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Contents January 2023

REAL PROPERTIES

Vol.: 19 Issue: 6 January 2023 Price ₹ 30/-

DECL No.: PHM / SR / 37 / VIII / 2008

RNI No. MAHBIL/03/13750

Printed & Published By Vimmi M. Thakur at
212, Sterling Centre, Opp. Hotel Aurora
Towers, M. G. Road, Pune 411001. On behalf
of Mukesh Thakur (Owner) and published at
212, Sterling Centre, Opp. Hotel Aurora
Towers, M. G. Road, Pune 411001.

Editor: Mukesh Thakur ☎ 9822008398

Office Address: The Liaison Masters, 212,
Sterling Centre, Opp. Hotel Aurora Towers,
M. G. Road, Camp, Pune 411001.

E-mail: realmagpune@gmail.com

Official Website: www.realpropertiesmag.info

e-Magazine: www.realpropertiesemag.com

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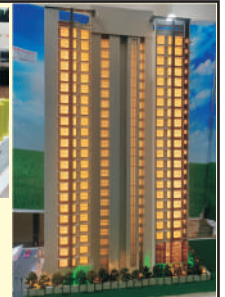
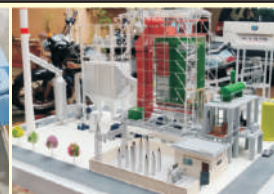
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Have no doubt, these people matter

Neighbors are important and much as this may surprise you, the way they live and behave is your business. You see it affects the value of your property and of course, your own peace of mind.

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'. □



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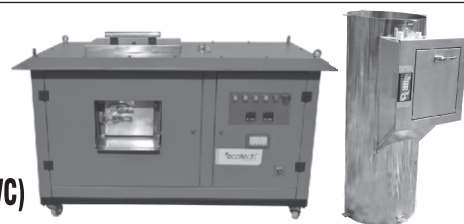


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DOUBT

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. □

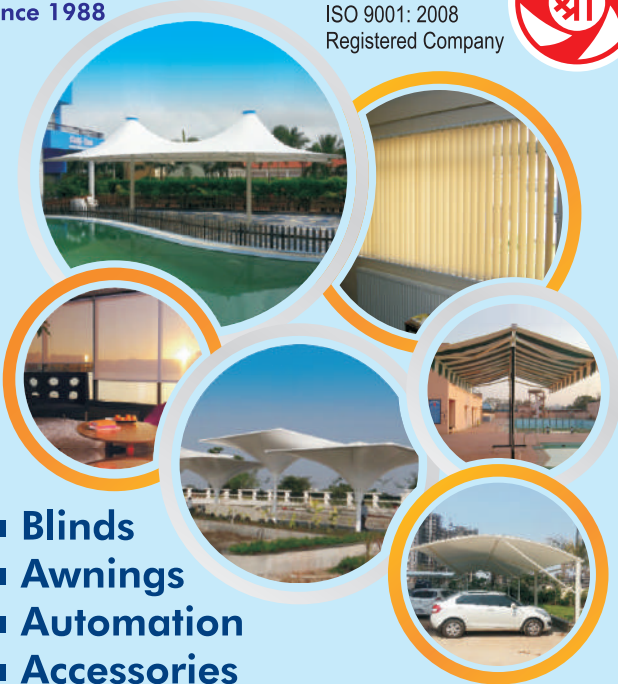
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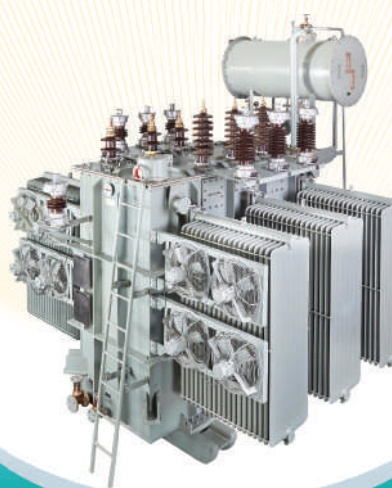
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Cell. 9822597891 (Nissar Shikalgaur)



Most property dealers – be it builders, agents or marketing executives – do not take Inquiries made solely by men seriously.

As a rule I don't consider a purchase inquiry as legitimate unless the lady of the house is in attendance"

"The man of the house may wield the money... but when it comes to buying a residence, it is his wife who decides when & where to spend it"

"Homes are made by women, not men. Every man knows this, and defers to the judgment of the women in his life in such matters."

