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builders go ga-ga over radio



“Old is Gold,” indeed, is an age-old saying. We all know how true this holds in our own personal ways. But never have we thought how well-deserved our antique RADIO is for this saying—it is old yet gold. This is evident from the fact that no matter how fashionable and lavish a mobile handset may be, it is not considered a value-for-money if there's no FM Radio in it.

Radio has silently made its way to become a necessity in our day-to-day life. When your mom is preparing a great feast, her music will be toggled on, slipping in that excess 'garam masala;' when your father is preparing for office, he plays radio to listen to his alltime-favourite romantics; when you are driving with your friends, your car plays the radio with a mix of old and new music. And this is not the end...it's just a prelude to the world of communication that radio opens for us.

Today, there is an enthusiasm for listening to the radio, with every tick of the heart. Our life is driven with the radio cult, which makes our life miserable without the radio music switched on. This mode is echoing everywhere, right from the handcart dealer and the vegetable vendor to the managing director of a corporate house. Our daily routine is revolved around listening to the 'mirchi' style music, aired by energetic radio jockeys shrilling their voice.

No doubt, this oldest means of communication is a big hit amongst the common public, just like you and me. Right from the school-going children to the

elderly people, radio has caught the fancy of many. So much so, that the builders from aamchi Pune rely on radio for majority of their advertisements. For the so-called builders building with bricks and cement tirelessly, the radio is the best way to announce their exclusive projects with attractive schemes.

Without a second thought, advertising through other Medias like television and Internet is still preferable, but advertising through radio has been a craze. The reasons attributed to this are many. The cost of advertising through television and Internet may go in for lakhs or crores for one broadcast, whereas for announcing your ambitious projects on radio may cost a few thousands, with repeated broadcasting. Also, in this busy life, where watching TV and surfing the Internet grabs your time, radio supplements every activity of yours. Be it in office, while driving, cooking, eating at a restaurant, etc. radio is with you always. This helps in advertising a project round-the-clock and builders never know! someone might visit their site location while their way back home.

Builders gain higher profits through radio, with just a little investment on their part. At the end of the day, slowly but surely, the radio offbeat will still be a big hit among the builders and developers, in helping them to scale newer heights to commercial success.



B2B & B2C

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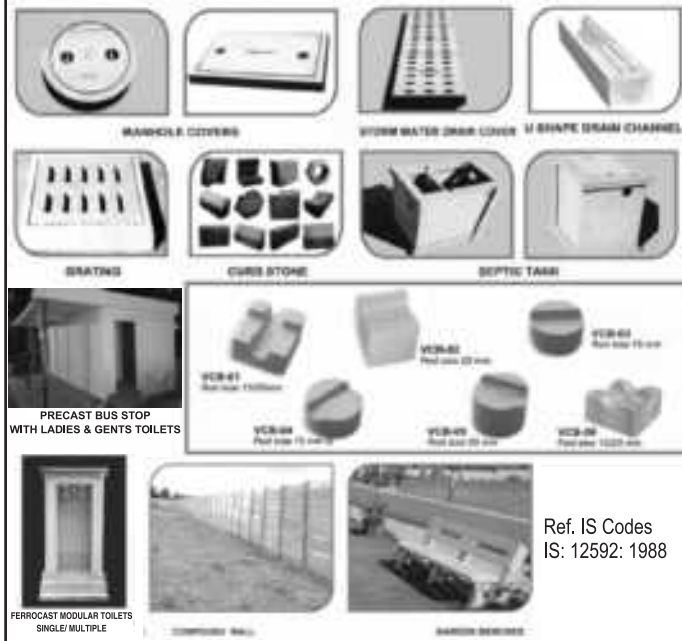
Assemble a dedicated marketing team, hiring experienced staff to handle all aspects of marketing and sales.

2. Partner with Real Estate Professionals*: Collaborate with established real estate agents or companies, offering competitive commissions for superior results. This approach saves you from paying monthly salaries.

