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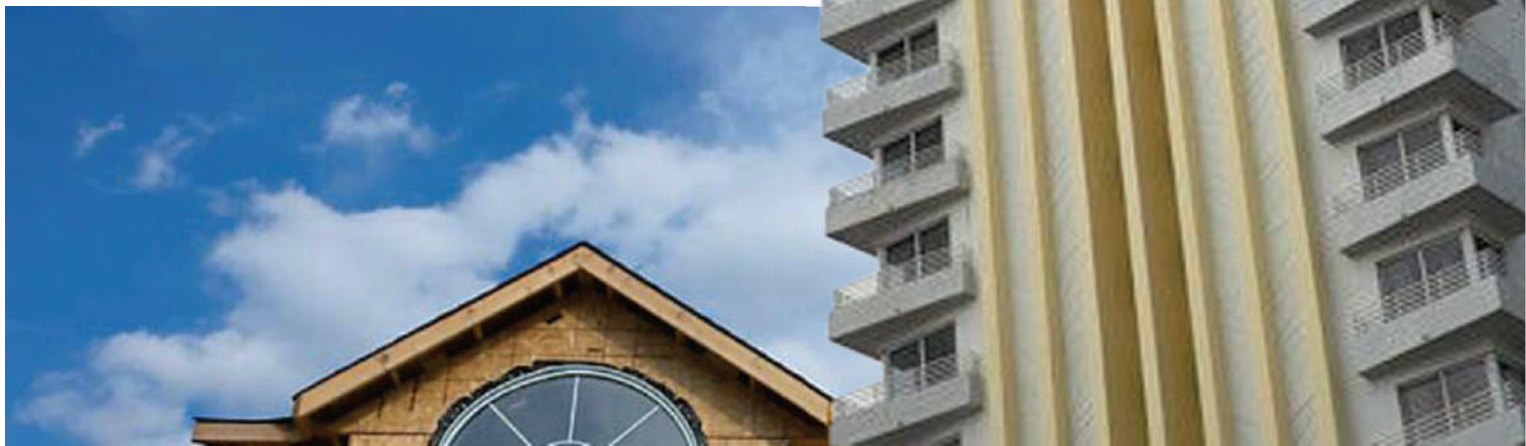
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What needs to be addressed

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. □

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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. ▣

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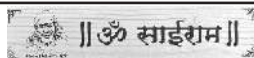
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A Good Agent

Buying or selling a home is one of the biggest transactions you'll make. With brokers galore in real estate dealings, it's not hard to find a broker. The challenge lies in finding a good one. The saying "20% of the agents do 80% of the business," is true. The question is how does one find a good real estate agent? The best agent doesn't necessarily work at the largest brokerage, close the most transactions or make the most money. The best agent is an experienced professional who will listen to you, conduct himself in an ethical manner and be conversant with local market dynamics.

Tips to find a Good Agent

For a seller, it is crucial to identify agents with a good reputation. Most real estate agents stay in business, because satisfied clients refer them to



friends, family, neighbors and co-workers. Successful agents make customer satisfaction their number one priority and put their

customers' needs before their own.

Before starting the quest for a real estate agent, educate yourself. Identify similar properties in the area and take a survey of current asking prices. This price may not match with the selling price, as they are different. However, the prevailing asking price will surely function as a yardstick for fixing selling

price.

It is important to keep your eyes and ears open. This will help you keep away from agents who overvalue properties. An ideal agent should be realistic and should not tell a tale that an excited seller would want to hear.

Even enacting as a buyer can help. After all your hard earned money is at stake; naturally you want to strike the best deal. Make an entry into their office as a buyer. Identify aspects that a seller would want from the broker, like good service, support, trust and honesty.

A good agent is important to you when buying a home for the first time. He or she should be able to

guide you through the mire of paperwork that you will have to wade through.

Understand the modus operandi from the broker after transaction closure, which could be details like the process involved, problems faced and even examples of recent deals.

