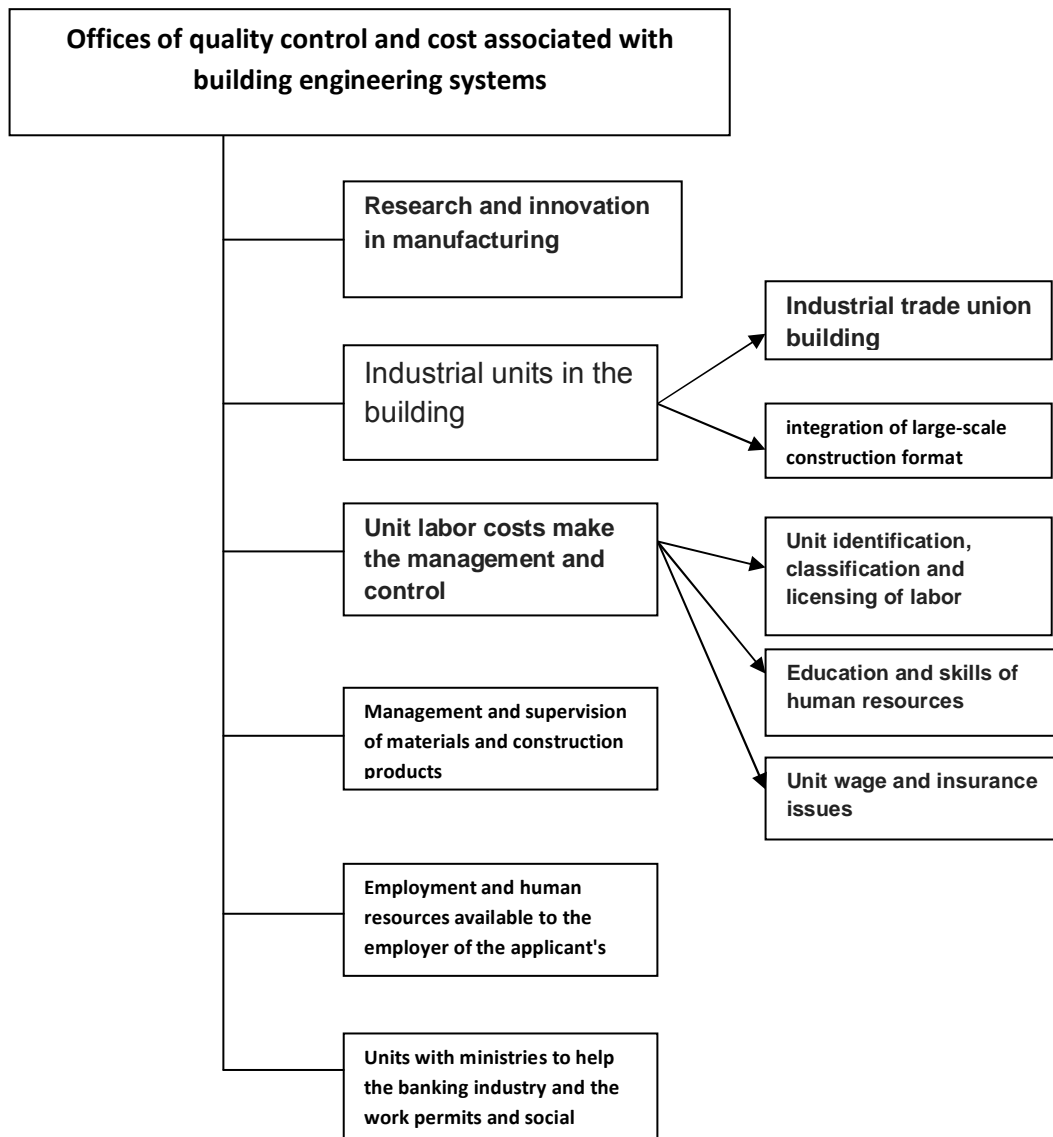
Today, luxury-oriented, has infiltrated a lot in the lives of Iranians. If we believe in simplicity we can reduce these costs. It should be noted, as the doctor Hussein Shokoei has pointed in book which named new ideas in urban geography, builders and buyers are work for high-income class ; and low-income class, are often under pressure. On this issue it is of government functions to control it with a detailed plan.

