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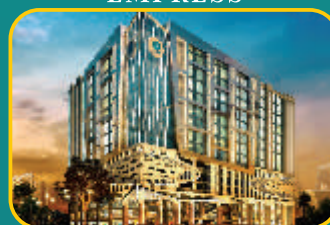
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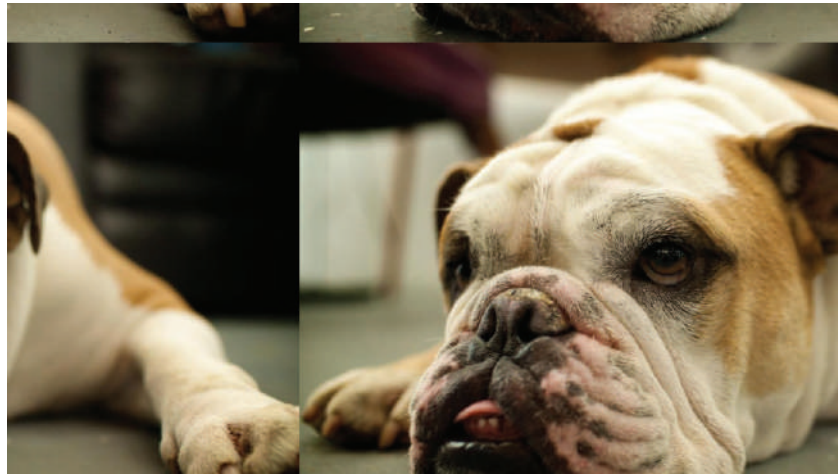
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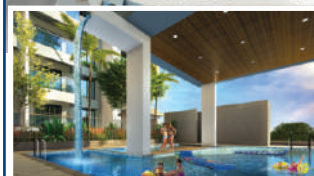
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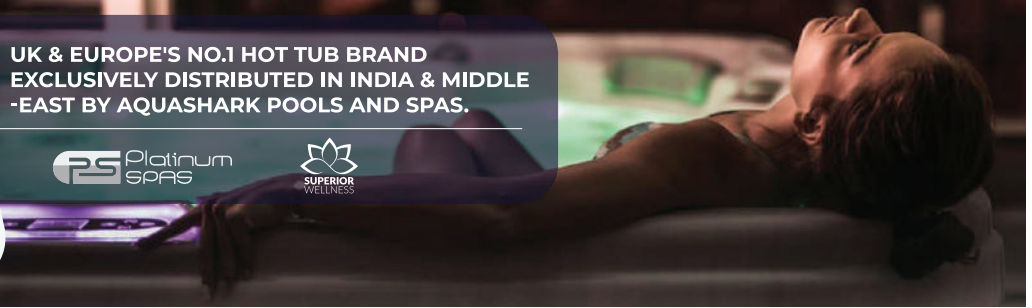


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While communication technology gets sophisticated, the personal touch is reducing

We look for friendly neighborhoods to buy/build our homes; then we exchange polite smiles with the residents around as you supervise the moving in ... and then once you are settled, shut the front door and 'stay safe'. How often we see this happening with us and our neighbors. The annual meeting or a chance encounter in the lift or parking, may be the only time we meet our neighbors.

SAVE OUR SOCIETY

Indian society has always been known for its community living, common festivals and the informal neighborly chats. It is a good idea to keep up this culture as you could make

very good friends just outside your front door. This is essential for good or troubled times, especially as families are smaller and more dispersed.

HOW CAN YOU CONTRIBUTE?

- Be seen and greet people as you walk or exercise
- Plan and be a part of common celebrations in the area
- Walk over and introduce yourself to new neighbors. This is a great security tactic too.

Try it and there will be more than just your family waiting for you to get back home!