"I don't see a sale happening unless the client's wife has approved and endorsed it."

These are actual quotes made by Pune's leading real estate firms. Such statements speak volumes, and deserve in depth analysis. It reflects the sentiments of almost all experienced property consultants in Maharashtra and beyond. Yes, it is male oriented society. Yes, male is the stronger of the

species. Yes, he has the final say in most matters, but not in issues of residence procurement. The plain fact is – when it comes to choosing and buying a home, a man's 'natural' authority and predominance take the back seat.

Most property dealers – be it builders, agents or marketing executives – do not take Inquiries made solely by men seriously.

Feminine Instinct

“Actually is nothing but simple, basic psychology” says one of the above quoted sources.

“One of the man's most drives is to please the women in his life. If it isn't his wife, it will be his mother – but he seeks his approval. In fact most male-dominated activities are centered on this truth. Also, women have a genetically encoded gift for homemaking, and much better perspective about what should be included or excluded. A man depends on the women to make his home comfortable and suitable for family life.”

There is, of course, more than just psychology attached to this. There are very practical considerations to it, too. A property dealer will only see a final deal coming when woman is present because:

- It is woman who spends much time in residence.
- It is the woman who has deep, practical knowledge of what is and isn't required in home.
- It is the woman who can instinctively judge whether or not a residence's price fits into the family budget.

WHAT THE MEN OVERLOOK

- Future maintenance costs.
- Safety factors concerning presents or future children and elderly family members.
- The suitability of neighborhood.
- The availability of vegetables, groceries and necessities of life.
- Required room space for children.
- Availability of storage space in the form of lofts, closets etc. in kitchen and bedrooms.
- Health factors (hygiene of immediate surroundings, proper drainage, means of garbage disposal, noise levels, etc.)

“When a man walks into my office unattended by his wife, mother or sister, I know that this is probably not serious prospect” concluded our correspondent. “It is man's nature to make pointless, non-serious inquiries, but a woman usually means business when it comes to investigation of residential options.”

What does this add up to, on ground? It is possible that a man not accompanied by his spouse, will not receive the kind of attention from a builder or estate consultant, which he would get if she were with him. Nor is he likely to be told the more intricate details of the property he is inquiring about.

If you want to be taken seriously, ensure that the woman of the house comes along when you go for serious home prospecting. Then bask in the attention and information flow. □





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Between Dreams And Reality



Achieving the perfect balance between the ideal and practical is the key to owning your own property without jeopardizing future financial security

All of us would love to have a palace we call home. In reality the majority juggles with budgets and family responsibilities to get the best possible – and our homes become our palaces. The sense of security comes from a wise decision taken to buy a property without going overboard to meet false standards of lifestyle. Buying a house is often the largest personal purchase most of us carry out, mostly once in a life time.

What needs to be addressed

Prime addresses, spread out interiors – are they essential? Are they a better option to the convenience of moving to the outskirts? Honest answers will result in future peace and comfort in daily life coming out of a compromise between funds and dreams.

A budget that caters for family growth, job insecurity, legal charges and inflation may sound like a lot of planning, but it will be well worth the effort, Go for it!

A price for security

Besides financial security, physical safety for you and your family is a vital consideration. The cheapest area may not be the best to live in. A congenial community environment showing growth of conveniences like shopping, education institutes and other facilities may be worth that little extra payment.

Areas with security problems are likely to add to your headache with the realization that reselling may mean a loss or little profit. And this above the discomfort faced while actually living in the area.

Take a while; look around before you sign on the dotted line. It's a home you are looking at, not a wardrobe addition that may be discarded at the end of the season. □

Residential Projects In Pune

ALANDI ROAD/ ALANDI

FORTUNE HILLTOP

Site: Chovisawadi, Pune - Alandi Road.
Type: Shops, 1 & 2 BHK Prosperous Homes
Project by: Fortune Vastushilpa Developers LLP
☎ 7720853333, 7720863333
MAHA RERA No.: P52100007889

FORTUNE VEDAS

Type: 1 & 2 BHK
Site: Chovisawadi, Pune - Alandi Road.
Project by: Fortune Vastushilpa
☎ 9637928383, 9637938383
MAHA RERA No.: Phase I: P52100022212
Phase II: P52100022394

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

GHOLE ROAD

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



GOODWILL CRESENT @ Mundhwa

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

GOODWILL VERVE

Site: Keshavnagar, Mundhwa.