Track Record Helps- Track recent properties sold by the agent. Identify if they are well versed with market dynamics (once you meet few agents from the same locality, you will have adequate inputs). Be convinced and even if you have an iota of doubt, look elsewhere. ▣

Putting speed on home sale

Higher income means more new home owners, slowing down the resale market

New home buyers are increasingly younger, earning better and prioritizing home buying over other lifestyle buying. Additionally they are looking at new homes rather than those in resale. In a slow market, this mindset is an additional challenge for those considering selling their homes.

Why sell a home

Putting up a home for sale could range from relocating to financial stress, with personal issues like divorce or change in life stage. The difficulties of selling a home often put home owners in a tight spot, both financially and in terms of moving ahead with life plans.

The way out

Sellers may consider a cash buyer or investor as a prospect. In

the struggle between timelines and target price, this option works for saving time for sale completion.

Established realtors often have a good network and property information to hasten the transaction. People facing job or personal crisis are already involved in resolving other problems. In this situation, focusing on house selling looks like a humongous project to take on, especially as it is often the largest asset to be dealt with. It is advisable to take professional assistance to streamline the transaction.

Owners, especially those threatened by situations like repossession should seriously consider this pathway to resolve a stressful situation. ▣





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Homing your Investment

Why not seek the best time to enter the property market?

Rakesh has just received news of his promotion. With his wife Surekha back to work after their son Rajat is now school going, Rakesh feels it is time to invest in a home and is working on planning his finances and timelines for inking a deal. Here are some aspects that Rakesh is advised to consider before taking a decision.

Track price trends

Business channels and news are a good source of market trends. Information from these sources can set you in the correct direction. With possibilities of price drops it may be worthwhile to just window shop for now.

Know your finances

Besides the bank balance and other savings, update on latest tax saving rules and loan benefits. This will

help setting budgets and getting a better understanding of repayment capacity at your correct income. Rakesh may consider a joint loan and property ownership with his wife's income to consider property size.

Credit rating based on previous repayments and other factors decide your loan eligibility. Take a check to know your loan eligibility. Remember there is scope for negotiating a better deal on your loan too.

Seasonal changes

The real estate markets also have busy or lax periods, in response to policy changes, festivals or even the weather. Those who choose to venture out in slow times are likely to be pampered buyers. It may be well worth it to march to your own tune and bag a deal.

□



Parking space matters

How many times have we avoided a shop or restaurant, because parking is an issue? Any commercial space needs to keep its visitors comfortable for access and parking first, business come next. It follows that if you are looking at investing in a commerzone, check the access by public transport and private parking first. The space and amenities will count only when you, your staff and your customers find it easy to drive in smoothly. □

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Take A Second Look

The first visit to a property is often an emotional rather than a critical one. This is especially true when you like the property at first sight. It is sensible to take a friend, preferably an engineer on a second visit, which should target fault finding in the structure and surroundings. When considering multiple options, take a note book or recording to note your thoughts on site for repairs, renovations etc. □



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Establish yourself in the market with these strategies

It is only the most unique that have no competition in the market when they start up, and even then they have to have a clear strategy to establish themselves. Remember the innovative moves of Rocket Singh: Salesman of the year? He spotted the loopholes in the competition's service and went about fixing those when he made his business plan. Let's see where you can do the same as a small and new company on its growth path.

Customer Care

This is not just a new fad, the service you offer your customers will

- 1) get return business
 - 2) get recommendations and
 - 3) build your reputation in the market.
- Responding to mails, phone calls is a necessity of great customer care and

company success.

Be Contactable

It is the age of communication technology, get used to being contacted at odd hours. The response can be sent in reasonable time. What the customer counts on that he is being attended to.

A Little Here And There

A key to success is listening and giving your customer his due importance. A little price cut, delayed payment, some useful tips and special attention are the elements that compound a long term relation. Develop the foresight and build relations not just a money counting machine.

Treat the great service, value additions, special attention as investments in laying a strong business development foundation to build your competitive strengths. □



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Realities of Real Estate: New Agent Survival

Becoming a real estate agent can be a rewarding career. A lot of people consider becoming a real estate agent, do so as they think it's easy money. Nothing could be further from the truth. If this is the approach, one needs to sit down and familiarize with the industry. It is imperative to be armed with information and knowledge about what it takes to break into this field and what the work conditions are.