3. Hybrid Approach*:

Combine both strategies for optimal results. This flexible approach allows you to leverage internal resources while also tapping into the expertise of external professionals. □

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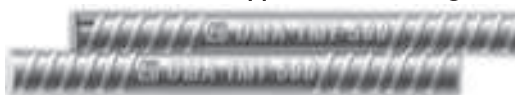
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In case there is a mutual agreement to hand over the property for occupation before say the final payments or other conditions, the agreement must have a clearly stated clause that the property may not be modified in any manner till all transfer legalities are completed. Look for the specific clause and understand the wording before signing.

High offer prices to support the buyer's case to move in before transfer is often a temptation for

the seller. These are the conditions when one should be especially careful. A deposit to cover the cost of restoring the property to its original state is a way out cover losses in case the deal goes sour.

Insisting on the 'no modifications' requirement till the property transfer conditions are met, is one way to guard your interests. ▣



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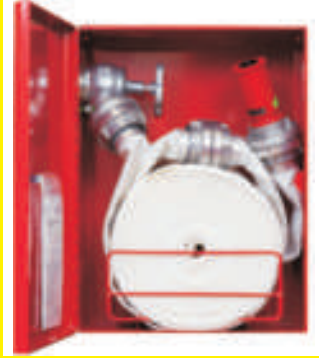
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- Dry and lower toilet lids.
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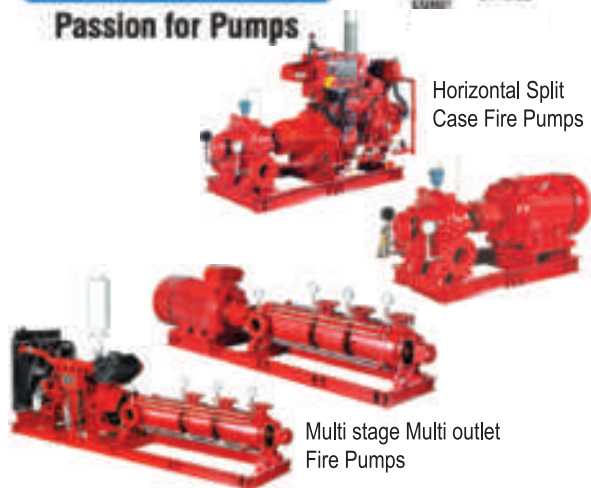


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The Buyer will buy

Convincing a buyer to buy has its own strategies

It may be a slow market, the recent crash may still be creating doubts in the mind, but that doesn't mean that people are not buying. Maybe a little convincing and a nudge in the right direction will resolve the issue.

Of course it's affordable

Nothing works like figures. Presenting the relation between income and house affordability is a very convincing argument. The Housing Price Index of India covers the affordability with household income. Allaying fears of affordability is a strong argument.

Purchase over rent

Many people think that renting is a convenient option. Giving them a fresh perspective on where their money is going may work. For instance, payments towards rentals give them no ownership. However the same amount will cover the interest factor on the loan repayment, giving them ownership of property.

State of economy

When the economy is strong, people are more willing to spend. The housing sector always reflects these trends. Data like labor statistics reflect the conditions and affect buyer confidence. More work, more employment, more houses and more stability. This should ease reselling concerns.

Banks are calling

When loan rates drop, financing a house becomes cheaper. It is a good time for getting a bargain and a buyer is encouraged. After all the banks are confident of giving credit, so conditions and outlook is likely to be optimistic.

Now is good time

When staying in rentals we often choose the better localities. These are often tight on supply for purchase. A local realtor will be keyed in to sales and new listings. That should say whether a quick decision is required. ▣

Neighbour's Envy, Builder's Pride!



Builders in and around the city of modern buildings, seem to be marketing and selling offices and homes, without incurring a paisa as advertising expenditure. We look at this new strategy.

In the normal trends in business, marketing and promotional activities heavily depend upon the budget set aside for advertisements and the category of clients to be targeted. These range from advertising in newspapers, magazines and property journals to the hi-tech satellite television and Internet. In addition, expenditure is also kept aside for research and development, for marketing their projects.

The trend is changing, slowly but steadily. Today builders are now selling their homes in a successful manner, without burning a hole in their pockets. The mantra seems to be simple: “You spend, we gain” or probably “As you sow in lakhs, so shall we reap in crores.” These may sound ridiculous, but it is a fact.

