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DOUBT

DEMONS:

BUYER'S

REMORSE



Try this handy tip and feel good about the analysis you conducted before buying your house.

So you had decided to take the plunge. Buying houses has always been in vogue. Owning a house is a symbol of social status, pride and, without a doubt, it is the most valuable and possessed asset.

It began with the quest for 'One of the most priced possessions'. You started exploring the neighbourhood, glued yourself to the computer, posted your requirements and searched for the same on the World Wide Web, scanned home buyer's magazines and newspapers filled with appealing homes, screaming at you with terms like 'Make Your Dream Come true', 'Swimming Pool Facing', 'Serene World', etc. This, however, must have been just the beginning.

BRAND NEW DAY

Next would be the real stuff, exciting and

optimistic looking at the houses/sample flats. Making site visits, as they call it. You wandered about each home, envisioning a happy and contented life for you and your family, your mind filled with a mixed bag of thoughts. The first house that you had seen was 'too big', another was 'too small', but finally you found the one that was 'just right'. You eventually decided to settle for it; made the offer and waited with a feeling of trepidation for the counter offer. In some time, you and the seller agreed on terms, signed on the dotted line and you bought yourself a brand new house. Voila! That was a life time achievement.

IN THE DARK OF THE NIGHT

A bit later that night or perhaps the next day, some insecure thoughts, the Doubt Demons



haunted you, confusing you and forcing you to think about the whole issue.

Have you made the right decision? Can you afford the EMI's that will now begin? What if you lose your job? Is it the right time for investing in a home? Should you have waited? More "What ifs..?" begin haunting you. Anxiety and stress may have set in. And with this, sleep becomes a distant reality.

This is a normal reaction to buying a home. It is called "buyer's remorse." Your reaction is not only obvious and normal but also shared by many.

NO DEMONS

To avoid this, take a pen and a paper and list out the pros and cons of house purchase. Calmly and logically,

think of the advantages and the disadvantages of buying a home. This is the most effective and solutions-driven process to weigh tough decisions. Your list proves what is right and what is not.

Buying a home is not entirely a rational process. It does not only boil down to cost factor and asset value. It is an emotional process too. The above tool does not guarantee a 'stress free' home purchase but should help keep away the Doubt Demons. □

The magic stick

Have you ever thought what could be the magic behind the success of any particular project? Well, good design and marvelous amenities do make an impact, but there is something that is imperative. Yes, it is advertisement. It is the bridge between the seller and the buyer. Majority of buyers come to know about a particular project through advertisements alone. In the world of media reach, this medium is beyond geographical barriers. People from different cities see the advertisement and become aware about the projects. If you want your project to get sold faster, advertisement is must. Remember, it is crucial to advertise in various publications; after all people have reading preferences. □



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A Really Good Buy



If selling for the right returns is difficult, getting the best deal is even tougher. Buyers have to be secure knowing that they got the ideal property for their needs at the right time, place and price. Here is a checklist to build confidence for buyers to take the best decision.

Preparatory study: Gather that basic information about localities, latest projects, price lines, loan options and facilities available. Find out the overheads like registration and taxes you may have to pay.

Weigh out location features: Posh area next to a highway or away from public transport – can you deal with that inconvenience? If not, search for properties that are more convenient and suitable for your lifestyle. Find out about future developments that may be inconvenient later.

The deep look inside: The basic layout must be sufficient for your family needs. Buying a used property should be considered after a deep inspection of the building and structure. Future repairs may be expensive and inconvenient. For new properties the reputation of the builder needs to be checked out and his previous constructions visited.

Take the timely step: Buying in haste is as bad as delaying the purchase. Hurried decisions leave you with problems overlooked. Delaying the buying decision may result in losing out on a good property or a price line. Go ahead with confidence coming from information and not bravado coming from superficial concerns like other people's opinions or status symbols.

Invest hard earned money for peace, comfort and value. □

Sell Well

Selling anything is an art and for something like property the skills include a personal touch that make s the buyer comfortable from the first viewing itself. Properties especially homes are bought only when the buyer likes the ‘feeling’ he gets when he first enters. As a seller here are some pointers to ensure that the prospective client is attracted towards your property.