Becoming a real estate agent

means being licensed to work as one. If one can proactively identify what it really takes to survive in real estate, half the battle is won.

Some simple survival strategies can ensure real smooth sailing.

First, it is a wise thing to understand selling, and the nature of sales. One needs to take a reality check. It is surely not a magic show, and there are no quick fixes! It really is all about acquiring sales

skills that work! Much of the success comes from acquiring skills that assist in selling, and building a successful dialogue so that one can be relatively successful and comfortable in handling objections. Even if more leads are generated, skills are required to effectively close them. Those skills cannot be bought! They must be acquired through experience, learning and research. So here are a few thoughts worth sharing from

Although there is some flexibility working as a real estate agent, one needs to understand that one needs to be available 24 x 7. For no one knows when the customer calls.



the veterans of the fraternity.

RECOMMENDATIONS

- Discuss the importance of dialogue scripts
- Identify potential areas of daily lives that may generate real business
- Study and research the market thoroughly. Learn about the different types of homes available and the features that are most popular among home buyers. If you take the time to educate yourself you will have a better chance of succeeding in the industry
- Learn how to handle objections of buyers and sellers
- For closing a deal it is necessary to be equipped with competitive information, market dynamics and trends
- Discuss how to build a business that generates leads and repeat business
- Understand the importance of niche marketing

■ Make sure to listen to your customers. If you make the transaction smooth and as easy as possible then you will likely gain more new business as well. Be patient and take the time to learn about the communities you will be working

■ Borrow education materials from library and other sources to update your skills

■ Discuss openly what works, and what will not work

Another important survival tip is that you need to be a people's person. It is just not being able to make customers happy. One has to deal with a wide group of individuals ranging from agents, sellers, buyer, title companies, attorneys, insurance companies, banks, ergo people skills is mandatory for this trade.

Although there is some flexibility working as a real estate agent, one needs to understand that one needs to be available 24 x 7. For

no one knows when the customer calls.

Good news is that real estate companies are always looking for new agents. This is because there is a high turnover rate among new agents. The challenge is to sustain and stay. It surely takes time to build up clientele and this also depends on how one promotes oneself.

Real Estate may be one of the most interesting rewarding, and lucrative careers available. Basic understanding of the techniques of the trade, lot of common sense, professional approach and dedication will inevitably help the budding real estate agents survive and sail through. □



Working in the real estate business needs time and persistence – both may translate into money being non-productively spent. Team Real Properties puts together a check list to maximize your returns as you save.

Be professional

Making an impression and dealing with clients efficiently and professionally is a great way to get free word-of-mouth advertisement for you.

Make your presence felt

Just because you are into real estate, more so as a freelancer, does not mean you cut the rest of your interests off. Writing, blogging, interacting in social forums, or volunteering for a cause builds networks and makes your name known for free.

Revamp your communications

All plans on your landline, cell phone or internet don't have to be high end. While 3G services sound exciting, maybe accessing your mail or video chatting on your desktop may be cheaper and more satisfactory. A basic website rather than an elaborate one is also a good idea.

Share what you can

Office space, gadgets like printers can be shared. Hiring an office may mean a lower investment, so your principal amount stays in the bank and earns interest. As you grow a purchase may be a wiser option.

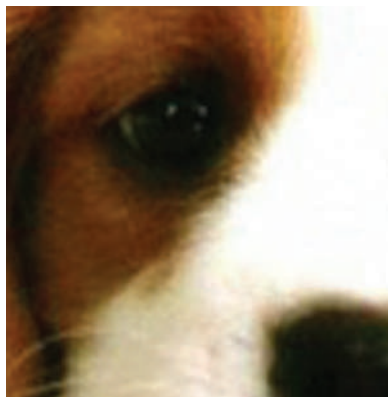
Get your data organized

While you are doing this save on paper. Computers offer convenient ways to maintain your

listings, categorize them and carry required information as you move around. The time saved allows you to follow up on customers and your hobbies too.