**2.1.7. plan to control the cost of housing**

with regarding to the economic importance of the construction in two areas of housing production increase and modernization of old considering the country's seismicity, planning to deal with the high cost of housing construction is essential and developing a systematic structure to stabilize there a cost of construction as well as optimizing its quality, has doubled care. The goal of writing this article is to achieve an optimal structure for the planning and control of construction costs that we discussed it in more detail.

**3. Issue presentation**

As previously mentioned, cost control is one of the most important factors in reducing the price of housing. One of the organizations that play a vital role in national production houses is buildings engineering organization. It can be associated with the planning, a major step forward in its planning and control housing prices. In this section we have an organizational structure with respect to the hardware engineering organization in the planning of a national housing production; To be defined so that control manufacturing costs and share the costs of housing construction is the best offer. This structure can be called in offices and quality control of construction costs (related to building engineering systems) is implemented.



### Reference: authors

#### A) Unit of Research and innovation in manufacturing

this unit should develop national research and study global innovation about this issue; Grounds for the presentation and application of these innovations especially in the prefabricated building industry provide. Media information, develop technical guidelines-Implementation and development of relevant regulations, an important step in promoting innovation is a building that should be done in this unit.

**B) Industrial units in the building**

the prerequisite for industrialization, is mass and uniform form at of construction .In addition , the development of this concept requires a corporate structure in the Union . In this area, we continue to investigate in more detail.

**- Industrial trade union building**

The EU , like other trade unions in other areas, should arrange for notification ,the market, the introduction of new techniques and technologies , etc. The usual returns , the unit associated with the areas of research and communication with the very important ministries .

**- Extension unit of the same dense and uniform construction**

more production, is not the only important factor in the mass category, but what is important, is making fast and secure housing with cheaper prices , better quality and use of new technology. Industrial and non-industrial mass production is done in two ways. Most of our housing mass production is non-industrial. While experts believe that one of the solutions to the housing problem due to its production process , is making fast and secure units with new technologies, the housing industry .The housing construction industry due to the high efficiency of production factor sand frequency of the manufacturing process, is making housing affordable and economically possible .

About construction and housing industrial, mass production requires efficient management, to new technologies in the world and the other side of the internal capabilities to good use and the standard of living and quality affordable homes to generate optimal. In addition to the mass of the structure, format ,making integration can have a significant impact on the industry and falling prices has expired. Compilation maps of the type and variety of technical instructions-Executive as well as the development of relevant regulations, is making a significant impact on the integration of formats. Closely in this are a with the industrial trade union building is of particular importance.

**C) The management and control of labor costs making**

nowadays the wage cost of labor and related costs such as insurance, almost is included 30 to 40 percent of the cost of construction. This sharp increase has been achieved in recent years due to the expulsion of foreign nationals (Afghans) and penalizing employers employing foreign nationals were in the house. The plan, however, does not run as well as other projects and foreign nationals still working in Iran without a license but the sharp rise in the wages of construction workers was about three times. Government can regulate the supply of labor and manpower and control as wages, insurance and so prevent the occurrence of such a situation. In following we look into the activities of the unit in details.



- **The identification , classification and licensing of labor**

This units should inform and appeal of human resources that work in the city special collected and after the test , they are classified in terms of skills and for the work permit issue .

Set up a functioning system of quality man power survey of employers in construction,

Cannot have a classification quality of the force and the most important element

These forces are considered work experience, employers are chosen based on required man power.

- **The education and skills of human resources**

The performance of this unit is the construction of a new human resources. The unit will be taught techniques and new technologies and to promote workforce skills building provided.

It is mentioned that the unit closely with the field of identification, classification and licensing work in human resources is essential.