Get set: To get a good return presentation of the house counts a lot. Complete major repairs, clear clutter to making moving around easier and to present a welcoming look to prospective buyers. Experts advise removing personal belongings like photographs so the buyer does not feel he is invading into personal space.

Price it right: While high gains are tempting, be realistic. Get an informed valuation of your property done professionally. Do not go for a broker who promises the ‘fantastic’ deals or underrates your property because of ‘flaws’. Once you put the property in the market ideally it should be sold within reasonable time. A long term sale reduces credibility of the property.

Be prepared to sell: The classified advertisement you put out will mean you have to be available to answer phone calls or mails. This can be tiring, so be prepared to put in the selling effort.

Discourage ‘tourists’: Open houses invite both genuine buyers and those ‘let’s look around’ visitors. Save your energy by doing some initial inquiries in the first phone call and fix appointments for visits. Some casual questions about the profession, family composition and budget would help gauging whether the inquiry is genuine.

Stay out of the way: Sounds strange, but if you keep talking and pointing out features of the house to the buyer, you would be interfering with his experiencing the atmosphere of the property. Give a brief, let the people walk around and imagine how they would be able to settle in the house. Any information they require, just be available to answer.

Complete documentation: To safeguard your interests insist on complete documentation, payments as per schedule and sharing of costs to be clearly agreed upon. It is okay to step out of a deal if the buyer is falling short in his responsibilities.

Follow up on your new home: Keep track of the processes and payments you are required to complete for your new home so the shift is completed efficiently and on time. ▣



Bata pricing your property – Ok or not?

Pricing strategy should be properly thought out

Discounts “Up to 50 %”, “Never before prices”, “Best price in the market” – come the festive season and these banners are shouting aloud all around. It may interest us, but do we really believe them? Yes we do ahead to take a chance for a bargain, but with caution.

Real estate being a heavier commitment, the

customer is fully aware that Rs 99 is Rs100 and more, if you add the legal charges. As a seller then pricing your property correctly is an important step.

CREATE A PRICE RANGE

With prospective buyers searching the net,



identifying the price range that fits your property should be identified. Getting a feel of the market is a good place to start.

OPEN UP TO BUILDING INTEREST

Marking a slightly lower price increases the range of queries from a database. So when you expect Rs 100 create a range of Rs 90 to Rs 105.

MARK UP HIGHER

With market fluctuations your property value may just go up. Marking a little higher will get you the benefit. Also this gives the buyer the satisfaction of getting 'bargain' while you meet your target.

KEEP IT CLEAR

Magic numbers or creative pricing has a problem – it does not come up in searches. Get into the shoes of buyer – will you search for a property priced at Rs 82134? Stick to the range and think it through. Sticking out like a sore thumb will only bring up doubts not serious buyers.

DE PERSONALIZE

Whether it is the 'individualistic' pricing or some avant-garde look to your interiors, please pause and get priorities right. The property and showcasing it is the first priority. It is time to keep your personality, creativity etc away for the time being. The buyer would like to see if the place will suit his personality, rather than having to adjust to your quirks.

KEEP OPTIONS OPEN

Markets and market conditions vary. Keep options for pricing and add ons open. Let your agent know how far you are willing to negotiate. That way you are not pushed into knee jerk reactions leading to losses and regret.

Real estate dealings need you to keep a clear mind and be flexible with your dealings. It is not a hard and fast terms market, so understand changed conditions. Keeping an adjustable stand can make you a winner. □

MULTIPLE PROJECTION CHOICES

Spreading the word about your realty business can be done through multiple ways. How would you choose the right one? That depends on factors like time available, budget spread, target area and audience. Say radio or television is expensive, but draws attention easily to new launches and other events. On the other hand the internet or print leaflets can be used with economy for a more targeted approach. □

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Site: Akurdi, Panchtara Nagar

Type: 1 BHK

Project by: Shreeram Developers

☎ 8605812351, 9604324112

MAHA RERA No.: P52100019134

AUNDH-SANEWADI

SHANKAR HEIGHTS

Site: Sanewadi, Aundh.