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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. □





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. □

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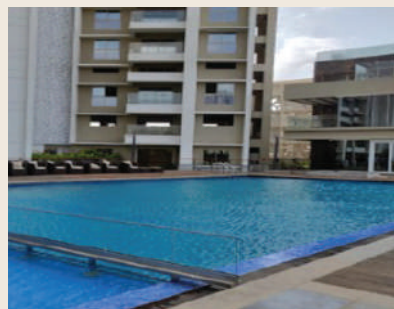


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The folks
next door



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'. □



The customer handling skills of an agent and not just the brand name prove the true value of an agent

Yes, there is value to a brand name. Yes, the brand name is well known because of the way their people handle a deal. No, because you are relatively unknown doesn't mean you cannot be as good. It is about the value you add to handling a transaction, meaning your knowledge and soft skills. That is the secret of a strong real estate agent brand value. Weakness in an agent's prowess can be spotted from:

UNDERSELLING SERVICES

A diffident agent compromises on his earnings. It makes for a saving, but it also opens up possibilities of getting a poor service due to a knowledge deficit.

PRICE WARS

A less knowledgeable agent or a weak dealer may take up an overpriced

property, with the hope of passing it off to another susceptible party. This could be someone from another area or an ignoramus buyer.

This ploy often fails as it overshoots the budget of possible buyers, while strong agents are aware of the overpricing issue.

STAND STRONG

An agent gains his strengths from familiarizing with the market and working on his soft skills. The knowledge backs his confidence in persuading his clients to price and present properties correctly. His soft skills can then bring in suitable customers.

The final test of his strength as an agent, branded or otherwise, is the efficient deal closure to suit all. □

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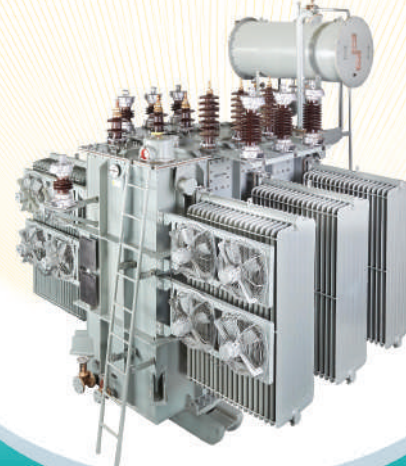

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**A good property will earn its
profits regardless of slowdowns or recessions
through an efficient selling process**

A good investment made with some forethought and study will bring in the returns despite circumstances. A well planned marketing strategy, taken through its execution to the end, is the due diligence required from the seller of the property.

PROJECT WELL

Charge that digicam and get trigger happy around your property. Select your favourite views, fixtures – just about anything that should attract prospective buyers. Packaging matters so if you think a video is a more attractive presentation, just go ahead.

SCREEN PROSPECTS

Be prepared for calls with a set of your own questions. Keep that pen handy; take quick notes to go through later. This should help short listing serious buyers.

HARD SELL

Theirs is a hidden marketing person deep inside

each one of. So go ahead, start talking and convince the other guy that the needs the property more than you do. Going back should make him dream of the property and get him right back the next day.

READY, GO

It is not the iron spike, but the tiny hidden nail that rips the coat. Deals fall through for want of some adjustments or requirements. Work around these for a quick and efficient closure. Remember the deal is closed only when the signatures are in place and not a moment before. So guard against any slips after the Okay is said, ensuring that the sale notice is removed for good. □

Residential Projects In Pune

DHANORI/ LOHEGAON/ TINGRE NAGAR

GOODWILL BREEZA

Site: Near Dr. Mar Theophilus School, Dhanori.

Type: Nearing Possession

Project by: Choice Group

☎ 9441124000

MAHA RERA No.: P52100020307

GOODWILL FABIAN

Site: Lohegaon-Dhanori Junction.

Type: Nearing Possession

Project by: Choice Group

☎ 9441124000

MAHA RERA No.: P52100019512

PARK VISTA

Site: Lohegaon.

Type: Phase 3 Nearing Possession

Project by: Choice Group

☎ 9441124000

MAHA RERA No.: P52100006895,
P52100017344

GOODWILL METROPOLIS EAST - PHASE I

Site: Porwal Road, Dhanori.