If the scale your business is such, consider getting in a real estate software that guides you through follow ups that will build your reputation in the market.

Operating in the real estate sector works the same way as any other business. It is worthwhile to catch up on technology like computers, treat each deal like a project management challenge and offer standard customer care. All together there will be savings and growing bank balances. ■



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. □



Are you serious about selling your house? If yes, then work on keeping away some buyer repellants when showing your property.

PETS

Even animal lovers are likely to be put off by your pets interfering with the house visit. Arrange for your pets to be kept away from the property. Locking them in some room means that area isn't available for the visitors, so that isn't the answer.

WALLS

Clear walls, just short of being bare allow the imagination

of the buyer to work freely. Consider removing heavy design wallpaper, personal images and decorations. A light coat of paint helps -- not over existing wallpaper, please.

BATHROOMS

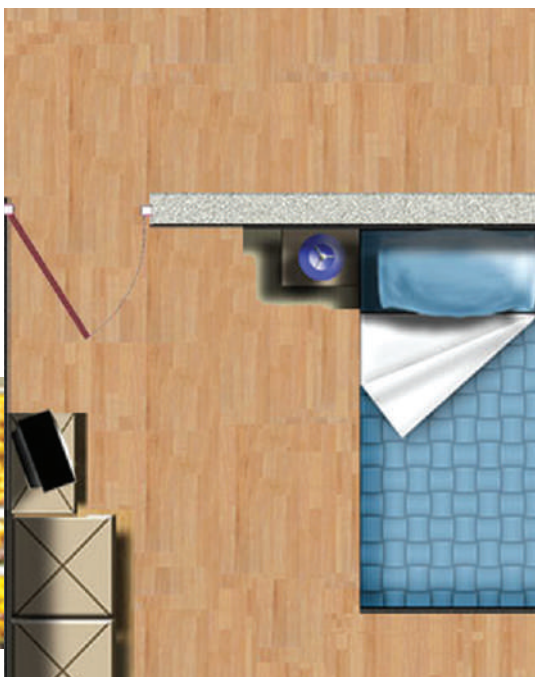
These private areas will be opened to public viewing when you put up your property for sale. Repair and scrub them shiny clean before you do that. Dirty unkempt bathrooms are a major cause for rejecting a property. ▢



House Flipping

House flipping involves buying a home, improving it, and then selling it again, presumably for a profit. For example, a flipper buys a resale house that requires lots of repairs at a reasonable rate. He makes some cosmetic changes, before putting it back on the market, at a much higher price. In some cases, the flipper can make changes using the latest branded products to command a higher price.

House flipping is a big trend in real estate. With a little hard work and some guidance from experts, house flipping can be a good way to invest in real estate. For those who are not risk-adverse and have a good eye for a home's potential, house flipping can be a lucrative moneymaking venture. However, it isn't for everyone, nor is it for every market. Any old house won't do for house flipping. Just because a house is in dilapidated condition and priced low, does not necessarily mean that it is prime for flipping. ▢



Dream big, live practical

Being ambitious is always good but also face ground reality for home shopping



Who wouldn't love to live like royalty in a luxurious palace and all the trappings! In reality affording a palace, from purchase to maintenance, brings us to a useable home and leave palaces for a special vacation break.

That done there is still need to align your parameters to balance your requirements and finances. Here is a checklist guideline.

MONEY FIRST

Take a deep review then set a budget. Include renovations, moving and overhead costs.

LOCATION

Is the address your topmost priority or managing commutes to school and office more critical?

Most of us would want some basics like daily shopping and medical help in the vicinity.

IN AND AROUND

The size and type of the house, number of rooms or bathrooms, a garden patch or gated community are some elements you must include in your list of requirements. Any particular requirement like, physically challenged access, pet friendly society, or separate office/servant room? Add that too.

Type of fitments, an old property or only brand new will do are also important.

Prioritize as must have or nice to have to help finalizing. ▣



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! **□**



The MALL Outing

Malls are becoming the popular hangout zone

Living in the cities today often means tight schedules, long commutes and higher expenses. A good emerging solution that combines the family requirements of essential shopping and entertainment is a visit to the nearest shopping mall. Let us see how it works.