Type: Premium 3 BHK Apartments

Project by: Nabar Realty

☎ 020 25445346, 9823502730

MAHA RERA No.: P52100020727

DHANORI/ LOHEGAON/ TINGRE NAGAR

GOODWILL BREEZA

Site: Near Dr. Mar Theophilus School, Dhanori.

Type: 2 BR Precious Homes

Project by: Choice Group

☎ 9441124000

MAHA RERA No.: P52100020307

GOODWILL FABIAN

Site: Lohegaon-Dhanori Junction.

Type: Exclusive 2 BHK Homes

Project by: Choice Group

☎ 9441124000

MAHA RERA No.: P52100019512

PARK VISTA

Site: Lohegaon.

Type: 2 & 3 RHK Comfort Homes

Project by: Choice Group

☎ 9441124000

MAHA RERA No.: P52100006895,

P52100017344

GOODWILL METROPOLIS EAST - PHASE I

Site: Porwal Road, Dhanori.

Project by: Choice Group

☎ 9441124000

MAHA RERA No.: P52100033839

GOODWILL MEADOWS

Site: Lohegaon.

Type: 2 BHK Homes

Project by: Choice Group

☎ 9441124000

MAHA RERA No.: P52100018177,

P52100033413

ALANDI ROAD/ ALANDI

ROYAL GALAXY

Site: Alandi Road.

Type: 1 & 2 BHK Apartments

Project by: Royal Space Builder & Developers

☎ 9370498775, 9325136995

MAHA RERA No.: P52100021789

NITHYAM

Site: Charholi Khurd, Alandi.

Type: 1 & 2 BHK Apartments & Shops

Project by: Gada Group

☎ 9595095000

MAHA RERA No.: P52100000458

BHUKUM, PUNE - PAUD ROAD

MANAS VALLEY

Site: Bhukum, Tal. Mulshi, Near Manas Lake.

Type: Luxurious 1 & 2 BHK Flats

Project by: Balaji Kimaya Associates

☎ 7796551122

MAHA RERA No.: P52100021300

GHOLE ROAD

SAHAVIHAR Site: Ghole Road
Type: 2 BHK Luxurious Flats
Project by: Navalakha Group
☎ 8805987271

ERANDWANE

BHARATSHREE
Site: Near Karnataka High School, Erandwane.
Type: 1, 2 & 3 BHK Flats
Project by: Navalakha Group
☎ 8805987271

KESHAV NAGAR, MUNDHWA

GOODWILL CRESCENT
Site: Opp. Renuka Mata Mandir, Keshavnagar.
Type: 2 BHK Homes
Project by: Choice Group ☎ 9441124000
MAHA RERA No.: P5210002286

RASTA PETH

KANAKMANGALA KAUSTUBH
Site: 608/610 Rasta Peth, Pune 411011.
Type: 2 BHK Luxurious Flats & Shops
Project by: Kanakmangala Associates
☎ 020 24455229, 9371479729, 9370479729
MAHA RERA No.: P52100025680



KANAKMANGALA KAUSTUBH @ Rasta Peth

HADAPSAR

ANUTHAM
Site: Near Ranka Jewellers, Hadapsar
Type: 2 & 3 BHK Homes
Project by: Gada Group
☎ 9595095000
MAHA RERA No.: P52100000820

BELLEZA

Site: Hadapsar, Close to Amanora Mall.
Type: 2 BHK Homes
Project by: Vishal Associates
☎ 7276535333, 9696967070
MAHA RERA No.: P52100022719

KASBA PETH

KANAKMANGALA GAJANAN

Site: 276 Kasba Peth, Pune 411011.
Type: 1 BHK Luxurious Flats
Project by: Kanakmangala Properties
☎ 020 24455229, 9371479729, 9370479729
MAHA RERA No.: P52100034371



GOODWILL CRESENT @ Mundhwa

KOTHRUD/ BHUSARI COLONY

NIRMITEE WOODS

Site: Near New India Public School, Kothrud.