Type: Nearing Possession

Project by: Choice Group

☎ 9441124000

MAHA RERA No.: P52100033839

DHANORI/ LOHEGAON/ TINGRE NAGAR

GOODWILL MEADOWS

Site: Lohegaon.

Type: Phase 2 Nearing Possession

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

PIMPLE SAUDAGAR

SNEH MITHILA

Type: Nearing Possession 2 BHK Flats

Site: Near Hotel Swaraj Garden, Pimple
Saudagar, Pune 411027.

Project by: Townscape

☎ 8308138300

MAHA RERA No.: P52100032336



SNEH MITHILA @ Pimple Saudagar

ERANDWANE

BHARATSHREE

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

KATRAJ, RAJAS SOCIETY

7TH HEAVEN

Site: Rajas Society, Katraj, Pune.
Type: Ultra Spacious Premium 3 BHK
Project by: Swapnpurti Associates &
Vishwakarma Builders
☎ 9823666040, 8788822761
MAHA RERA No.: P52100047929

KESHAV NAGAR, MUNDHWA

QUE 914

Site: Keshavnagar, Mundhwa.
Type: 2, 3 & 4 BHK Lifestyle Apartments
Project by: Choice Group ☎ 9441124000
MAHA RERA No.: P52100046034



7th HEAVEN @ Rajas Society, Katraj

KESHAV NAGAR, MUNDHWA

GOODWILL CRESCENT

Site: Opp. Renuka Mata Mandir, Keshavnagar.
Type: Nearing Possession
Project by: Choice Group ☎ 9441124000
MAHA RERA No.: P5210002286



GOODWILL CRESCENT @ Keshavnagar

GOODWILL VERVE

Site: Keshavnagar
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

RAVET/ KIVALE

LAXMI EMPIRE

Site: Near Chandrabhaga Corner, Ravet, Pune 412101.

Type: 1, 2, 3 BHK Apartments

Project by: M/s. L S Mehetre Promoters & Builders ☎ 9075096850

MAHA RERA No.: P52100047887

MANGALAM YASH

Site: Before Lodha Belmondo, 2 minutes from Mukai Chowk. Type: 3 BHK Xclusive

Project by: Wadhvani Constructions

☎ 9112110255, 9168668366

MAHA RERA No.: P52100031241

RAVET/ KIWALE

MANGALAM CHAITANYA

Site: Mukai Chowk, Before Symbiosis College.

Type: 1 & 2 BHK Homes

Project by: Wadhvani Constructions

☎ 9112110255, 9168668366

MAHA RERA No.: P52100031241

SOMWAR PETH

PARAMOUNT Site: Somwar Peth.

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

Project by: Navalakha Group

☎ 8805987271



KANAKMANGALA KAUSTUBH @ Rasta Peth

WAKAD

AKSHAY ANANTAM

Site: Opp. Datta Mandir, Wakad.

Type: 1 & 2 BHK Apartments

Project by: Sneh Construction Group
☎ 9922962177

MAHA RERA No.: P52100018878



LAXMI EMPIRE @ Ravet

Farm House/ NA/ Bungalow Plots Projects In Maharashtra



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☎ 9371479729, 9923338661

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Type: Exclusive Showroom & Premium Office Spaces

Project by: SANGHVI PROPERTIES

☎ +91 9860626830, 9422508881

E-mail: sanghviprop@gmail.com



46 DOWNTOWN

Site: Pashan - Sus Link Road, Beside AUDI Showroom, Baner, Pune 411045.

Type: Showroom & Office Spaces available for lease & sale

Project by: ORBISOUL PROPERTIES

☎ +91 7743812222, 7020006100

E-mail: sales@orbisoul.in

MahaRERA: P52100024917



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Site: Lohegaon - Wagholi Road, Lohegaon, Pune 411047.

Type: Commercial Spaces available for Banks, Shops, Corporate Offices, Banquet Hall, Accommodation, Rooftop Restaurant etc.

