

Personal Budget – Imonext Real Estate Case



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ABSTRACT: To carry out this work, we used the organizational context of a fictitious company that provides services in the real estate sector, more specifically, in the purchase and sale of real estate assets.

In short, this work provides an in-depth analysis of the intersection between Financial Management and Human Resources, highlighting the importance of a strategic and integrated approach to ensure organizational success.

KEYWORDS: Personnel Management; Budget; Salaries; Human Resources

INTRODUCTION

This work is divided into two parts. In the first part, presented in this document, we identify and characterize the company, its assumptions, personnel expenses and the profile of the Human Resources Manager. In the second part of the work, we carry out the more practical part, with the construction of the budget, through a tool that allows entrepreneurs and companies to evaluate and test the profitability of new investments, dominated by IAPMEI.

COMPANY PRESENTATION

ImoNext is a real estate buying and selling company based in Porto, founded in April 2021, with 10 employees. The company is included in CAE 681 - Purchase and sale of real estate and has an annual turnover of €150,000.

ImoNext's mission is to provide clients with an exceptional real estate experience, based on values such as transparency, integrity and professionalism. The company aims to understand the individual needs of each client, guiding them through every stage of the property buying or selling process.

In terms of vision, ImoNext aims to be recognized as the top choice for those looking for a reliable partner in the real estate market. The goal is to not only meet but also exceed customer expectations, building lasting relationships based on trust and quality of service.

The company's core values include integrity, transparency, collaboration, innovation, excellence and social responsibility. These values guide all of ImoNext's operations, ensuring that each transaction is conducted ethically and professionally, while promoting sustainable development and community well-being.

At ImoNext, our commitment goes beyond simple real estate transactions. By choosing ImoNext, clients can expect not only quality service but also a reliable partnership.



Figure 1 - ImoNext logo

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Identification of assumptions

General Assumptions

CAE Main	681
Type of Activity	Commercial
Monetary Unit	Euro
Year of Investment Start	2025
Cruise Year	2028
Number of Months of Exploration	12
Number of Operating Days per Year	365

Personnel Expenses

- **Number of Workers**

At Imonext, there are 5 distinct roles: CEO, Property Manager, Real Estate Consultant, Real Estate Market Analyst and Real Estate Marketing Specialist. In 2025, the year of the company's investment, it had 10 employees: 1 CEO, 2 Property Managers, 4 Real Estate Consultants, 1 Real Estate Market Analyst and 2 Real Estate Marketing Specialists. The number of employees is adjusted to the company's needs, but as the goal is to grow, changes in the team are expected over time.

- **Total Base Salary**

After researching the average annual salaries in Portugal for each of the roles, the Base Monthly Salary was established for each role. Therefore, the CEO receives a base monthly salary of €4,000, Property Managers receive €2,500, Real Estate Consultants receive €1,980, Real Estate Market Analysts receive €1,500 and Real Estate Marketing Specialists receive €1,200. The amounts presented are considered fixed.

- **Food Allowance**

ImoNext pays the Food Allowance in a letter, with the daily amount corresponding to €9.60, the maximum amount exempt from Social Security and IRS, in accordance with the OE2024.

- **Other Remuneration**

In order to increase employee motivation and consequently the volume of purchases and sales of real estate, ImoNext offers a productivity bonus corresponding to 20% of the employee's base salary. This bonus is variable and the employee will only receive it if he or she achieves the monthly targets.

- **Social Security, IRS, Work Accident Insurance**

The values of Social Security, IRS and Work Accident Insurance correspond to the values established by law.

- **Workers' Compensation Fund**

With the publication of Decree-Law No. 115/2023, of December 15, the legal regimes of the Labor Compensation Fund (FCT) and the Labor Compensation Guarantee Fund (FGCT) were changed.

In particular, with regard to the FCT, the changes are significant, with emphasis on the definitive cessation of some obligations of employers, such as making contributions to this Fund. In addition, employers' debts to the FCT will be extinguished, and the purposes for which this Fund can be used have been changed. With these changes, the Fund will no longer be organised into individual accounts for each employee and will have a single global account per employer.