Type: 2 BHK

Project by: Nirmitee Infra

☎ 9881068830, 9822029742

MAHA RERA No.: P52100020489

KOREGAON PARK

AURETA

Site: North Main Road, Koregaon Park, Pune.

Type: 3 & 3.5 BHK Finest Homes

Project by: Choice Group

☎ 9441124000

MAHA RERA No.: P52100030375

PUNAWALE

SAI PARADISE

Site: Opp. Sai Petrol Pump, Punawale.

Type: 1, 2 BHK Homes & Showrooms

Project by: Wadhvani Constructions

☎ 9922377999, 9881123131

MAHA RERA No.: P52100002193

PIRANGUT, BEHIND MULSHI TOWER

PANCHSHEEL GARDEN

Site: Behind Mulshi Tower, Pirangut.

Type: 1 & 2 BHK Spacious Homes

Project by: Sai Associates

☎ 8530114999, 8380093149

MAHA RERA No.: P52100024377

RAHATANI

ELITE SHREERAM

Site: Srinagar, Rahatani Road

Type: Large Sized Luxurious 2 BHK

Project by: Kokane Builders

☎ 8623883090

MAHA RERA No.: P52100018416

RAVET/ KIVALE

MANGALAM CHAITANYA

Site: Before Lodha Belmondo, 2 minutes from

Mukai Chowk.

Type: 1 & 2 BHK Homes

Project by: Wadhvani Constructions

☎ 7669913227

MAHA RERA No.: P52100031241

SOMWAR PETH

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Site: Somwar Peth.

Type: 1 RK, 1, 2 & 3 BHK Flats

Project by: Navalakha Group

☎ 8805987271

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Site: Vadgaon (Maval).

Type: Ready Possession 1 & 2 BHK Flats

Project by: Arya Nisarga Properties

☎ 7722006664

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Site: Opp. Datta Mandir, Wakad.

Type: 1 & 2 BHK Apartments

Project by: Sneh Construction Group

☎ 9922962177

MAHA RERA No.: P52100018878



It's business, not friendship

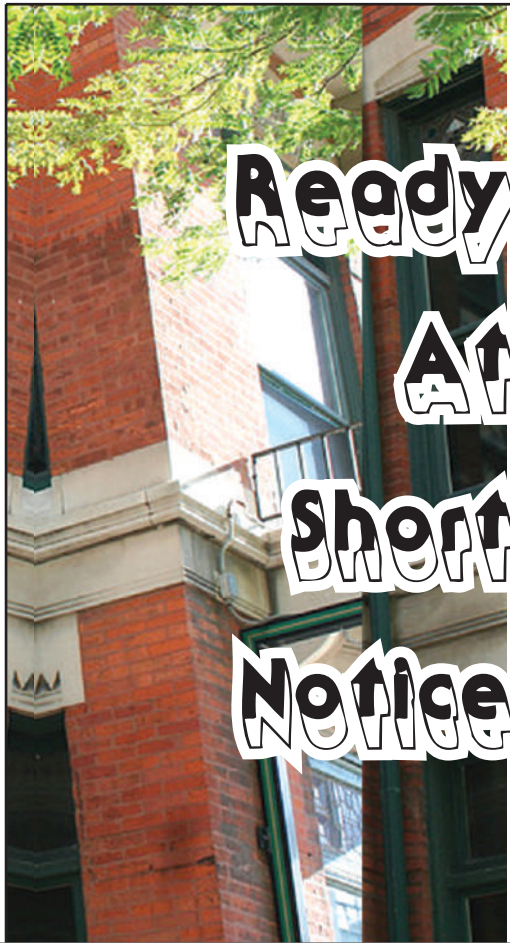
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You are putting up your house for sale. The first thought maybe to go back to the realtor who helped you buy the house in the beginning. People have often been disappointed in this scenario. The same person, who sang praises of the house, is now likely to undervalue the property by pointing out faults. The truth is it is business for him, not friendship.