The strategy is simple: Mr. X advertises for prospective clients to view his site. Mr. Y's project happens to be adjacent to the project site of Mr. X. People visiting Mr. X's site become curious about Mr. Y's project and that's when Y's marketing team makes contact.

This is true of some Ys in Pune, who do not find the need to incur expenses on advertisements and promotion campaigns. Though they may not be professional in their approach, they seem to have got the business tactic right.

Some of the reasons that have helped them to sell successfully, without any specific sales promotion are:

GOOD LOCATION

Locations for home and offices in areas with well-developed infrastructure amenities like a market place and banks are a big favourite with most buyers. In addition, if the location is pollution free, with lush green environs, it will definitely attract buyers.

REASONABLE OUTLAY

A rate should first be predetermined, covering the cost of investment in the project. The property rates and record of accomplishments prevailing in the markets should then be studied thoroughly. A comparison of the two rates, should serve as the guideline for arriving at a rate slightly lower than the prevailing rate.

BETTER CONSTRUCTION QUALITY

The quality of the construction materials as also the design and layout should be among the best in the industry. Check thoroughly for cracks or damage, before showing the site to the client. When checking out, look for any cracks on the flooring, which will need to be attended to before a client visit.

MODERN FACILITIES

Today, most of the buyers are looking for homes and

offices with facilities that will soothe their fatigued mind and body. For the health conscious citizens, state of art health clubs that are in confirmation with the safety standards, should be provided. An elevator with power back-up facility, recreation clubs, children's park and swimming pools should also be offered to the clients.

GOOD RECORD OF ACCOMPLISHMENT

The builder should keep a track on the quality of services offered. He should win the confidence of the clients by offering discounts and schemes. Schemes designed should hold the customers loyalty while the builder maintains the goodwill in the market.

ATTRACTIVE ELEVATION

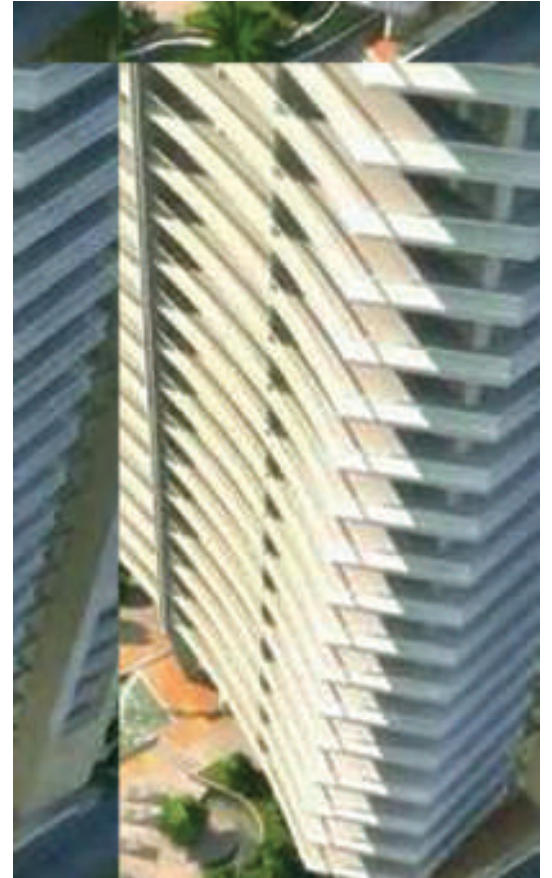
Elevation should be designed in such a way that it will raise the expectations of the clients. It should be pleasing to the eye. However, it should not be too delicate and dangerous especially in the design of the balconies and window panes. The colours should be bold and bright, with proper contrasting shades. ▣

Clear All Your Doubts

Yes you should and must clear all your doubts before signing on the papers. For most buying a house is life time investment. So leave no doubt unanswered regarding the investment decision. Ask all the questions in your mind to the builder, agent and if necessary, to the people living around the area. Remember no doubt is big or small get it cleared. ▣



Correct Pricing Is The Backbone For Home Selling



The residential, commercial and industrial landscape of the city has been transformed forever. A city, which once lacked any significant standing on the national realty scene, now stands out like a polished emerald that is the cynosure of every investor's eye.

