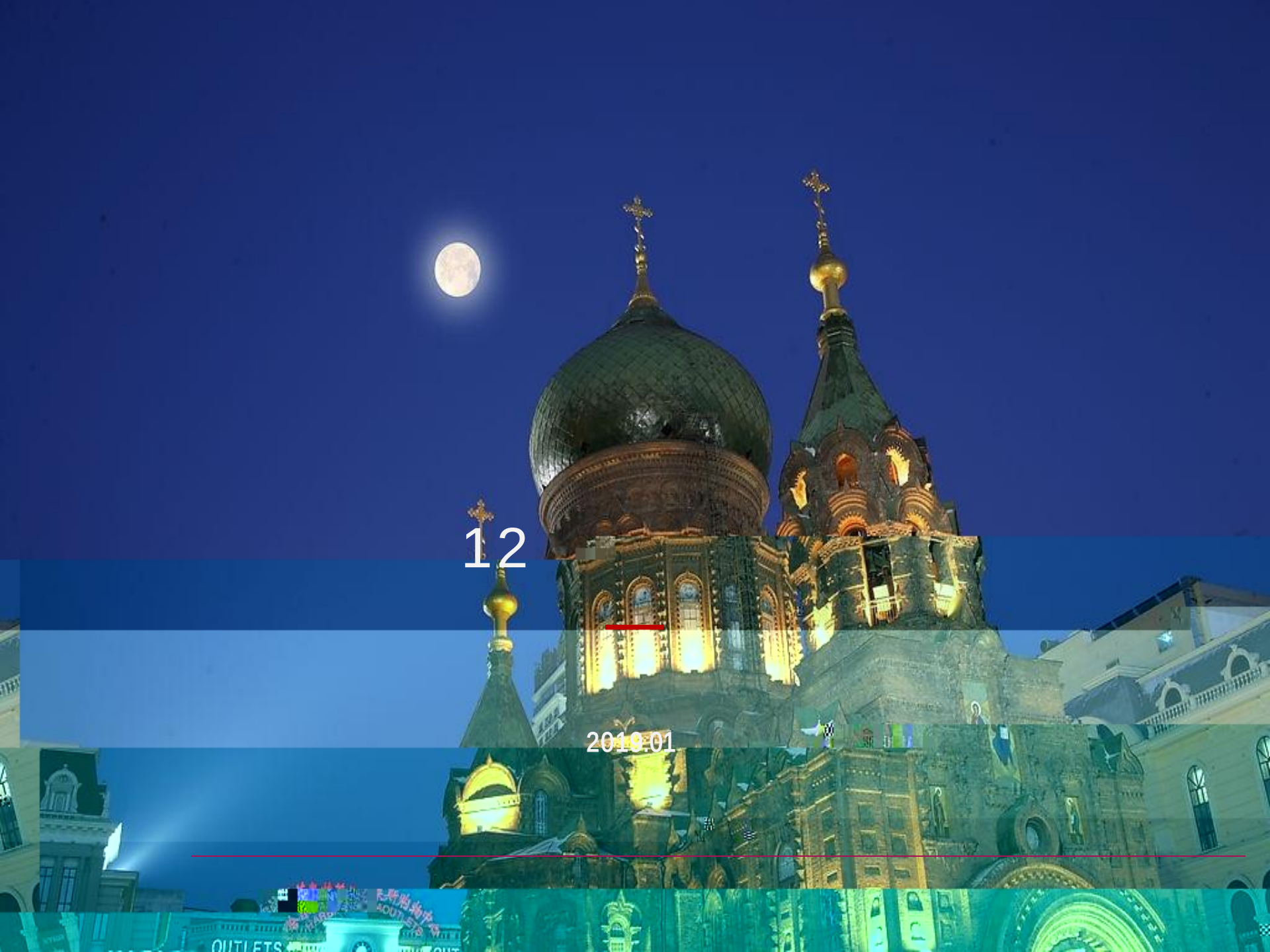
12
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