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A few tricks for getting the house ready for showing at short notice

The phone rings on a relaxed morning and to your surprise it is your agent asking to bring in a client to show the house. Damp those alarm bells, here are some quick fix solutions from the front door to the toilet.

- Keep the approach free of clutter.
- Open all drapes to allow natural light but keep untidy views covered.
- Switch off or turn down the television or music.

- Clear the kitchen, specially the sink and garbage.
- Stow away bedroom clutter under the bed. The visitor may like to open the wardrobes or built in storage.
- Dry toilets and lower the toilet lids.
- Prepare to use the time to take the family shopping or a quick snack.
- Spray light room freshener and you are done. □

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ncle won't understand!

Buyers are younger, realtors are older

The generation gap has expanded beyond homes to the realtor's work place. There are two issues emerging

1. Buyers are increasingly younger. From the previous buyer who put together retirement benefits to buy a home, the buyer is now as young as 28-30 years of age.

Referred to as Gen X or millennials these are people brought up with technology, a fast paced life that demands instant gratification. And the communication link begins to fade here!

Established realtors are often on their second career. Others have gained experience the hard way, so instant gratification is not their method of working. Besides dealing with technology with the ease that their clientele does may not be as efficient. This makes them uncomfortable.

2. Shortage of young realtors. Getting successful in the real estate business often means investment of both time and money. The income is erratic and indefinite. It takes

a long time to build and maintain a client base. This is discouraging the younger people taking a risk with their future. It takes a lot of self motivation to stay on. In India the younger people are more seen with large brands on the lower rung of the ladder.

This leaves the buyer frustrated as he feels he is not getting the service he desires. This is despite the fact that senior real estate agents are well clued up with legal procedures and other requirements. They are also familiar with the nuances of negotiations and deal closing. However when there is a basic communication gap or lack of trust, these are wasted resources and expertise.

The increasing communication gap and lack of rapport between agent and client is a cause of concern in the markets. The younger entrants are often in for the 'quick buck' tarnishing the image of the profession. With talent shortage and the internet allowing direct deals between the two parties, maintaining profitability is a challenge. □

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district and property market

Facilities, especially schools in the area boost property costs

Everybody looks out for a suitable home in the best neighborhood, access to amenities and facilities close by. Buyers tend to compromise on office commute distances, as long everyday necessities and the children's school is in the proximity; and if the schools in the area are ranked higher for standards, all the more better.

SCHOOLS AND PRICE WARS

What is interesting is that people, who plan ahead for children and their education, are willing to overlook higher property costs for the long term benefit of their family and lifestyle. That should really explain why certain residential properties are more expensive, though they are located at a distance. For example, Wanwadi-Hadapsar in Pune attracts a higher price than say, Kharadi area, which is a slightly later development. Both areas are competitive in development, shopping area or mall access. Proximity to a central location like Camp Pune, both are almost equidistant and public services and utilities are almost on par. Kharadi has higher access to malls, the airport and the IT/ITES commercial establishments.

However, Undri does have already established top ranked schools in the vicinity, such as Delhi Public and Bishops and is seen as a well developed residential zone.

FIRST TIME AROUND

Market experts, tend to believe that price differences are more motivated by first time home buyers, who are likely to be younger and are concerned with getting their children started at school, while looking for some residential stability for themselves. Another benefit of the higher initial investment is that the time you can stay in the place is also increased, because there is a catering for future needs in place.

This customer preference may explain the growing trend of township projects, where primary schooling, entertainment, shopping, walk to work concepts are a part of the development planning – the customer is willing to pay for the facilities that enhance his lifestyle and extend the comfort zone of his family, especially for good education. After all, who would like to go through the hassles of buying another house again? Pay now!



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Start from a basic element say, the view from the window. A well kept area is what you see? Good! Imagine if it was the other way round, would you like to buy the house then? The way the neighborhood looks matters to you now and will matter when you try to sell.