Type: 2, 2.5 & 3 BHK

Project by: Choice Group ☎ 9441124000

MAHA RERA No.: P52100046076

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

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

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



KANAKMANGALA KAUSTUBH @ Rasta Peth

RAVET/ KIVALE

MANGALAM CHAITANYA

Site: Before Lodha Belmondo, 2 minutes from Mukai Chowk.

Type: 1 & 2 BHK Homes

Project by: Wadhwani Constructions

☎ 7669913227

MAHA RERA No.: P52100031241

SOMWAR PETH

PARAMOUNT Site: Somwar Peth.

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

Project by: Navalakha Group ☎ 8805987271

WAKAD

AKSHAY ANANTAM

Site: Opp. Datta Mandir, Wakad.

Type: 1 & 2 BHK Apartments

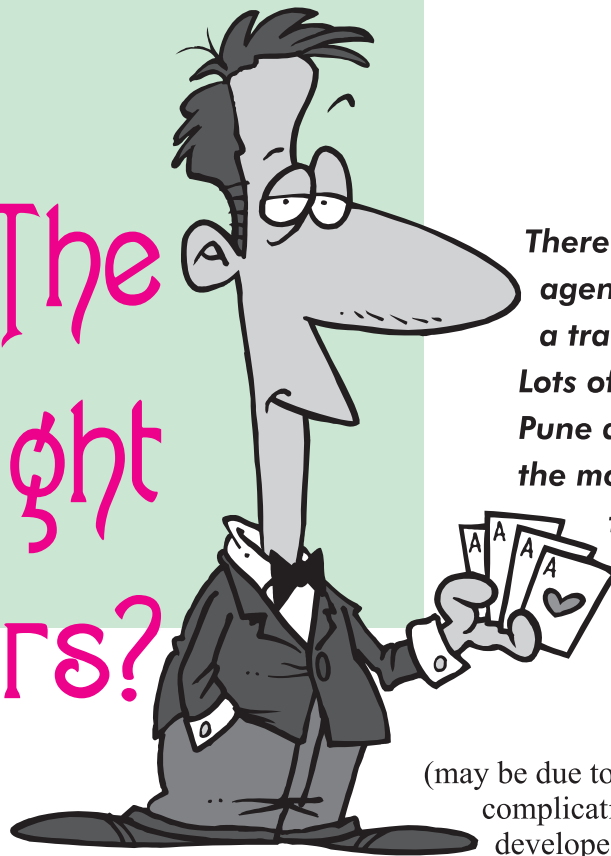
Project by: Sneha Construction Group

☎ 9922962177

MAHA RERA No.: P52100018878



The right builders?



There is no professional agency to provide buyers with a track record of the builders. Lots of prospective buyers in Pune are new; ergo it gets all the more confusing for them as they do not have innate knowledge of the established builders.

We have learnt from our ancestors that real estate investments have been the best investments and over a long term they give the family a sense of security and social stature. In order to give yourself and your family a real asset, it is important to choose the right builder, who will actually make your dream come true!

In a city like Pune, hundreds of projects are launched in a year. It takes at least two to seven years for a project to be completed depending on its size. Ninety percent of the projects are completed and sold and there is a ratio of 5% to 10% of the projects that do not reach the completion stage

(may be due to legal or financial complications). Real estate projects are developed and sold at a very high speed. Buyers are unable to judge who is reliable and who is not.

Choosing the right builder becomes all the more critical as the last boom has seen a mixed bag of changes on the Pune Real Estate scene. Entry of international real estate consultancies, builders who made an exodus and then re-entered business, builders entering from other cities and states, local builders who made a foray with huge investments and also the small timers- we've seen them all.

This only makes choosing the right builder a more difficult task for home buyers. ▣

Is It The House?

We strongly believe in the dictum, 'Home is the best place on earth.' It's a place where you not only reside but also relax, entertain, raise your family and 'dream about your ambitions.' A home is where you spend much of your life; therefore, choosing a house is an immensely important decision.

But how would you know whether a house is "THE one" for you? You need to put in a lot of systematic research to arrive at the features that

your home should have and within the budget that you have planned. The best approach is to look at as many homes as possible, refer to the newspaper/magazines and websites, where you can easily and quickly view huge numbers of homes, check and validate prices, undertake video tours and also view extensive neighborhood information. This will give you more options and choices and will surely facilitate your decision making process. ▣

Farm House/ NA/ Bungalow Plots Projects In Maharashtra

KAMSHET, NEAR KANHE PHATA

FORISAQUA

Site: Kamshet, Maval.