Bargain Offers

Many malls have large format retail stores that offer bargains on household essentials like groceries. Factory outlets and multi brand options offer multiple choices and allow shoppers to shop within their budget.

Childcare

Malls offer play areas and toy shops to keep children busy, while one or both parents take their time with shopping and relaxing. Book stores are another place where families can spend quality time browsing the shelves.

Combined Fun

Families seek affordable fun in game lounges, weekend events like bands and fun activities organized in malls. In India, multi screen cinemas are a major attraction to visit a mall. Food courts and in some malls, the choice of sit down dining options, is the perfect way to eat heartily after a shopping exercise.

Specialty Offerings

For the focused item shopper, there are specialty malls like Phoenix in Viman nagar or Seasons in Hadapsar with several outlets under one roof.

Malls are then offering the convenience of shopping a variety of items and brands all under one roof. With the children and youngsters adequately catered for their entertainment, it becomes all the more convenient to drive into your favorite mall complex. □



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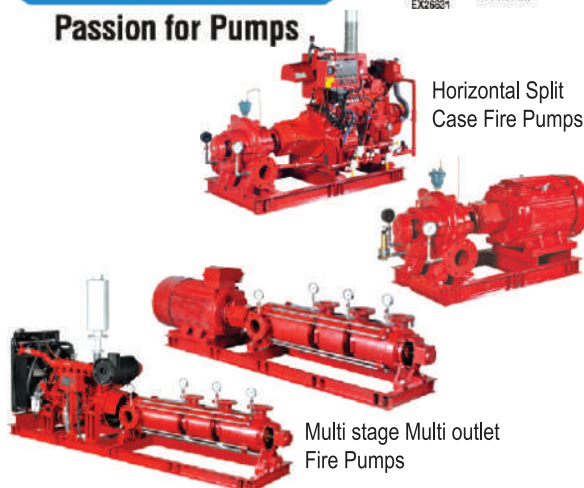
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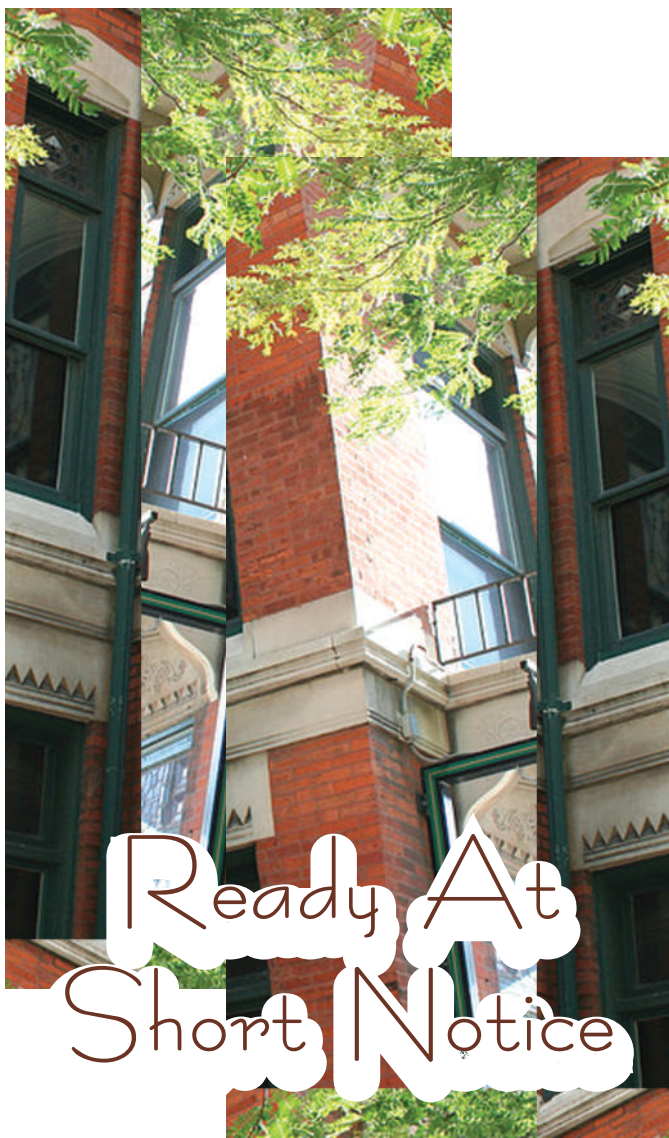
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A few tricks for getting the house ready for showing at short notice

