THE IMPACT OF INCENTIVES SCHEME ON THE PRODUCTIVITY OF PROPERTY CONSULTANT IN SELECTED REALTY DEVELOPER IN QC.

ABSTRACT

AUTHORS
John Carlos Asuro
Zarah Azañes
Glessie Raga
Angelyn Serafin
Erica Suello

RESEARCH ADVISER
Bryan T. Tubao

AFFILIATION
Bestlink College of the Philippines

DISCIPLINE
Business

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Incentive schemes are widely employed in the real estate industry to motivate sales personnel and improve performance outcomes. This study investigates the impact of various incentive schemes on the productivity of property consultants working for selected realty developers in Quezon City. It aims to determine which types of incentives—monetary or non-monetary—are most effective in enhancing consultant performance, particularly in relation to sales output and overall productivity. A quantitative research design was utilized in this study. Data were gathered through a structured survey distributed to fifty (50) property consultants employed by three major realty developers in Quezon City. The questionnaire assessed the type and frequency of incentives received, alongside self-reported productivity levels and monthly sales figures. Descriptive statistics and Pearson correlation analysis were employed to examine the relationship between incentive schemes and consultant productivity. The findings revealed a significant positive correlation between structured incentive schemes and the productivity of property consultants. Among the types of incentives, monetary rewards—such as performance-based commissions and bonuses—had the most substantial impact on productivity. Non-monetary incentives, including employee recognition and career development opportunities, also demonstrated a positive influence, though to a lesser extent compared to financial rewards. The results suggest that strategically designed incentive programs can meaningfully enhance employee performance in the real estate sector. Employers are advised to adopt a balanced combination of monetary and non-monetary incentives that align with the needs and motivations of their workforce. These strategies not only boost short-term productivity but may also contribute to long-term employee engagement and retention. Further studies may explore the sustainability of incentive-driven performance and the role of intrinsic motivation in achieving consistent success.

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