LIFE AROUND

How would you like your nights disturbed by irritating honking, or people speaking in loud voices or frequent partying? Find out if this is the case before moving in. Look out for excessive seating, numerous cars parked and also how the pets are housed. Do they seem well trained, or are they just runabouts?

Checking out your neighbor's occupation and how they are accepted or not by others in the locality, is paradoxically your business. Suspicious activity or anti social elements will at some time affect you and your

family. The worse case scenario could have you tangled into criminal cases.

SPREADING GROWTH

Besides the people, find out about future development plans for the area. These too will be your neighbors in the future. Industrial zones or landfills will reduce property prices in the area, as they will disturb the peace. Besides air pollution, we tend to forget the effect of excess night lighting on us. Are future developments like power plants coming up? That makes the property values questionable. However, educational institutions or other 'quieter' commercial activities will raise rates and rentals too. Factor these issues before deciding.

The overall look of the house then must necessarily go beyond just the single structure or portion you are planning to buy. The immediate neighborhood and the look of the area in future are equally crucial. So when deciding on a property, really look around the extended 'next door'. □



Tips to keep thieves away when you are away

The Kulkarnis were visiting their son in Canada, their first trip abroad. A month later, their neighbor Rajan was shocked to see the Kulkarni's house wide open and things scattered inside. Worse, he realized though he had a spare key, he had no way to contact his travelling neighbors, to tell them of the break in! What an unsafe situation for both the Kulkarnis and Rajan!

Surely both could have been benefitted from keeping in mind some safety tips like these:

NEIGHBORHOOD WATCH

- Be aware of strangers and strange behavior like people watching a particular house. Enquire politely, or note vehicle numbers, or alert security.

- Inform your trusted neighbors or friends of your travel plans. Leave a spare key and request them to check the house, when possible. Let them know if any visitors or deliveries are expected. Better still authorize them to receive them.

- Give out specific details only where necessary. Loose talk can cost.

SAFETY LOCK UP

- Before you leave, inspect your house for weak

security points like windows and doors. Can you secure them better with additional bolts and locks? Close all entry points, even if they are on the upper floor.

- Remove or lock away valuables. Gadgets are also temptations, Store them away, if you are out on a long break.

- Consider electronic security like alarms, motion sensor lights or cameras.

- Often your pet may save the day. Small dogs are more alert and noisy, when disturbed.

COMMUNITY ALERT

- Housing complexes should issue gate passes to tenants and visitors. Residents could carry identity cards too.

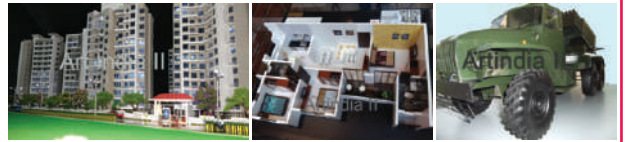
- Create a sticker system for all vehicles of residents.

Finally, make security a habit. □



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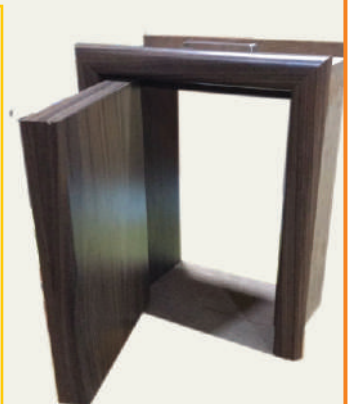
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☎ 9766728738
MAHA RERA No.: P52100023611

TRIDENT BUSINESS CENTRE

Site: Baner, Opp. Audi Showroom
Type: Showrooms, Restaurants, Office Spaces
Project by: Trimurti Developers
☎ 9922518951, 9822518951
MAHA RERA No.: P52100008007

BUDHWAR PETH, NEAR APPA BALAVANT CHOWK (ABC)

AAKANKSSHA SANSKRUTI

Site: Budhwar Peth, Near Prabhat Talkies.
Type: Showroom or Office
Project by: Aakankssha Construction
☎ 020 24222844/ 24222855
MAHA RERA No.: P52100004659