- **The determination of wages and insurance**

These units according to the human classified resources building determine experts say, the relationship with the trade union and community economic indicators and items like these, and will be notified to the business community. The unit also deals with matters relating to labor and social welfare.

**D) unit of work seeking and the supply of labor to employers**

This unit is able to create a digital archive of information and the Institute of Employment, employment and human resources job seekers and employers seeking to provide confusion.

**E) Management and monitoring of trade unionists building materials and products**

The trade unions of professionals competent to supervise the construction materials and products, the price of construction materials are real and inflation fluctuations and prevent the bubble. Other tasks of deepening the relationship between the ministry of mines - to identify mining construction materials industry and the development of relevant technology to deliver more high-quality materials that therefore these measures is to reduce the cost of materials.

**F) units with related ministries**

The unit for communication with the Office of the Ministry of Economy and Finance categories, industry and mining, cooperatives, insurance, labor and social affairs, housing and urban development, etc. is considered. The

Community contribution to the banking, manufacturing license, the labor and social security, tax rebates, etc., are used.

#### **4. The purpose of the survey**

The purpose of this study was to investigate the problem of housing construction in the country and provide the appropriate solution is to deal with this problem.

organizational structure mentioned above as a solution to address, using field and library studies, interviews and consultations with government officials and experts in housing construction as well as in terms of academic and administrative experiences, the authors suggested as an appropriate way.

#### **5. The method of investigation**

This research in this paper due to the goals is the second type of applied research that aims to improve the lives and welfare of the people and due to the nature of research is perfect and it's results are used to prevent adverse events. In this study, according to library research, interviews and consultations with government officials and experts in housing construction as well as academic and administrative experiences of the authors, an organizational structure is proposed to deal with the problem of housing. Then by adjusting the questionnaires and surveys from groups (specialists in the field of housing - government officials and municipal), this structure is evaluated by QSPM matrix and SWOT model.

The first group randomly selected among specialists, but the second group selection has done among relevant housing authorities. The second group targeted sampling based on scientific and executive experience, he has been researching on the issue.

Finally, according to the survey that carried out, ways is presented to improve the performance of the proposed organizational structure.

##### **5.1. a little strategic planning matrix (QSPM)**

Quantitative strategic planning matrix (QSPM) is an analytical method by which the relative attractiveness of strategies defined. When using a matrix of strategic planning should using a good intuitive judgment. Due to the strengths and weaknesses as well as threats and opportunities, the matrix used in both internal factors (IFE) and external factors (EFE) was formed. In the survey benefited from two groups and small groups mean scores used for analysis. As can be seen the final scores of both internal factors and external factors in both groups surveyed is above 2.5, which indicates the satisfaction of the table and the investigation.

## 5.2. SWOT model analysis (SWOT)

This model is one of the most important tools that managers there by compare the data, and can use it to provide four types of strategies:

Strategies WT, strategies ST, strategies WO, strategies SO.(David, 360: 1387)