Demand fluctuates, supply fluctuates, what remains sacrosanct is buyer understanding. Today's buyers are more educated and aware of the realty developments, prices, localities etc. They know what they want and strongly adhere to and believe in "Value for money".

Ask correctly

It is imperative for homeowners to arrive at the right price to sell. The change in real estate conditions has resulted in more home sellers competing for fewer home buyers. The traditionally held homeowners' belief that initial listing price isn't really important for there is always room for

negotiation, does not hold too much of weightage.

An overpriced home gets passed over. Buyers of today don't want to fritter time by getting into the bargaining rigmarole. For they are constantly comparing the asking price of one home to other asking prices and overpriced homes stay off their selected list.

New attraction

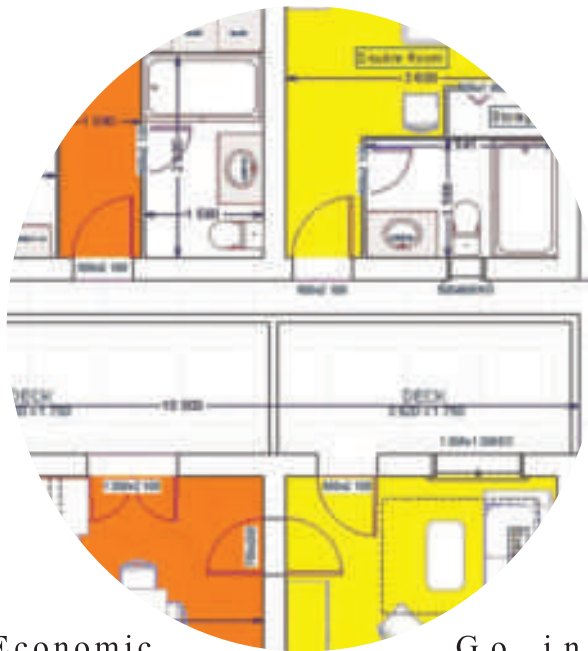
Agents pay most attention to homes newly on the market. There are fewer new listings than current listings. It is easier to keep an eye out for what is new, compared to the vast number of current listings. New listings are on the "hot" sheet circulated in real estate offices. A lot of attention is focused on what is new. With agents looking at newly listed homes so aggressively, a properly priced home gets attention. Also when the house is new, the seller might not want to negotiate much making the asking price all that more important.

Once the house is listed and price reduced subsequently, it is often overlooked. It is then tagged as one of many listings, not one of a few new listings as time passes. As a home owner, you might be really in need to desperately sell the house, but alas, you refused the first offer, which was more than the present listed price. It might even make sense to see houses by the agents of that locality and then settle on an asking price for the house you are about to sell. Agents of a particular locality are well versed with

the house pricing of that particular locale and it makes immense sense to interact with them before quoting for your house.

The myth that a house “can be priced high”, and then lowered later no longer works as an effective sales strategy.

Remember generally the first offer is the best offer. So if you want the BEST Offer, price it realistically. □



Getting The Best Value

Reselling in a weak market situation can be a satisfactory experience.

Economic downturns, rehashed government policies, inflation – these are some of the factors that affect the price of the property you had planned to sell. “It’s a buyer’s market” is the talk around town. Stand strong against such rumors, because we have here some sure shot tips that will bring the best value for your property.

Expert advice

Marketing is a skill that comes from both basic instinct and experience. An established real estate consultant will provide the correct leverage for your property, down time or not.

Go in for a brainstorming session for professional advice on value, selling points and other tips.

Apart from real estate agents, relocation service agencies may also bring in customers for your property. Their clients often require assistance in locating homes when they move to new places.

Dressing the window

The leaky roof or broken entrance gate discourage buyers. Sharp shoppers may use these as disadvantages and offer low prices. Invest in repairs and

facelifts before opening doors for property viewing. The returns will make it worth the effort.

A neutral mood display will allow buyers to imagine their own belongings fitting into the rooms as they move around. Consider removing very personal touches, like family photographs or granny’s blanket, beforehand. A buyer may feel like an intruder in your personal space and shy off.