Type: Residential NA Bungalow Plots

Project by: M/s P R J Infrastructure

☎ 9904873737, 9860407109

MAHA RERA No.: P52100022939



FORISAQUA
@ Kamshet

GANPATIPULE

VENKATESWARA PARK

Site: At Mouje Bhandarpule, Tal./Dist. Ratnagiri
415615.

Type: 7 Acres. Plots from 3000 sqft - 8000 sqft.

☎ 9371479729, 9923338661



VENKATESWARA PARK
@ Ganpatipule

KARJAT, MAHARASHTRA

WINDS OF CALM

Site: Karjat, Maharashtra

Type: Residential NA Plots & Castle Villas

Project by: Urban Realty ☎ 020 71966644

MAHA RERA No.: P52000021803

The top seller is the one who scores in a slow market.
He doesn't sell, he also gets the asking price.
That is the No.1 Seller!



Developing as a Part-time realtor

**Best ways to
work as a
part-time
real estate
agent**

You have a steady income, but you are looking for more or you wish to try your hand at a fresh venture. If this applies to you, there is a high possibility that you are considering stepping into the realty sector as an agent. Naturally, cautious as you are, the 'trial' period would mean you will work part-time, keeping your present job secure. While that sounds like a good plan, you need to slot in more details like considering real estate investment and/or working with a team.

TIME TO MARKET

Getting an education leading to a license will be a good investment of time and money. Assign time for a course along with your regular job and be prepared to put in some hard work. Once that is completed, identify

a brokerage area to start off. Developing clients and identifying properties is what you will be focusing on. This needs persistence and time availability.

KNOW THE WORK

A real estate agent is, on the face of it, a go-between the buyer and seller. In between are other aspects of the service. Houses need to be shown, networks need to be developed to access other areas, contact needs to be made with clients, finance companies and more. There also needs to be an understanding of documentation, repair or presentation requirements along with overall marketing strategies. All this means expenditure and a lot of planning.

BE CONTACTABLE

As a part time realtor, growth is possible only when you may be called at all hours and you respond to enquiries immediately. Will your current job allow you this? Clients prefer someone they can easily contact. Delayed callback time is a sure shot way to see the client move to another broker.

Being a part of a team helps in filling those slots where your regular job keeps you committed. Though this may mean profit sharing you offer better service.

MANAGE YOUR OWN PROPERTIES

Flip and sell tactics are another consideration when you have gained some experience. Properties are

bought, upgraded to meet client requirements and then sold. As a licensed agent the brokerage concerns are done away with.

Investing in property and then earning off them is a very good part time option. Taking on long time rentals, along with some buying and selling, generates good returns. The properties are identified and the clients contact you directly, making the investment worth its while. ▣

Getting your agent on track

Sometimes an agent needs an introduction to the value of service courtesy and follow-up protocols



Courtesy is essential to keep good relations and reputation in the market. This is something real estate agents tend to forget. Customer relations are built with staying connected, rather than simply deal hunting. Reverting to those pending and past enquiries is highly appreciated and builds reputation.

Ignoring enquiries sends out the message that maintaining client relations is not important to you – a highly damaging communication. Agents need to have databases, not just properties in the market and those they have handled, but also information of who the buyers and sellers are. They need to keep track their requirements, so they can efficiently and appropriately link up buyers and sellers.

Closed deals are a more authentic testing parameter than advertisements or claims of being ‘well known’.

Honestly, even a face on ‘Wanted’ posters becomes well-known!

Being egotistical that “They will contact me, because it is they who need a home” is definitely not just a wrong approach, but a negative business practice. Agents need to build customer relationships and market reputation. It needs just a good practice of returning calls, updating on requirements and being particular about follow ups and getting feedback from clients. When you care for your customers, the word spreads very fast.

Agents are providing a service. Here your customer relationships are the very foundation of success. Agents need to remember this success mantra to stay on track. ▣



First time home buyers need
to balance ambition, enthusiasm and good sense.

“Alright, enough of searching, this one will have to do! We will just do the repairs and the place will be perfect. I’ll do most of the work myself”. Exclamations like these are common with the first time home buyers whose patience is tested between site visits and budget balancing. They are most susceptible to compromising. What seems suitable at first sight, may not necessarily

be right.

I’ll sell it right

What does not fit right in the neighbourhood, will not bring in the resale value despite a makeover. So invest wisely in property.