BUDHWAR PETH, OPP. SAKAL PRESS

A-STAR ARCADE

Site: Close to Shaniwar Wada, Pune 411002.
Type: 4-Shop/ Showroom & 6 Offices
Project by: Ajit Construction
☎ 9890800652, 9284839442

BHOSARI, INDRAYANI NAGAR

TUSHREEMA

Site: Bhosari, Near Desai Hospital
Type: Showroom Space
Project by: Townscape ☎ 8308108588

BARAMATI

BARAMATI TRADE CENTER - BTC

Site: Near Baramati S. T. Stand, Baramati.
Type: Shops, Showrooms, Offices
Project by: Vasundhara Nirmiti Properties
☎ 9922869933
MAHA RERA No.: P52100025178

BHOSARI, TELCO ROAD

INDUSTRIAL SHOP/ GALA

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☎ 8007100018
MAHA RERA No.: P52100018163

CHARHOLI KHURD, ALANDI

NITHYAM

Site: Charholi Khurd, Alandi.
Type: Shops
Project by: Gada Group ☎ 9595095000
MAHA RERA No.: P52100000458

KATRAJ-KONDHWA ROAD

VAARAH

Site: Katraj-Kondhwa Road, Near Gokul Nagar.
Type: Premium Retail Shops / Office Spaces
Project by: Gada Group ☎ 9595095000

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Site: Hinjewadi, Pune.

Type: Office Space for Rent 3000 sqft to 50,000 sqft

Project by: Pesh Group

☎ 8956070700, 9225655601

SURATWALA MARK PLAZZO

Site: Near Marriott Courtyard, Hinjewadi.

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Project by: Suratwala Business Group Ltd.

☎ 9545400300

MAHA RERA No.: P52100017784

VANTAGE CAPITAL

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Type: Showrooms, Shops, Offices, Restaurants

Project by: Vinode Wakadkar Infrastructure

☎ 8866455454, 8866544545

MAHA RERA No.: P52100025551

KESHAV NAGAR, MUNDHWA

PRESTIGE CHAMBERS

Site: Near Florida Estate, Keshav Nagar.

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Project by: Shah-Prathamesh Constructions

☎ 9822137616

MAHA RERA No.: P52100017549

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SHIVAI

Site: Parvati, Tanaji Malusare Road

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☎ 9890995657, 9890039082

MAHA RERA No.: P52100017963

PIMPLE NILAKH

SILVER SPACE

Site: Vishal Nagar, Pimple Nilakh

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Project by: Mak Developers ☎ 9371023952

MAHA RERA No.: P52100025541

PUNAWALE

LAXMI HORIZON

Site: Punawale, Bengaluru-Mumbai Highway

Type: Shops & Offices

Project by: M/s. L. S. Mehetre

☎ 9075096850, 9881074925

MAHA RERA No.: P52100000397

SAI MILLENIUM

Site: Opp. Sai Petrol Pump, Punawale

Type: Business, Shopping, Retail Spaces, Dine-in, Roof Top Restaurant

Project by: Wadhwani Construction

☎ 9922377999

MAHA RERA No.: P52100024710

SAI PARADISE

Site: Opp. Sai Petrol Pump, Punawale

Type: Showrooms

Project by: Wadhwani Construction

☎ 9922377999, 9881123131

MAHA RERA No.: P52100002193

RASTA PETH

KANAKMANGALA KAUSTUBH

Site: 608/610 Rasta Peth, Pune 411011.

Type: Shops & Flats

Project by: Kanakmangala Associates

☎ 9371479729, 9370479729

MAHA RERA No.: P52100025680

SOMATANE PHATA, Mumbai Pune Highway

NV BUSINESS CENTER

Site: Somatane Phata, Tal. Maval.

Type: Offices, Shops, Hotel, Hospital

Project by: NV Construction Company

☎ 9329434674, 8083939595

MAHA RERA No.: P521000267

SOMWAR PETH

PARAMOUNT

Site: Somwar Peth. Type: Shops

Project by: Navalakha Group

☎ 8805987271



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@ Punawale

VIMAN NAGAR

NYATI EMPRESS

Site: Viman Nagar.