Essentially, for getting your sale satisfaction, prepare for satisfying the buyer and you’ll have it right. □

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**There are times when
it is tenant's market!**

As a landlord you have often seen prospective tenants lining up and sometimes there isn't even the casual caller making an enquiry. What makes the market fluctuate so?

BUY VS RENT

For the mobile population, when the economic conditions are good they consider buying rather than renting. Buyer friendly government policies also motivate commitment to purchase.

On the other side, a dropping real estate market sees people waiting to see the 'lowest' price marker. Who doesn't like a great bargain. Meanwhile landlords benefit from the rental retention, if not a higher income.

OPTIONS GALORE

You may have been an early mover, but as projects complete or areas begin to fill up your prospective tenant sees multiple options. In this case the rental value of your property is also likely to reduce.

WHAT'S NEW?

A new development like a commercial set up, especially office space encourages people to seek residence in the vicinity. Migrant populations are secure in rental accommodation in the vicinity. Smart owners dress up their properties to attract the new residents and reap the benefits.

In conclusion, tracking rental market trends is necessary to keep the income coming. ▣



If you think branding is only for FMCGs, think again

Building a brand is next to only building profits and expanding your markets, because among other things it builds your identity and defines the service and product offerings you specialize in. It is now being realized that not just builders, developers and construction companies who need to work on their brand image, but real estate agencies need to do so too. This is even truer for India, where the industry as a whole and realtors in particular, are working towards transparency and accountability.

The comfort of familiarity

Consider this: The

newspaper this morning had a flyer with the menu of a new outlet. You pick it up, scan it and then most likely keep it aside only to pick up the phone to order from an old favorite. “Why?” I ask. The answer is likely to be “Oh, I know the food quality from this place is just about okay, but at least I know what to order. The new place, well I know nothing about it, so shall try it some other day.”

This is generally our attitude for almost everything, because the adventurous or experimental mood comes up only occasionally. And if it is a heavy task like house selling, then known established realtor is priority.

Be known

Focus on spreading your brand and farming prospects. Let your presence and services be known to prospective buyers and sellers. Get onto real estate listings in your area. As this method may cost be sure you will get returns in calls and contacts through the publicity. Send out precise focused messages not pages of text. Use response systems to use the early caller advantage and establish yourself. A great way to be known in a booming market. ▣

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First Time Buyer

Learning the lesson that tough times have taught, sellers today showcase properties that suite everyone's need. There is general optimism in the market. However, one category that is hitting the market hard and making the buzz is the "first-time buyers."

Today, the first-time buyers have become the first and beloved choice of all the sellers. They are given special importance and preference as there is assurance regarding finalizing the deal. In fact, recent research shows that it is now easier for the first-time buyers to get onto the property ladder than it has been at any time since the start of the credit crunch.

There are several reasons behind this. First and foremost is the wide flow of budget properties. By budget properties, we mean property that can be well afforded by the common man. A lot of projects in the city are being built with a view to target the common buyer. Due to this, people who could not afford buying a house before, can own and become a proud owner of one.

If we look at the prices of the properties, we see that they are more or less stable. Buyers want to make the