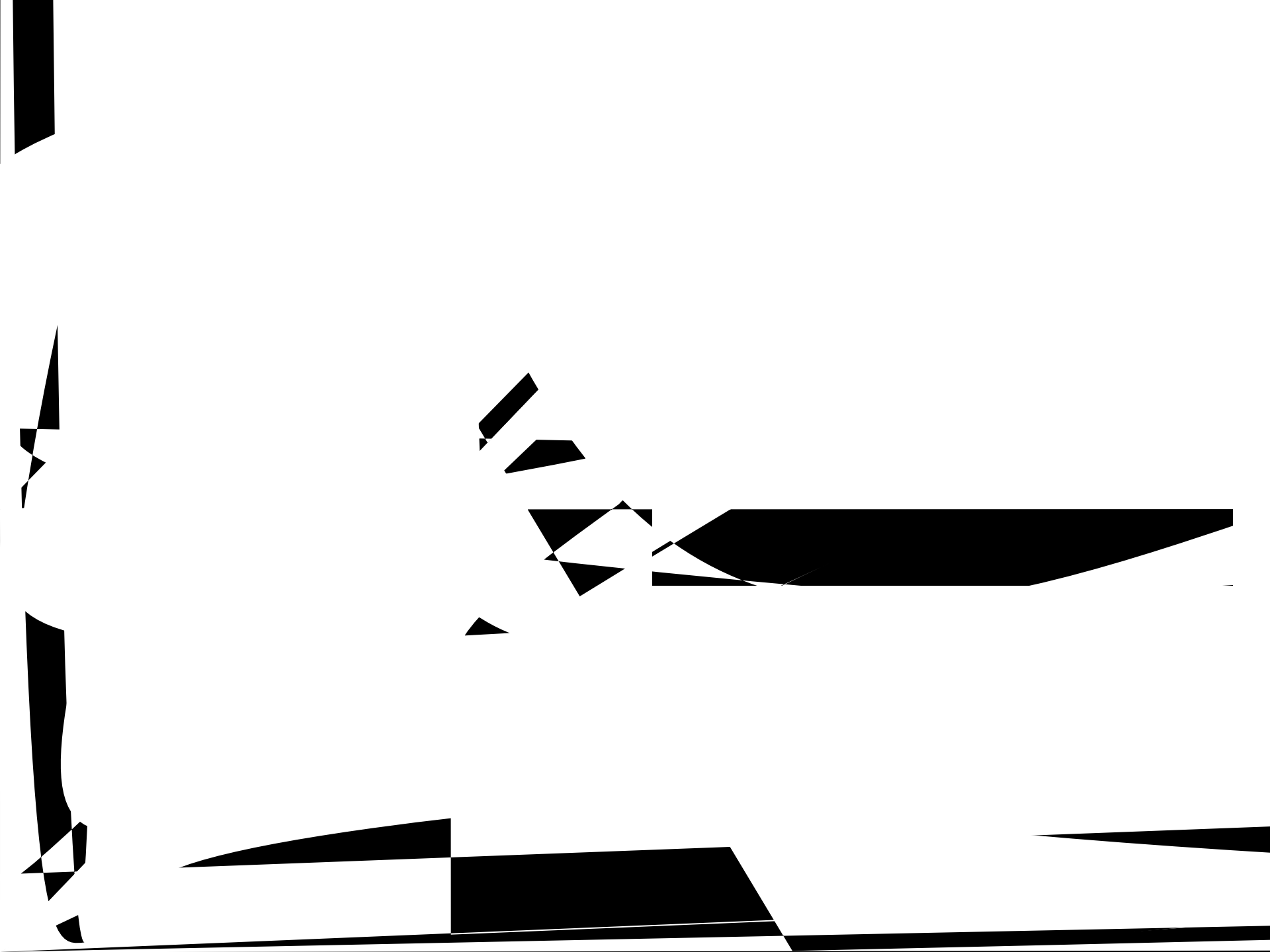
PART 1：楼市资讯