Analyzing internal factors (S=strengths; W=weaknesses)	Building industry professionals					state and municipality authorities				
	prioritizing	final score	rank	significant coefficient	weights mean	prioritizing	final score	rank	significant coefficient	weights mean
S1 - control real wages of labor associated with housing construction	1	0.321	4	0.08	3.75	1	0.332	4	0.083	3.71
S2 - enhancing the knowledge and expertise of human resource associated with the construction of the scanned	3	0.309	4	0.077	3.61	2	0.316	4	0.079	3.53
S3 - order received and guarantee the human resources function housing	2	313	4	0.078	3.64	5	0.281	4	0.07	3.14
S4 - Identification and classification of quality human resources based on previous customer surveys and business cases	9	0.226	3	0.075	3.52	9	0.204	3	0.068	3.04
S5 - application of new technologies in building	7	0.275	4	0.069	3.21	6	0.278	4	0.069	3.11
S6 - Artqt quality and reduce manufacturing costs by taking advantage of industrialization	4	0.289	4	0.072	3.38	3	0.307	4	0.077	3.43
S7 - culture and uniform format of the construction and an increase in cost due to the concentration of capital and property Reproducibility	10	0.196	3	0.065	3.06	10	0.19	3	0.063	2.84
S8 - real control of prices of building materials and products	5	0.285	4	0.071	3.33	7	0.274	4	0.068	3.06
S9 - systematic structure to ensure the quality of building materials and products	8	0.264	4	0.066	3.08	8	0.24	4	0.06	2.69
S10 - construction market	11	0.185	3	0.062	2.89	11	0.178	3	0.059	2.65
S11 - the introduction of the construction workforce and the quality of information and records to the employer of the applicant	6	0.281	4	0.07	3.29	4	0.285	4	0.071	3.19
W1 - lack of manpower employed in the construction industry, particularly unskilled workers welcomed	3	0.061	1	0.061	2.87	4	0.064	1	0.064	2.85
W2 - not welcomed by investors to invest in building new technologies	2	0.088	2	0.044	2.06	1	0.1	2	0.05	2.24
W3 - disagreement tastes of consumers with regard to the issue of integration of building form	4	0.06	1	0.06	2.79	3	0.071	1	0.071	3.18
W4 - problems developed industrial infrastructure and investment in its buildings	1	0.098	2	0.049	2.28	2	0.093	2	0.047	2.09
Total		3.249		1	46.76		3.212		1	44.75

analysis of external factors(O -opportunities. T - threats)	Building industry professionals					state and municipality authorities				
	prioritizing	final score	rank	significant coefficient	weights mean	prioritizing	final score	rank	significant coefficient	weights mean
O1 –reducing false employment in the field of housing and to help the national economy 3.54	1	0.323	4	0.083	3.71	3	0.307	4	0.077	3.54
O2–Deepening ties between university and industry	2	0.315	4	0.079	3.52	4	0.305	4	0.076	3.51
O3 –Mass development of housing cooperatives to grow and improve their performance helps	8	0.209	3	0.07	3.11	8	0.21	3	0.07	3.22
O4 –Reducing migration and the entry of rural workers(agriculture) to cities (housing) for systematic	9	0.207	3	0.069	0.308	9	0.218	3	0.073	3.25
O5- Increasing social security-economic employers	4	0.29	4	0.073	3.24	2	0.31	4	0.078	3.57
O6 –The logical relationship between the insurance industry and the construction industry	7	0.233	3	0.078	3.47	7	0.212	3	0.074	3.29
O7 –Foreign nationals working management upgrade	3	0.309	4	0.077	3.45	1	0.311	4	0.078	3.58
O8 –Increase government tax revenue by promoting systematic employment in the construction industry	10	0.198	3	0.066	2.95	10	0.191	3	0.064	2.94
O9 –Improve the interaction of the construction industry and related ministries	5	0.274	4	0.069	3.06	6	0.294	4	0.074	3.39
O10 –Improve product quality domestic production and reduce dependence on imports	6	0.252	4	0.063	2.81	5	0.303	4	0.076	3.49
T1 - The lack of transparency of management responsibilities to coordinate inter-agency	2	0.136	2	0.068	3.03	1	0.152	2	0.076	3.51
T2 - Fluctuations in inflation and exchange rate in the country	1	0.147	2	0.073	3.37	2	0.134	2	0.067	3.09
T3 - Rising prices for land and housing speculation	3	0.068	1	0.068	3.05	3	0.062	1	0.062	2.87
W4 -Psychological problem of profits of the builders and the impact on labor costs	4	0.065	1	0.065	2.89	4	0.057	1	0.057	261
Total		3.036		1	44.64		3.076		1	46.6

W – weak points	S - strength	
WO strategies	SO strategies	O - opportunity
WT strategies	ST strategies	T – threats