I’ll set it right

Even the most enthusiastic handyman may feel defeated by the time and cost of fixing problems in a property. Do a thorough inspection and get a honest cost estimate to ensure that

the effort will be worth it.

The roof, foundation and everything in between

Everyone will assure you that it’s just a small fault, crack or whatever. However, patchwork repairs mostly buy time. Restructuring and overhauling are inevitable.

Remove those rose tinted glasses, shut out false assurances, and then chose to buy or not. ▣

No way to get a Real Estate Agent!

Keep these pointers on your fingertips
on how not to decide on a Realtor to sell your property

THE MULTIFACETED APPROACH

Spread the word, approach several agents and you will get the best price fast, right? Wrong!

Multiple agents mean multiple viewing and negotiation coordination. Prospective buyers may find an agent willing to work out a low price for the property; the loser is naturally you. Knowing that they do not have exclusive selling business rights, agents will shift your business to a low priority. As a desperate seller, you may be forced to compromise on the selling price.

AT A BARGAIN

Bargaining over commission to be paid to the agent is sensible, but should not be the only deciding factor. Think of those days when quotations were called in and the lowest quote was considered the most suitable – how often poor quality deliveries were made! Ask about his sales history and successes too. Skip this step and your property may remain a listing on the website or other media.

MY PROPERTY, MY PRICE

When you are confident that you have quoted an asking price in keeping with market trends, then don't get swayed by the real estate agents comments. Go ahead with one who agrees with you, for he is the one who is in touch with the market. Of course, be open to some negotiation, in case a good reliable buyer comes up.

INVOLVED IN PROPERTY DEALS

Every vertical needs its own skill sets, so why should real estate be any different. Identify a real estate agent who is well versed in the means to sell property. It is a common misconception that anyone can become a good realtor. Select an agent with a professional approach rather than 'it gets me pocket money' attitude.

HUGE LISTING, FEW SCORES

It's a bit tricky. We feel that an agent with many properties in his portfolio is the best one. What really matters is the sales percentage. Just being on a big list doesn't mean that the goods are moving. And we all know that stagnation means a price down marking. □



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One saying that was taught to all of us right from childhood was—First Impression is the Last Impression! Impressions are formed as soon as one takes the first step inside the house. But what is the first thing that you see in the house when you enter? It's the hallway. Since, the impressions built first last forever, they leave a powerful impact on the potential buyers. So it's worth making your hallway memorable for all the right reasons.

Although it forms the core of the home, the hallway tends to be passed through, and passed by, and seldom receives the same attentions as the other rooms. But, as architects and designers are increasingly aware, a spacious-feeling hallway not only creates an important first impression, but also makes your house seem bigger and more spacious. By just looking at the hallway, people make up their minds within seconds to buy or let off the property. So, if the hallway doesn't leave a good impression, it can let the whole house's sale

down. If the area is dingy and full of stuffs, your buyers will feel that the house is too small and dingy too.

Hold on! Do not give us the excuse of smaller space. Even a smaller hallway can be turned into an attractive one. Your first step is to clear out all the clutter to make more room for moving. Do not overstuff your hallway. Once it's clutter free, you can think about repainting the walls. Although neutrals are usually recommended, if you have a large, period house for sale, painting with deep traditional colors can emphasize the pedigree of the building, and give a really grand entrance. Remember, always paint the ceiling white unless it is very high.

Once the hallway is taken care of, your focus should move to the next important feature i.e. light.

Dark houses don't sell nicely so make sure you invest in the right lighting and portray a well-lit house to the buyer. For a low-ceiling hall, use up lighters to make the ceiling appear higher. In case

the ceiling of the hallway is high, use pendants that dangle down and give you the feeling of communicating with the sky.

But what about making more use of natural light? If your front door is solid wood, can you manage to squeeze in some section like a glass panel? If not, what about using glazed interior doors?

And last, but not the least. No matter how much you love those family photos, they can alienate potential buyers. A mirror on the wall has the opposite effect, however. It actually gives a potential buyer an image of themselves in your house. In addition, mirrors are an instant way to light up the house and make it appear spacious.