PART 2：一级市场

PART 3：二级市场

PART 4：世联优秀案例

Chapter 1



宏观环境概述——国内经济

1-11月全国房地产开发投资同比增长9.7%

2018 1-11 ڃ 61700 ذ

7.79% ں3.78% 609267

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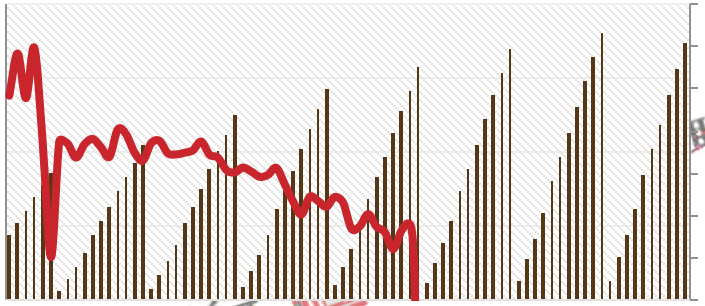

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PMI 50.1% 0.5 PMI 48.4%

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宏观环境概述——12月地方政策

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宏观环境概述——12月地方政策

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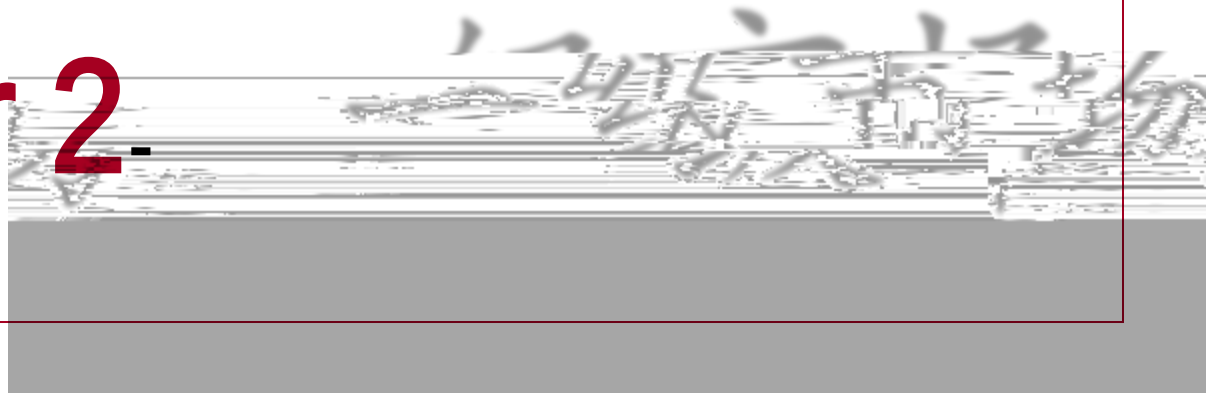
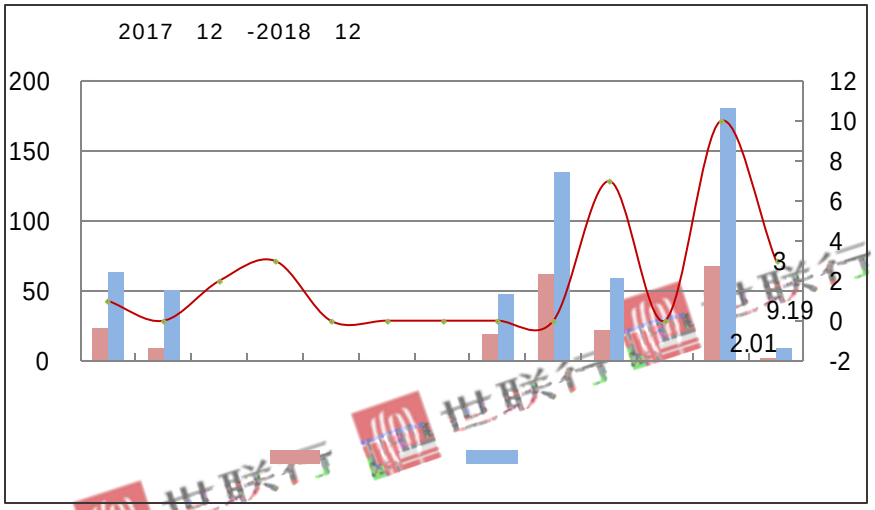
Chapter 2.