Type: Boutique Offices, Retail & Restaurant Spaces

Project by: Choice Group

☎ 9441124000

MAHA RERA No.: P52100022492

WAGHOLI

ALFA LIFESPACES

Site: Kesanand Road, Wagholi.

Type: Offices, Showrooms & Shops

Project by: Trinity Landmarks

☎ 9850300090

MAHA RERA No.: P52100021374

RAINBOW CROSSROADS

Site: Opp. Yashraj Inn, Wagholi

Type: Commercial Spaces

Project by: Rainbow Realty

☎ 9225500300

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SUNRISE CITY

Site: Talegaon Dhamdhere, Tal. Shirur

Type: Commercial Spaces

☎ 9822199785, 9422314576

MAHA RERA No.: P52100007353

VIMAN NAGAR

10 BIZ PARK

Site: Near Pune Airport, Viman Nagar.

Type: Retail Spaces & Boutique Offices

Project by: Choice Group

☎ 9441124000

MAHA RERA No.: P52100022123

ORVILLE BUSINESS PORT - OBP

Site: Lohegaon, Viman Nagar

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☎ 9904873737, 9860407109

MAHA RERA No.: P52100022939



FORISAQUA @ Kamshet

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URBANBRICK CASTLE

Site: Somatane Phata, Old Mumbai-Pune

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Pointers for Realtor Success



Some must
knows to stay
ahead of the
competition

Knowing the market is more than geography. Staying updated on several aspects including local news and developments in the market keeps you ahead of the trends. Reading up on news and trends is an important step up habit for leaders. Make it a part of your routine. And what would you be reading?

PROFESSIONALISM INCLUDES HOMEWORK

Just like you log in to check your mail or social media, keep up with good newsletters and relevant media sources. Your network groups will also be chit

chatting developments. Pick up the tidbits and soon you will be joining the dots.

Important decisions like best pricing, worthwhile investment properties and trends are just some of the information you could be gathering.

WATCH THE SCENERY

Looking out for changes in the scenery and local layouts could help you spot local developments. Is that

flyover construction starting or that long pending road widening? Maybe that empty plot is really cleared for constructing the shopping mall or commercial complex. Local authorities and town planning also share details of planned developments. These affect the pricing and the property type in demand for the area.

SCHOOL OF THOUGHT

Residential developments gain popularity either for work proximity or family convenience. Among the top requirements for families are easy access to good educational institutions and some shopping and health facilities. The demand for such areas then decides the investment value.

Another aspect that interests buyers is public transport and connectivity. With additions of new bus routes or inclusion of areas for metro type connectivity, the spotlight slowly shifts to otherwise ignored areas.

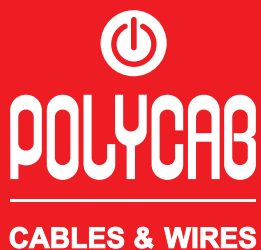
SPREAD YOUR BOUNDARIES

Those unknown or unheard of areas are growing- do you know that? City centers, though desirable are expensive. Buyers move outwards to get reasonable space within their budgets. Keeping up with these trends helps you impress prospective buyers.

In conclusion, the information is there. You have to understand what information will be useful to your clients. As a realtor "*Aur kya chal raha hai?*" is more than polite conversation, it is about clearing the fog and getting a clear perspective of present and future markets. This is what will get you to offer informed guidance to your buyers, build your reputation and keep you ahead of the competition. Step up on realty information to reach the top. □

Benefit to one and all

One person's investment gives returns to all. This situation sounds too ideal, but it is realistic. This can be seen in the areas where there are several upcoming projects. If one builder advertises his projects, other nearby projects get noticed too. When a person comes to see the advertised project they get to see several other projects in that area as well. So, basically even when one project in that area advertises, the others get benefited by it. Benevolence still exists. □



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