So, when we believe that first impressions lead to ultimate success or failure, the above ideas are worth the effort. ▣

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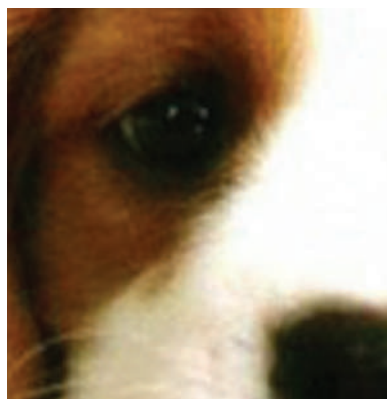
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who
let the
dogs out?

Finding the perfect rented home can be difficult at the best of times; especially when you belong to the category of pet owners. House-hunting in such a case can be complete struggle. After all, not all landlords are open to the idea of taking on tenants with pets, fearing that they will damage the furniture. So how do you go about finding a home where your pet will be welcome? Here are some tips.

■ Give yourself plenty of time to look for a property, and be prepared to move fast if you find a place where your pet is equally accepted.

■ Look for landlords who are pet friendly.

■ The best thing to do is to be honest about the fact that you have

a pet. Tell the landlord that you have a pet before starting the deal. Do not hide the fact as later when they come to know about the pet, it might create complications.

■ Ask if you can introduce your dog to the landlord. Once they see how well-behaved it is, even a landlord who has said 'no' to pets just for an easy life may come to reconsider.

■ House-training is a must and obedience-training, for dogs, is an added bonus. Make sure that fleas and ticks are under control, and let a prospective landlord know about all of it.

■ The more they feel you are a conscientious pet-owner, who takes their concerns seriously, the

more likely they are to agree to let to you in.

■ Probably you can make a written agreement with the landlord that covers every precaution that you would take in the house.

■ Landlords, with less emotional investment in their property can sometimes be more open to pets indoors.

■ Again, money plays a vital role. If the tenant can offer some extra money for the damage that might be done, it's not very difficult to convince the landlord.

■ Expect to pay a higher deposit - and be prepared to offer to do so, if you sense reluctance on the landlord's part. □



After the perfect house most of us prioritize the needs of the children, especially education

The search for a new home naturally includes looking at the nearby facilities. Top on this list are shopping, education and medical amenities. The schooling of your child is an important decision and needs to be working diligently.

LOCATION

The ideal location for the school should be 'as close as possible'. This reduces commute time for the child and lessens effort to keep in touch or follow up as required. You may just be inspired to contribute your efforts and work there too. A school close by will reduce transport costs as well.

REPUTATION

Ideally one should look around the school and not decide on just hearsay. Does the school meet your special requirements like developing special talents or has a day crèche? How do they handle difficult behavior or learning problems? This is as important as academics and other regular school aspects. Collect a prospectus and talk to students and families associated with the school.

ACCREDITATION

In case you have a transferable job, it may be

beneficial to select a school that follows a national or international curriculum. This will resolve to some extent, the problems of academic level recognition when you move.

CHOICES

Schools are often required to give preference for residents within their area of jurisdiction. You could shortlist schools that would give your child preference due to the address. Though your first choice is next door, there may be a shortage of seats available for filling up. Catering for this situation, do consider other options. There are also financial aspects that may not suit or that have to catered to, so be informed well in time.

Finally, it is the motivation and encouragement offered to the child that will result in the best outcomes. □

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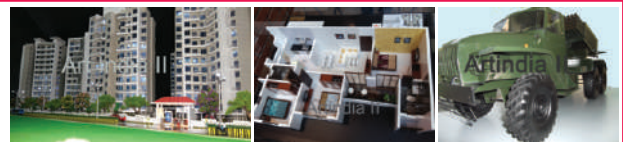
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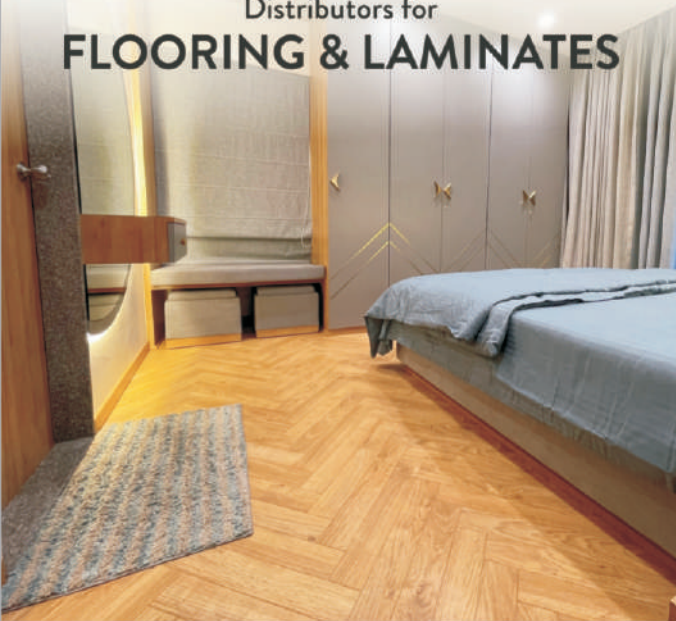