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. ❑

It's BUSINESS, NOT FRIENDSHIP

As a seller, guard your interests

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.

Sell fast, get the money, move on....that is his mantra. And underpricing is a great tool for an agent's success. Fast tracking sales moves stock, builds reputation and puts cash in the wallet

-- The broker's wallet, not necessarily yours.

As a seller, be cautious that your property is not undervalued, just so that it is sold fast. Be prepared to negotiate the best price that keeps up with market trends. Take time to update on area prices, do up your house for presentation and carry out initial talks with a few agencies, before you put up the sale notice. Keep the price tag right, allowing for minor negotiability in case you do get a definite reasonable offer, never mind the agent. ❑



Not Cheap, Just Professional

As a buyer you are looking at acquiring a property at the best price. Don't hesitate to offer below the asking price. The important thing is to be polite and businesslike. Ensure you are aware of the market scene in the area so you can make an acceptable low offer and you have nothing to fear.

Made early as the property is put up in the market may even get you the first bidder advantage. Your bid gets registered, when there were

no others. Deal with the possible rejection with courtesy and you may still expect a call back from the seller. Just your composure and professionalism may see you winning over higher bidders.

Newbies may consider making low ball offers hurting the seller's sentiments and hesitate to do so, but experienced realtors have gambled and won through professional behavior. □

It feels like home

The area in which you live in is a major factor to make you feel at home. Just entering the locality and your regular haunts and comfort zones make you think "It feels like home!"

With this in mind, remember to study the neighborhood well before buying a property. Is it safe? Does it have facilities like shopping and

schooling? Are you likely to find likeminded people of your status in the vicinity? If you are a cultural buff, is there enough going on in the area? Answers to these questions will add value to your property and lifestyle, as time goes by. □