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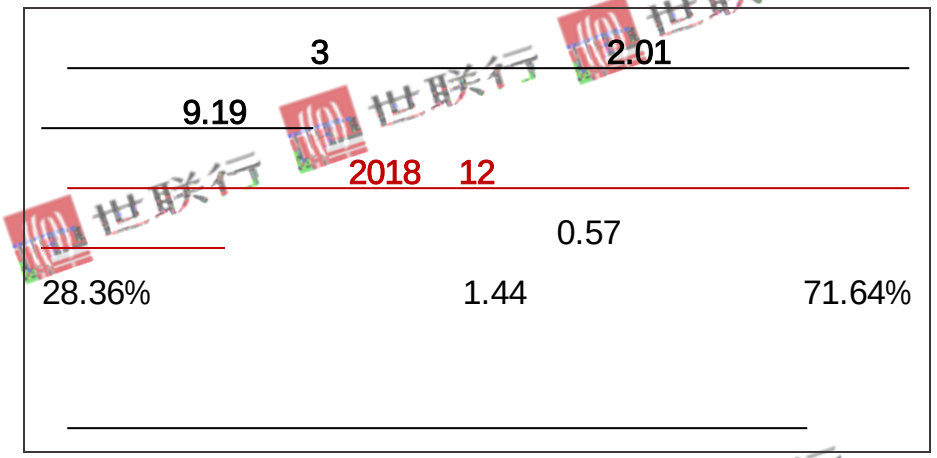
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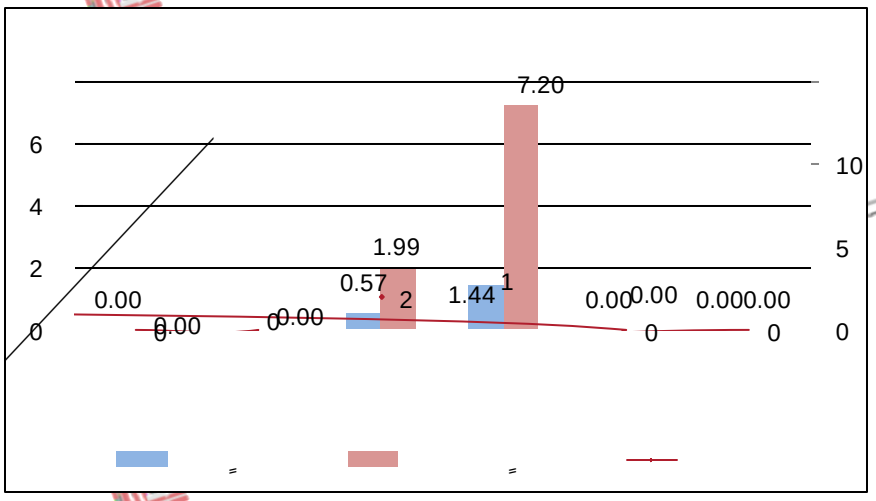
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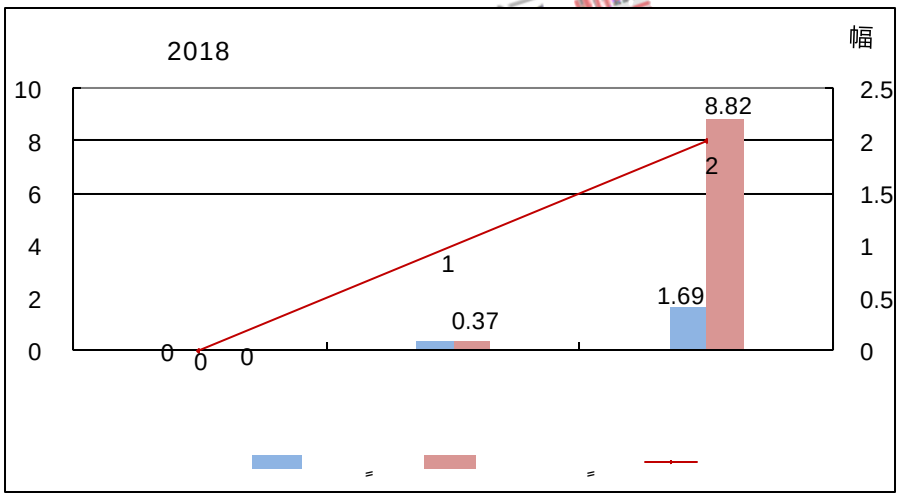
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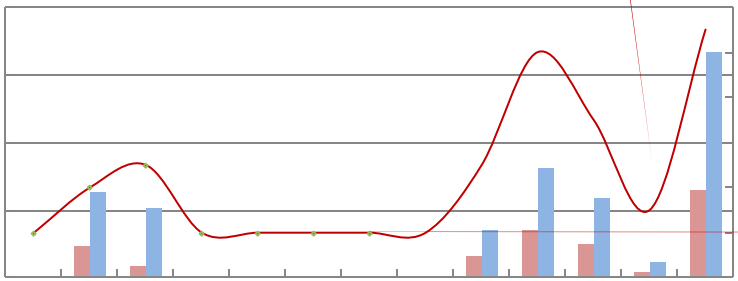