Project by: LANDMARK INFRASTRUCTURE

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E-mail: landmarkinfrastructure@gmail.com

MahaRERA: P52100027925

SAI MILLENIUM

Site: Highway Touch, Opp. Sai Petrol Pump,
Punawale, Pune 411033.

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

Project by: WADHWANI CONSTRUCTION

☎ 9922377999, 9881123131

MAHA RERA No.: P52100024710



ORVILLE BUSINESS PORT - OBP

Site: Airport Terminal 2 Road, Lohegaon, Viman
Nagar, Pune 411014.

Type: Offices, Retail, F & B.

Project by: SIDDHESH PROPERTIES

☎ + 91 7775045678, 8380091061

E-mail: sales@siddeshdevelopers.com

MAHA RERA No.: P52100021192



KANAKMANGALA KAUSTUBH

Site: 608/610 Rasta Peth, Pune 411011. Type: Shops

Project by: Kanakmangala Associates

☎ 9371479729, 9370479729

MAHA RERA No.: P52100025680

NYATI EMPRESS

Site: Viman Nagar, Pune.

Type: Boutique Offices, Retail & Restaurant Spaces

Project by: Choice Group

☎ 9441124000

MAHA RERA No.: P52100022492

SAI PARADISE

Site: Opp. Sai Petrol Pump, Punawale, Pune.

Type: Commercial Spaces

Project by: Wadhvani Construction

☎ 9922377999, 9881123131

MAHA RERA No.: P52100002193

SILVER SPACE

Site: Vishal Nagar, Pimple Nilakh

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☎ 9371023952

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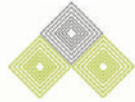
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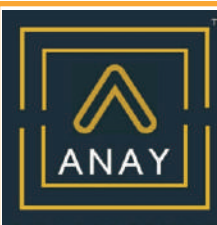
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OVERCOME THESE MOST COMMON PROPERTY BUYING FEARS.

It's a big deal, it indeed is – buying property, especially for the first timers. The money is considerable and the commitment is often long term. We short listed some of the top reasons why people procrastinate over taking the property purchase decision, and offer some suggestions to ease the troubled mind.

MY PROPERTY MAY DROP IN VALUE, AND I WOULD BE A LOSER!

The unpredictability of real estate is an established fact. Your safe guard for property value is look for an area that is generally safe, has the essential amenities like educational institutions, medical facilities,

shopping. Besides, it is important to keep up with development trends in the region. Prospects of negative factors like garbage plants, highway roads or industrial establishments may hurt property prices. Be an aware consumer.

HOUSE MAINTENANCE IS A RESOURCE DRAIN. HOW WILL I MANAGE THE EXPENDITURE?

In this regard the age old adage, 'a stitch in time saves nine' is most appropriate. Look out for a well maintained property not a white elephant, if buying an old building. Assure yourself of the quality of construction in a new structure. Do a real time costing



of fitments and other renovations likely to be required, before you move in. Getting some major issues like wiring, plumbing and painting attended to will help in keeping maintenance costs and effort down for some time. Use this period to cater for future fund requirements. Get small repairs done asap, before the damage grows into a major project.

WHAT IF I DON'T SELECT A PROPERTY CORRECTLY?

But why will you do so? A wrong choice may be

made by a hasty buyer who hasn't checked out the market and localities, or someone who hasn't worked out family requirements and financing correctly. Surely you do not plan to be one of them! Take a stable decision and work at a steady pace and there is no case that you will not be at home, comfortably.

Procrastination is no solution, controlled action is the way to success. □

Hire the EXPERT, don't try to be one:

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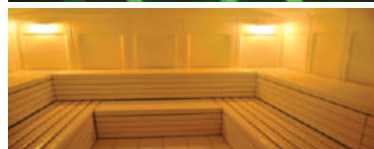
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Roles Played By Real Estate Agents

Buying home is one of the most important and stressful purchases a person ever makes. It is crucial to be well informed, so that the consumer avoids making a decision that he or she regrets later. Needless to say, there is absolutely no room for mistakes. Thus, finding the right home, needs to have a planned approach and a knack for taking the right decision. This is also applicable to finding and selecting the right real estate professional, just in case you wish to seek assistance.