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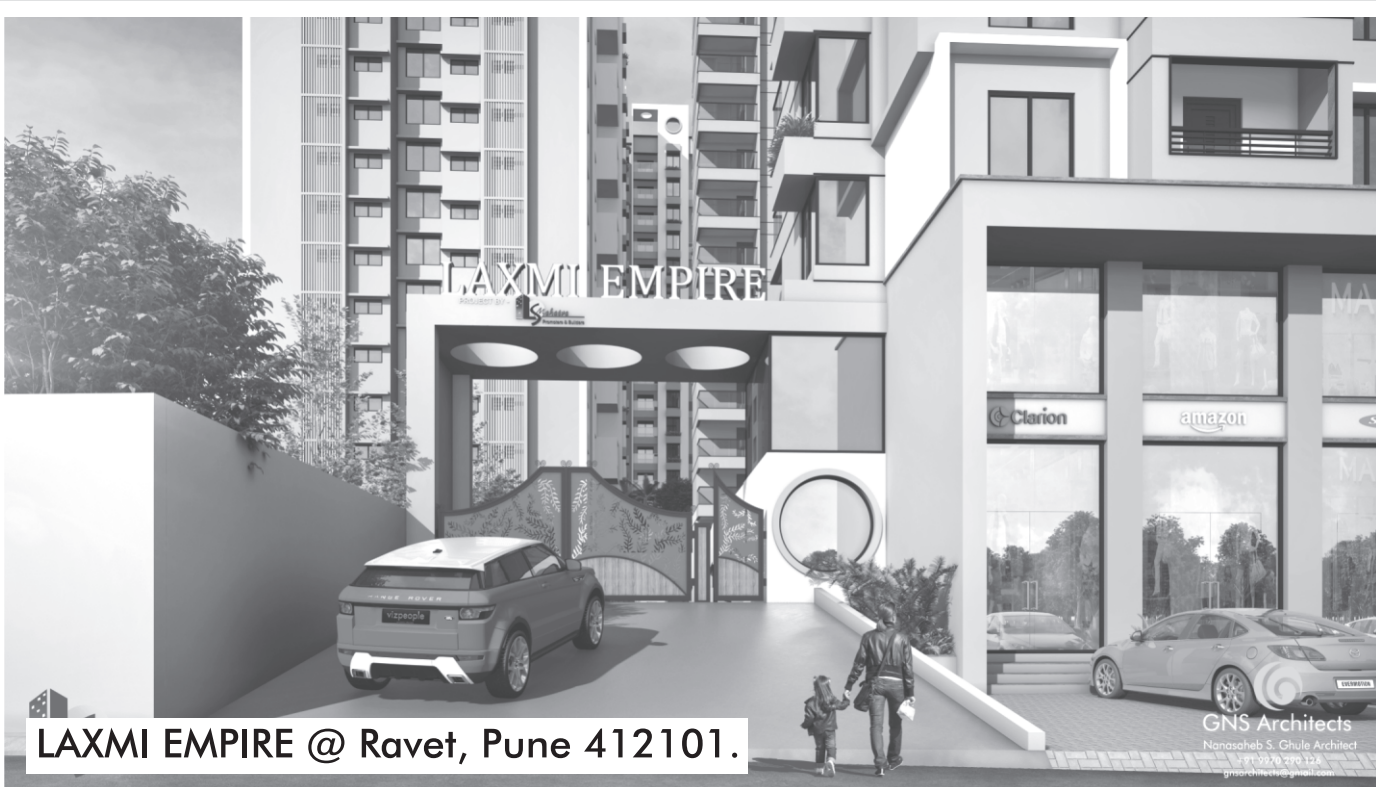
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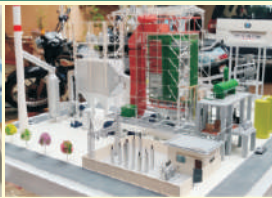
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Ramesh Pandit:
"A good builder is one who is there for you all the time. He should be willing to listen to you and address and solve all your house-related problems."

"My builder is number one, as he has provided me with my dream home that too within my budget," says Mahesh.

Dilip Kulkarni:
"My builder should provide me a house, which is comfortable and embraces all basic amenities. It is perfectly all right, if he does not offer all the luxurious amenities. The fact is we do not need the most luxurious amenities, but basic ones are a must."

Anand Kumar:
"My builder should be able to understand my needs and requirements. He should be approachable at the same time."

My builder

Mahesh visited his friend's new house and liked it so much that he could not resist but ask about the builder.

His friend responded, "My builder makes one of the finest houses I've ever seen; that too, well within budgets."

We all, at some point of time, have faced similar circumstances and come home comprehending the thought of "My builder". Very often we hear people refer to 'My builder'. Sometimes, when they reveal the builder's name, we realize we know this builder. The question that interests us is, what did the builder do for the person to become "his builder"? Let us try understanding this relationship.

The term 'my builder' signifies a relation between a builder and you, the relationship that is based on trust and satisfaction. More importantly what made you

choose your builder over others? In today's market, where the competition is cut-throat, almost every builder wants to replicate the model of the successful one. In such a situation, what makes you select your builder over others? The answer is very obvious. It is the fulfillment of requirement and needs. The builder who understands your requirements and satisfies your needs is the one you call 'my builder'.

Lots of builders offer several world-class amenities. The list sometimes becomes very long and glittery. There are people who have preferences for these

Arun Rathi:

"I want my builder to provide me with a house, which has strong and quality construction. His quality assurance should not come from the certificate alone, but from his work too."

Nisha Roy:

"I would prefer my builder to be someone who I know. Even if not personally, I should know him through a close source. This will help me trust him better, build healthy relations and talk what's in my heart with him."

amenities. The swimming pool, the club house, landscape gardens and many others certainly make life a flushed saunter. However, these amenities are not demanded by everyone and many can do without them. Leaving the petite bouquets of elite, a middle-class buyer does not consider such amenities, while buying a house. Including world-class amenities in the project makes some builders gain an edge over others.