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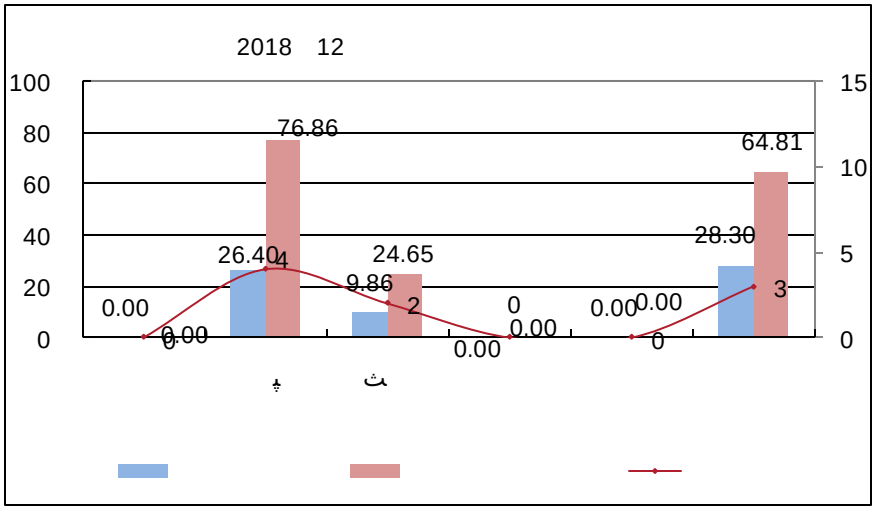

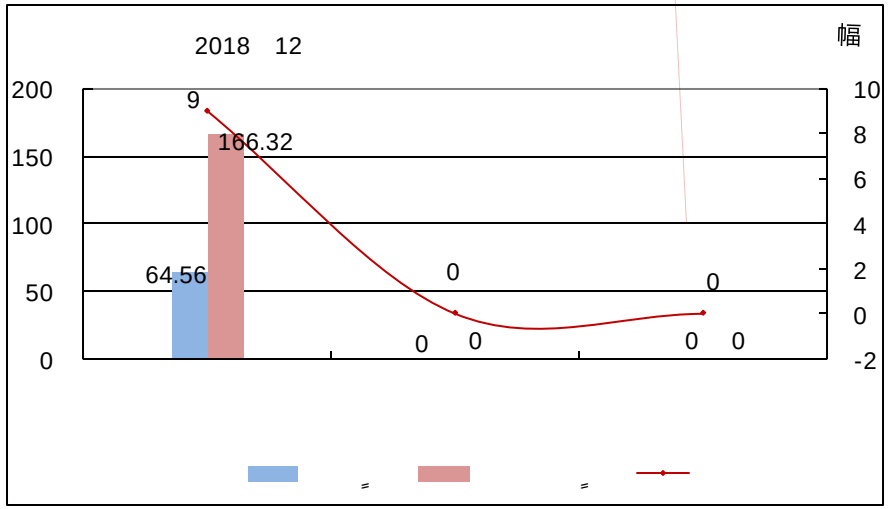

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Chapter 3.