While you expect your real estate agent to "get results", there's more to a real estate transaction than the sale or purchase... a lot more. Working with an agent who is reliable, accountable, and responsive can make all the difference.

Finding The Right Home

They are the people who are in the market abreast with prevailing prices, demand, supply and market moves. Collating such information and statistics are the essentials of property purchase.

Property Portfolio

They are those who are putative to keep their ears and eyes open; and a dedicated agent will never be lacking in information. Since the agent already has a plethora of properties enlisted with him, he can show you the property matching your description and the deal may come through much quicker, than if you were looking for a property without his mediation.

Requirement Understanding

Agents can identify, understand your specifications and requirements like lifestyle, tastes, locality and other preferences.

Search

They will deploy all search tools, based on your specs, to find the right property that perfectly fits your requirements.

Expertise

It is important to understand the fact that property sale/purchase and consultancy are the core competencies of an estate agent. They have the required expertise, skills and time. Specializing in residential and commercial sales, land sales, investment properties, relocation and sales, property management, the agents can play a vital role in making this cumbersome, yet important process, smooth and stress-free.

Liaison

Agents function as an intermediary between the seller and the buyer. They fix appointments, communicate deals and prepare a platform for bargain, which facilitates the entire buying and selling process.

Groundwork/Research

In case you have indicated that you need a newly constructed home, they will do all the groundwork; find the properties under construction along with its rates, etc, with an objective to provide the best.

Verification

Ideally, they will also review property data on every potential listing, match and check to assure accurate information.

Advice

Agents play a lead role as advisors. They will inform you of the modalities and procedures. For any clarification pertaining to property, you can instantly



hit on them.

Represent

Agents represent you in front of the seller so that you can concentrate on your work.

Negotiate

To get the best price/bargain as they are instrumental in finalizing deals.

Updated/Posted

They work on your behalf and will keep you posted of the developments.

Satisfied Deal

Finding the right property at the right price is what the agent endeavors for.

This will not only leave him with a satisfied list of clients, which will serve as his USP, but will also earn him market reputation. Hence they are driven to make sure that a transaction as stress-free as possible, so that you can enjoy the experience and the property thereafter. □



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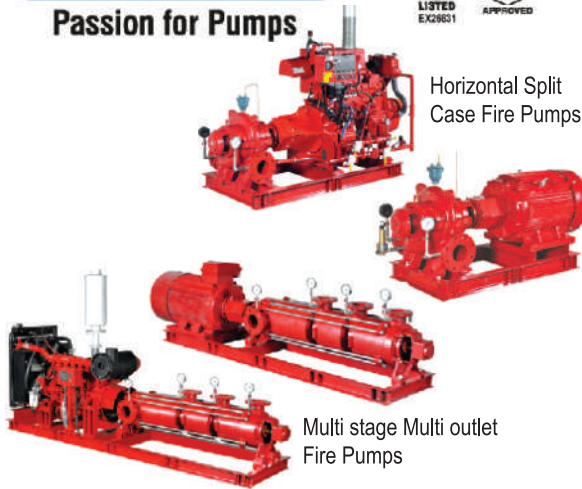
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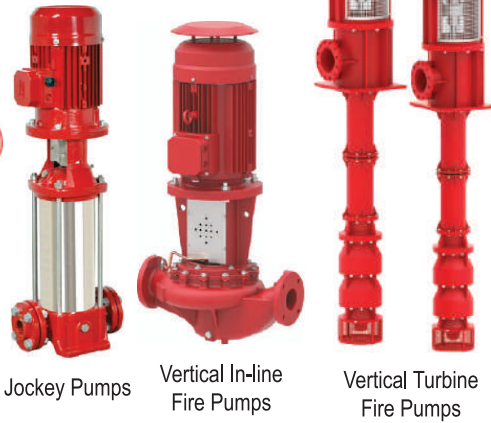


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