

RESEARCH ON THE FINANCIAL RISK MANAGEMENT OF REAL ESTATE ENTERPRISES OF CHINA

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ABSTRACT

Based on the specific economic situation that the government has introduced high-pressure policies in recent years to drive the real estate industry to transition to the direction of industrial real estate, combined with the objective reality of china's serious oversupply and high financial leverage to raise high financial risks, and in line with the guiding ideology of de-inventory and transformation in line with the supply-side structural reform strategy, and around the investment risk of real estate enterprises The generally weak management of capital-raising risk and commercial credit risk, using practical investigation, judgment analysis, logical reasoning, inductive interpretation and other methods, follow the theory of risk management, according to risk management links or procedures such as risk identification, risk assessment and risk response. The external and endogenous risks of Chinese real estate enterprises are systematically identified, the means and requirements of financial risk assessment of real estate enterprises are analyzed from the quantitative and qualitative dimensions, and the formation of the financial risk of real estate enterprises is analyzed, and the countermeasures and suggestions that can be effectively prevented and controlled are explored.

KEYWORDS: Real Estate Enterprises; Financial Risk Management & Endogenous Risk