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buying a budget property

Property buying involves major investment. It is thus imperative to make the right move, whether it is for your own use or as an investment. Affordable homes today come with a variety of amenities and offer lifestyle options at prices to suit all budgets. So every step should be planned to make the deal the best one for lifetime!

A FEW YARDSTICKS TO CONSIDER WHILE SHOPPING ARE:

Choosing a Location

Every individual usually has an idea about which locations are most suitable. He then makes a final choice based on the needs and of course available budget. Connectivity could be the buzz word for some, while security, infrastructure development, malls and entertainment hubs, which have also carved a niche in our lives, are considerations for others.

Estate Agents

A good estate agent can provide useful inputs and

assist in property buying. From furnishing comparative rates, finding suitable property, advising on investments to providing information about future potential value, they can become an integral link between the buyer and the seller. They may even add value by negotiating, on behalf of either party, to finalize the deal, while taking care to meet the legal modalities. However, since they work for the sellers also, careful thought should be given before taking any advice offered about any specific property. One can cross check information provided by an agent with others. There may be an unpleasant surprise in store! In any case, neither the buyer nor the seller should be naive about market dynamics. Proper ground work is the key to successful buying. One should not talk in layman's language. Agents should realise that the potential buyer is updated with the trends and market rates.

Price Analysis

It is crucial to check prices/cost break up and

proposed developments in that particular area. After identifying a property, intricate details should be sourced from the seller. These could be the expected sale price and more importantly his reason for sale. It is often seen that properties entail a lot of hassles, like being embroiled in a court case or neighborhood problems. In such cases, sellers avidly look for buyers willing for one-shot transactions. This is not advisable. If there is a competition for that particular property, a safe bet is to give a nominal amount of token money. Though this is not binding on the seller, it reassures the seller about the interest of the buyer.

If you plan to invest in real estate, it will be profitable if the following are considered.

- Maximizing returns

- Minimizing risks
- Comparing investments
- Saving time
- Optimizing deal structure

In short, people investing in real estate should be able to study the market trend of rising and falling real estate prices and then arrive at a decision. Whether you are buying a new property or a resale one, there is a considerable investment involved. It is advisable to do your homework before buying a property. □

That 'Special' Home

Looking for a home that meets 'special' requirements can be a challenge

A property designed for the specially enabled is a rare commodity indeed. In a country where this requirement is ignored even in public places, the chances are even lesser. However, offering accessibility and independence is important at all times.

Specify the kind of convenience you are looking for then start looking for suitable properties. Just being disabled friendly may not meet your particular requirements of say a step-free entrance or large bathroom.

The usual online or newspaper searches may not bring up suitable accommodation. Contacting local agents may prove fruitful, as they may have more details of suitable properties.

Often approaching organizations working with the disabled may be approached by house owners who have modified or designed their homes to meet special needs. You could check in case you are connected with them.

Besides eco-friendly constructions, builders and developers are including at least wheel chair access in their projects. Ask for more information on these facilities when looking at gated communities.

An encouraging trend is the growing popularity of retirement housing for senior citizens. These houses cater for easy accessibility and other conveniences. □



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AVOIDING MISTAKES SELLERS MAKE

Selling one's house can be cumbersome and stressful. What is worse is that in spite of indefatigable efforts, things might not fall into place easily.

Here are some handy tips which can ease the dreaded process of selling a home and enable you to crack a deal easily.

KEEP CALM

It is crucial to keep your cool. Avoid getting over enthusiastic and desperate, as this may directly affect the sale. Buyers can see through overtly expressive emotions and this might bring down the price of your home. Hence, it is extremely important to relax and act like a professional while interacting with a buyer or an agent.

TARGET THE RIGHT BUYERS

This is an important factor to be kept in mind, since it will save you both time and energy. In case your house is meant for a small family, it is futile to invite prospects/buyers with a large family, who are looking

for a big house. Distinguishing between realistic potential buyers, from mere Sunday afternoon lookers, is also essential. It is equally imperative to get pertinent information like the purchasing power of the buyer. In case you have employed an agent, it is best to ask him to do the homework for you.