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世联行

2018/12/7	· G3 G7 S1		206 180 205 178		297	42565.54	
2018/12/7	· B S2 S3 S6		206 180 205 178		17	3661.84	
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世联行

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4		25105.47	135	21714
5		24195.96	95	14776
6		21177.39	248	21454
7		18047.64	195	18047
8	·	16370.07	128	12334
9		13499.43	135	13747
10		9596.6	173	15718

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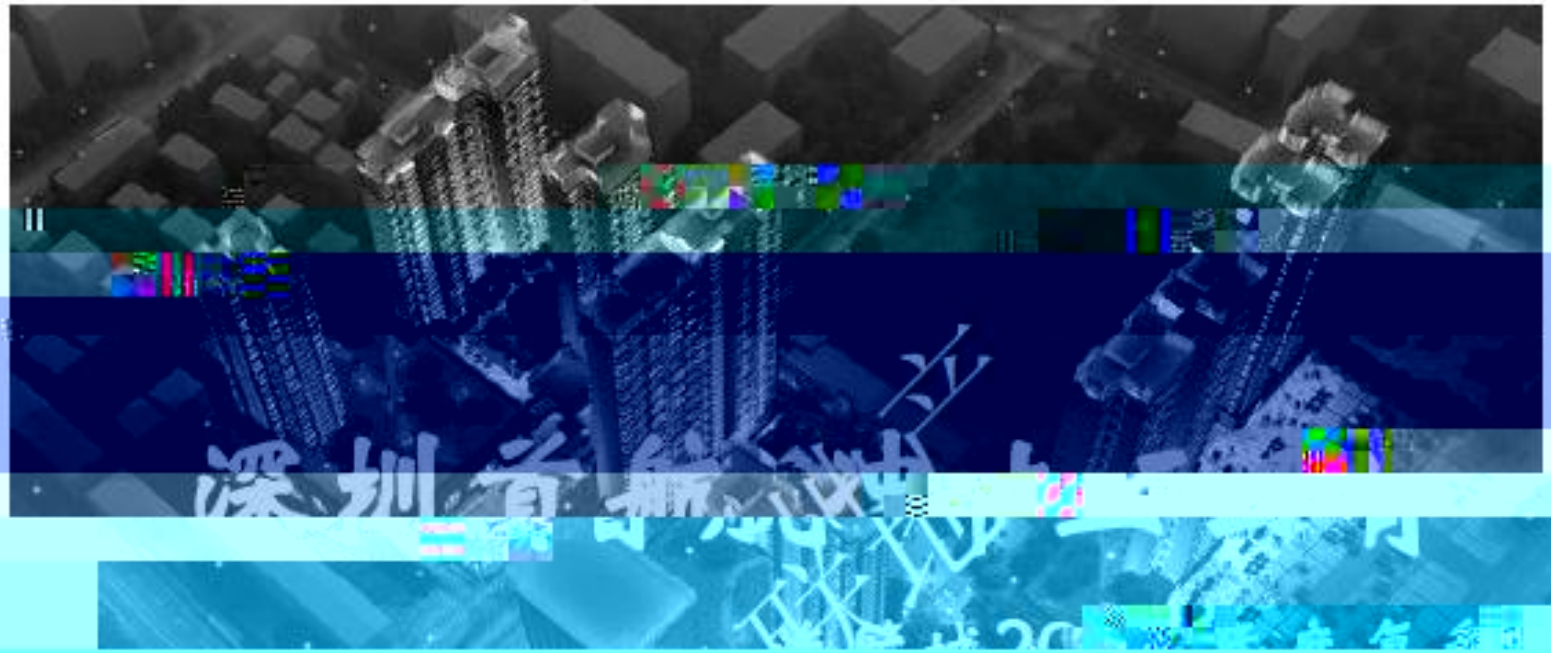
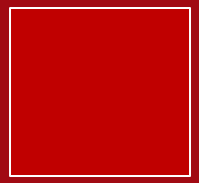
Chapter 4

操作分解：
世联行
操作目录：
阶段一：溢价分成
代由甲方支付底薪，世联发放佣金，世联统一管理
1
项目概述
合作契机
世联行
全案操作：
世联行
实现收益：
项目总销售725套，金额3
家圆云贷放款256套，总金额984.9万元