Another aspect that is taken into consideration is the authorized certificate of the builder. Some builders have authorized certificates, like the ISO certificates, that symbolize a mark of trust and quality. Although a vital feature, it is not insisted by all. Many buyers do not consider this aspect while buying a property.

Leading the race of builders is another parameter that some buyers die for. When a builder labeled 'number one' in the market, the prospects of his property getting sold faster are high. However, the observation proves to be contradictory. The name and the position are significant, but not the only criteria to sell the house.

There's however, one indispensable aspect for selecting a builder that overrides other factors such as amenities, authorization certificate, brand name, position, etc. It is the customer-friendly nature of the builder. People feel comfortable to consider a deal with a builder who is approachable and available for discussion. On part of the builder, one should always study the market and the customer he is catering to. When people in a particular area are looking for budget flats, there would be no point in making

luxurious apartments. In this case, no brand name, position or amenities offered will help the luxurious apartment to sell. On the other hand, a builder who understands the necessities and prerequisites of his customers and provides them housing accordingly, will be able to sell his project much faster although he might not have a brand name or position. It is this element of understanding the buyers and their preconditions, which sets a builder apart from others.

The journey from being just a builder, to be known as 'my builder' is not very long, or complicated. One has to simply empathize with his customer and be in his boots to look at a project from the customer's point of view. If you were at their position, would you buy the property? Is there any firm reason to pick this house and not the other one by another builder? Also, a builder should be very clear on what type of patrons he is aiming at. The clear understanding of this will help him design the project accordingly. A quick market survey is a good option too. Constant communication with people comes in handy most of the times.

To sum up everything, all that we like to say is, "to bridge the gap between being a "builder" and being "my builder, a builder has to empathize with his customers and build a friendly relation with them. ▣



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The bargain versus returns decision

The benefits of a discount will depend on your outlook

A discount no matter how much is always appealing. However, as an investor it is essential to consider the real returns from the investment, as against little or no discount in a high growth market. The decision to hunt for discounts, especially small ones is normally dependant on the investment term.

A short term splurge in a high growth market is likely to get good returns, so discounts are not always required.

Even a small discount of 2-3% over the long term will count. The time to reap better returns than the competition will be when you are the first mover to put a property in the market.

Ideally, get a real discount in a high growth market in the short term. And that is really reading the pulse of the market. □



Taking the promotional lead

Any business needs to be promoted and this is truer when you are aiming to be a leader in your sector. In a sector like Real estate that is extremely competitive, it is essential to build a reputation and recognizable identity as you develop your project strengths. Working out promotion campaigns that emphasize your commitment, values and integrity not only draws clients but also retains them. Real estate is one sector where reputation definitely needs promotion. □

Making your new house a home

Abraham Lincoln once said that most people are as happy as they make up their minds to be. Once you have bought your home, resist the natural impulse to begin finding faults.

Happiness does not lie in having the things you want, but wanting the things you have. Try to see your new home in a positive light. Remember how much you liked and wanted the various amenities and facilities before the residence was actually yours? If you had not liked what you saw, you would not have bought it in the first place.

If you find yourself dissatisfied with your new home, take time off and count your blessings. Make little changes where required and customize living in and around your new home. If the nearest school is far away, it may have a bus service that will pick up and drop your kids back. If groceries are not available in the immediate area, there may be a home-delivery service offered.

If the scheme is far from the lively hustle and bustle of the inner city, try to enjoy the tranquility and peace instead of complaining about the lack of 'action' (the very meaning of 'exclusivity' is 'apart from the usual'). If your neighbors are not very friendly at first, you could take initiative and make the opening move to break the ice and building a better relationship.

For most of us, buying a home is a once-in-a-lifetime matter – something like marriage. We do not abandon a marriage because it seems strange and uncomfortable in the beginning. Instead, we work at making it a success. Why not apply the same principle to making your new house a home?



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