## 7. analyze and develop strategies

### 7.1. SO strategies

- 1) develop criteria for monitoring the decisions of the Inter-Agency Coordination Offices (From: S1, S3, S4, S5, S6, S8, S9, S10, O1, O2, O4, O6, O8, O7, O9, O10)
- 2) develop criteria for licensing in the field of housing industry labor office channels (from: S1, S2, S3, S4, S6, O1, O4)
- 3) committees skilled and unskilled wage labor housing experts with the economy and the housing industry in these offices (From: S1, S3, S4, S10, O1, O4)
- 4) committees determine the price and production of construction materials, especially inorganic materials with the participation of economic experts, representatives of the trade unions and the housing industry professionals in offices(From: S6, S8, S10, O8, O10)
- 5) The committee approved the quality of materials and construction products with the participation of competent experts and with accredited laboratories (from: S5, S6, S8, S9, S10, O9, O10)
- 6) the development of criteria for the target orientation and academic theses and research associated with these offices to promote innovation building (From: S2, S5, S6, S7, S9, O2, O10)
- 7) For cross-border communications committee structure and localization of knowledge with regard to comparative studies (from: S5, S6, S10, O9, O10)
- 8) Develop a digital archive in the office for record keeping as well as classified staff housing industry quality surveys with their previous employers to promote responsible labor construction work (From:, O5 S2, S3, S4, S6, O1, O4)
- 9) a unit as well as a Web portal for employment and the introduction of human resources to build and provide quality information and records of employers applicant (From:, O5, O6, O7, O8 S3, S4, S6, O1, O4)

### 7.2. ST strategies

- 1) drafting relevant regulations to improve coordination and to determine the responsibility for managing the relationship between the organization and preferably a responsibility to be given to these offices. (From: S9, S11, S10, T1, T3)
- 2) The offices close relationship with the economic domain to the actual prices after sudden inflation (from: S8, S10, O6, O7)

### **7.3. WO Strategies**

- 1) take advantage of the public media to inform Conditions of Employment of workforce housing (from: W1, W2, O1, O4, O5, O6, O7)
- 2) development of integrated retail trade cooperative housing industry professionals in the building industry and support the principles of economic - social state of these organizations (From: W2, W4, O1, O5, O6, O8, O9, O10)
- 3) the use of expert consulting engineers to design a variety of large-scale property development and industrialization repeatability to meet the tastes of customers (from: W3, W4, O2, O3)
- 4) qualitative and quantitative growth of housing cooperatives to develop mass production conditions and the application of new technologies (From: W2, W4, O1, O3, O8, O9, O10)

### **7.4. WT strategies**

- 1) the use of incentives and punitive policies to cover the staffing housing (From: W1)
- 2) cooperation of the government in providing the financial incentive policies to attract investment for industrial development and growth of innovative building construction (From: W2, W4, T2)
- 3) planning to build any more high income (the capital), according to the psychological burden sharing of the benefits derived from the human resources working in the field of housing construction (from: T3, T4)
- 4) plan to stabilize the real price of land and housing, as experience has shown that increasing the price of land and housing, the inflation in the cost of construction. (From: T3, T4)

## **8. The summary and conclusions**

considering the above mentioned and taking into account the current shortcomings in the planning of housing, in addition to planning to reduce housing prices, including controlling Housing land and free market. Planning for the building of housing in order to reduce costs and optimize the quality of construction enjoys great importance. Planning and construction of housing, in addition to increasing the national production area of housing, renovation of old texture of a high efficiency and given the high proportion of old seismic country and in major cities, which is doubled the importance. In this study, in order to reduce the cost of housing the seven strategies is presented.

1. Land market control and reduce the cost share of the final price of housing.
2. Using tax laws.
3. Provide financial facilities to cover the cost of construction.
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By regarding to the economic importance of the construction in two housing production areas increase and modernization of old ,The purpose of this article to achieve a desired structure for the planning and control of construction costs. Continue to plan the construction of the role and importance of Construction Engineering discussed. By creating an area called the offices of quality control and cost associated with building engineering systems,

Systematic structure consists of six units (of research and innovation in construction - industrial units in the building - unit labor costs build the management and control of the management and monitoring of trade and supply of materials and products construction- employment of manpower to work employed applicants - units with related ministries) have been proposed.

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