WORK ON THE FIRST IMPRESSION

Buyers look for homes, not houses. Owners who fail to make any necessary repairs, who fail to touch up the paint and landscaping, and fail to maintain the premises chase buyers away as rapidly as the agents bring them in. When you are preparing a house for sale, it is critical to understand the significance of first impression. It is estimated that more than half of all houses are sold before the buyers even get out of their cars.

ADD CURB APPEAL

Stand outside your house, and take a realistic 'fresh look' and ask yourself what can be done to improve the

Selling property is definitely a lengthy and a tedious process, but if some basic guidelines are followed and common mistakes avoided, the going can certainly be made EASY!



'curb appeal'. This can make a huge difference in your final sale price. Remember that a prospective buyer would probably like to see a perfect home from top to bottom, inside and outside.

TRY SOME OF THE FOLLOWING TIPS TO IMPROVE THE CHANCES OF QUICK SALE OF YOUR HOME:

Start by ruthlessly getting rid of the junk you've accumulated.

Paint the house if possible.

Clean windows and window coverings.

Ensure that the ceilings, corners, roof etc are clean and free from dust and cobwebs.

Focus on the kitchen and the master bedroom. Create a sense of spaciousness in the master bedroom. Remember to clear counters and de-clutter cupboards in the kitchens.

PRE-SALE PREPARATIONS

RESEARCH

Undertake research and keep yourself abreast of the developments in the market. Find out the prevailing rates of properties, how quickly are they selling and how they compare with yours. Conduct surveys and fix a price for your property accordingly. Ensure that your property is neither under-priced nor over-priced but is at par with the prevailing market rates.

INFORMATION

Information is knowledge and knowledge is money. It is mandatory to know the details of one's own property. room size, neighbors, local amenities, water timings, transportation etc are crucial information you should keep yourself armed with.

PERFECT PRICING

Value for money is fine, but it should be in alignment with the market rates. It is a known fact that the right price sells a house faster than any other factor. If your house is not priced competitively, people looking in your price range will reject your house in favor of other, larger homes at the same price.

Overpriced houses scare away potential buyers who think they can't even afford to look. All this will result in delaying the sale, which may subsequently lead you to sell below the market rates.

RIGHT LANGUAGE

It is advisable to consult a property professional who is well versed with the market trends and the fundamentals of the trade; most importantly, he must be able to speak the language like a professional.

CHOICE OF AGENT

The sale of your home could well be the most important financial transaction that you have ever been involved with. The person you select can make it a satisfying and profitable activity, or a terrible experience. Remember it's your home and your money; so choosing an agent based on convenience rather than experience, may be detrimental. A skilled and knowledgeable agent should be able to explain exactly why your home needs to be priced at a certain level. He might also recommend changes that will improve the saleability of your home, effectively increasing the price or decreasing the length of the sale process.

TAKE YOUR BOXING GLOVES OFF

It is harmful to enter into negotiations with your boxing gloves on. The approach should be professional and in a positive frame of mind.

DON'T HIDE

Another integral aspect while home selling is to be up-front and disclose problems (if any) to your estate agent. They will be discovered anyway; so to avoid confusions after a sale, it is best to discuss the same with the agent beforehand.

Selling property is definitely a lengthy and a tedious process, but if some basic guidelines are followed and common mistakes avoided, the GOING can certainly be made EASY! **□**



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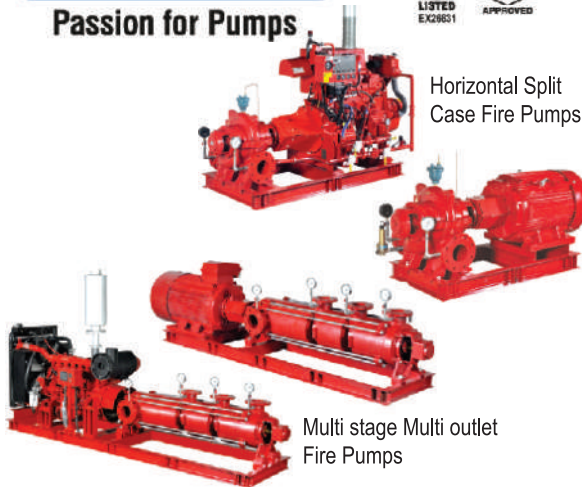
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