

JEL CLASSIFICATION: G32, L74, R31

FINANCING OF BUILDING COMPANIES UNDER THE CONDITIONS OF CRISIS

Olena D. LYTVYENKO

Candidate of Science in Economics, Associate Professor of the Department of Finance, Kharkiv Institute of Trade and Economics of Kyiv National University of Trade and Economics

Summary. The problems of financing of building industry, which were caused by crisis. Studied in the article. Measures of crisis-proof system for financing building industry, are defined by the author.

Key words: *building industry, financing of building industry, financial crisis, measures of crisis-proof system for financing building industry.*

Importance of the building industry for the economy of any country can be proved by the fact that capital construction creates a significant number of jobs and consumes products of many branches of national economy.

The article aims to research the actions which are carried out by building companies for fight against crisis and its consequences.

Market entities have great hope upon state support.

The construction market has already received positive signals. Verkhovna Rada of Ukraine has adopted Laws "On prevention of world financial crisis impact on development of building sector and housing construction" and "On regulation of urban development", which provide for overcoming the crisis in the construction industry and simplification of li-

censing procedures in construction and design. But the lack of own financial resources motivates builders to look for new ways to attract additional funding.

To overcome crisis in building companies the following measures can be offered:

- demand stimulation by preferential funding of banks and subsidizing of interest rates for mortgage loans;
- state support in credits restructuring which have been given by the builder on housing construction;
- credits rates subsidizing which are given by commercial banks and builders on housing construction;
- investment contracts restructuring (lease contracts on investment conditions) on housing construction, increasing of state investments into construction;
- positive state information support.

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