- **Other Personnel Expenses**

Training: ImoNext provides training to all company employees, going beyond the 40 hours established by law and which are mandatory. Training will be carried out internally and externally. Whenever training is external, it must be carried out at the facilities of companies that already have a pre-defined agreement with ImoNext.

- Customer Service Training: communication skills and customer relationship management at a cost of 700 euros;
- Leadership Training: development of leadership and team management skills at a cost of 1500 euros;
- Sales and Business Training: improve sales techniques and business strategies skills at a cost of 650 euros;
- Property Management Training: development of real estate property management skills at a cost of 800 euros;
- Training in Lease Agreements and Legislation: knowledge of the different types of lease agreement and the corresponding legislation at a cost of €850

With this, the total cost of the training actions will be 375 euros per month ($700+1500+650+800+850= 4500€$; $4500€/12= 375€$).

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Occupational Health and Safety (OHS): ImoNext has, on average, a monthly cost of €65 for occupational health and safety consultations and the necessary safety equipment.

Specialized Personal Equipment (PPE): Taking into account the functions and working conditions, the need to consider Individual Specialized Equipment was not identified.

Human Resources Manager Profile

The role of the Human Resources Manager has evolved significantly over the years, becoming increasingly complex and strategic within organizations. As one of the fundamental pillars of business management, the Human Resources Manager plays a crucial role in creating productive, inclusive work environments that promote both individual and organizational growth. To excel in this role, it is essential that the Human Resources Manager has a profile that combines technical, emotional and strategic skills.

Management is a process of achieving results with the work of others. In a management context, it is common for people to be divided into two categories: managers and employees. Managers are responsible for guiding, leading and supervising the work of employees, while employees perform tasks under the guidance and supervision of managers. Thus, most people who work are either managers or work under the guidance of a manager; sometimes, both situations occur simultaneously, as is the case with middle managers.

Management's task is to interpret proposed objectives and transform them into action, through planning, organization, direction and control.

Planning -It implies the idea of action to be taken to make things happen. The process of determining in advance what needs to be done and how to do it.

Organization -Process of establishing formal relationships between people and resources to achieve objectives, that is, ensuring that the right people are in the right place, at the right time and with the appropriate resources to ensure that objectives are achieved.

Direction -The process of determining or influencing the behavior of others. Management involves motivating people; leading; and communicating.

Control -Process of comparing current performance with previously established standards, and pointing out possible corrective actions.

Management can be exercised through the following levels:

- **General policies.**
- **Intermediate Level:** Tactical component with the development of specific plans and programs.
- **Operational level:** Technical component with the execution of routines and procedures.

A Human Resources Manager at ImoNext must have the following profile: Responsibilities:

- Align organizational objectives with customer objectives;
- Maintain a positive and productive work environment;
- Provide continuous and constructive feedback to employees;
- Contribute to employee motivation;
- Adapt to organizational changes.

Skills:

- Effective and assertive communication;
- Mastery of knowledge;
- Ability to make strategic decisions;
- Empathy;
- Time management skills;
- Proactivity and initiative.

An HR manager with this profile will be able to contribute significantly to the success and sustainable development of ImoNext, ensuring a healthy and productive work environment for all employees.

CONCLUSION

By carrying out this work, we understand that the financial sector plays a fundamental role in the management of a company so that it can achieve its strategic objectives.

This work reinforces the idea that efficient Financial Management and careful attention to personnel expenses are fundamental pillars for the success of any investment project and organization.

Furthermore, careful attention to personnel expenditures within the scope of Human Resource Management is equally essential. Employees represent one of a company's most valuable assets, and effective Human Resource Management directly contributes to achieving business objectives. A balanced approach, which combines solid Financial Management practices with Human Resource Management focused on employee development and engagement, is essential for the success of any investment project and organization.

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We conclude that the interconnection between Financial Management and Human Resource Management is crucial to promote a healthy and sustainable business environment. It is through this collaboration that resources are used efficiently, while employees are valued and motivated to contribute to achieving the company's strategic objectives.

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