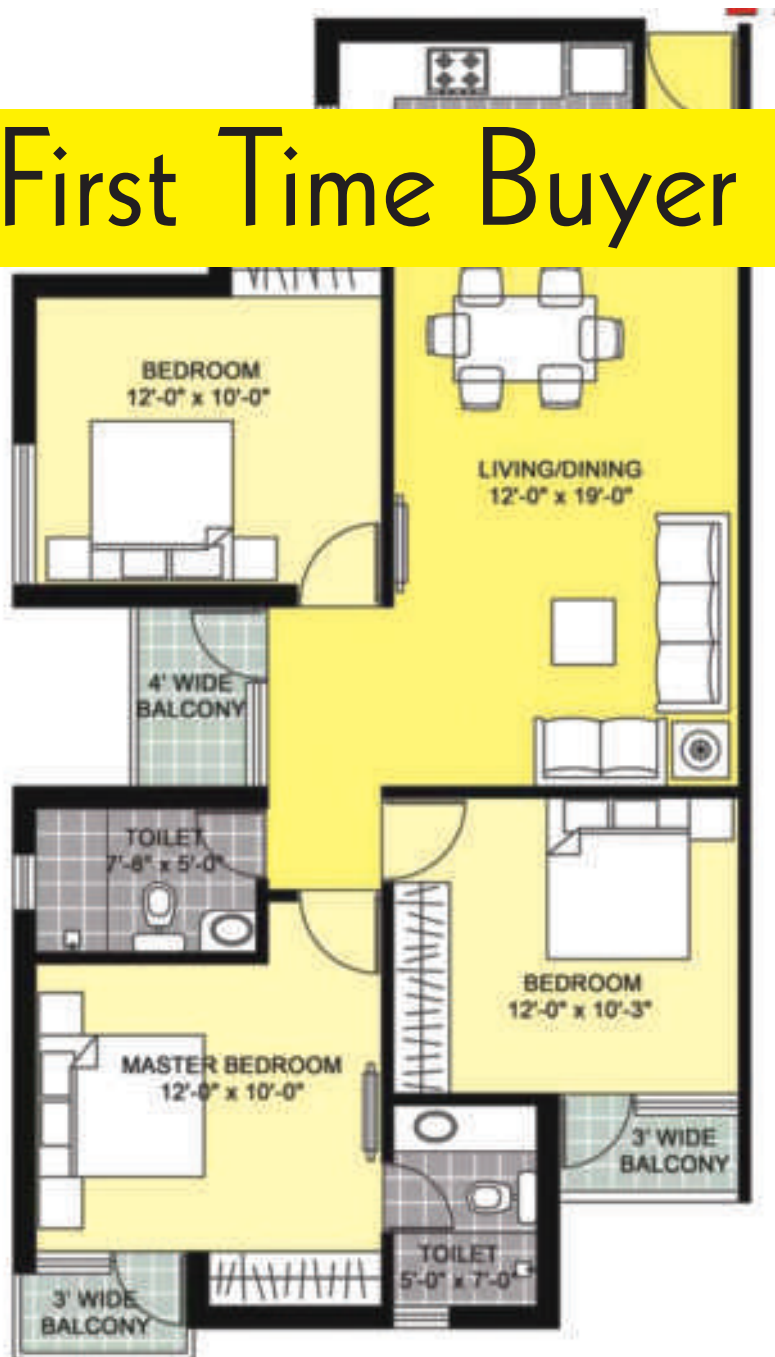
most out of this opportunity and hence are buying the house under stable prices.

Lot of salaried people find it easier to buy a house as compared to others. From the salaried sector, especially the IT sectors, lot of people are from outside Pune. Looking at the development of the city and stability in the job, people find it lucrative to invest in property in the city.

The financial policies are also in favor of the salaried people. The safety that the salaries give is unmatched with others. Hence, salaried people find

it easy to get loans and in turn buy a house. However, there is a growing argument that with housing loan rates higher, the demand might go down. The counter argument to this is that although loan rates are higher, there are quite a few financial institutions that are still offering loans at minimum possible interest rates. Also, there are several discounts and other such features that are been given with the loan making it attractive.

The first-time buyer segment largely includes those buyers who are from outside Pune. They want to be part of this fast-developing city. The sooner they become part of the development, the better. This factor has pulled a lot of first-time buyer to the city. ▣



HOW NOT TO SELL A HOME

Things not to do when selling your home

Keep off these actions or tricks to sell your home efficiently. It's easy as that.

Half truth

Be honest about any particular problem in the structure. Either get repairs done or be upfront. Having the deal fall through later, does nothing for your reputation.

Over rated

Be opportunistic, not greedy. Get an informed quote before setting your sale price with negotiation margins. Property valuation may be a good idea too.

Buyers home

Clean your house of dirt and personal effects. Let the buyer's imagination paint the picture to his tastes as he walks through.

Pets away

Keep your pets away at walk through meeting. The new buyer may not be animal friendly.

Also he is looking for a home not a pet. In case you think the garden or backyard is good enough, warn your visitors. Tell your agent to book an appointment before visiting.

Now you see me, Now you don't

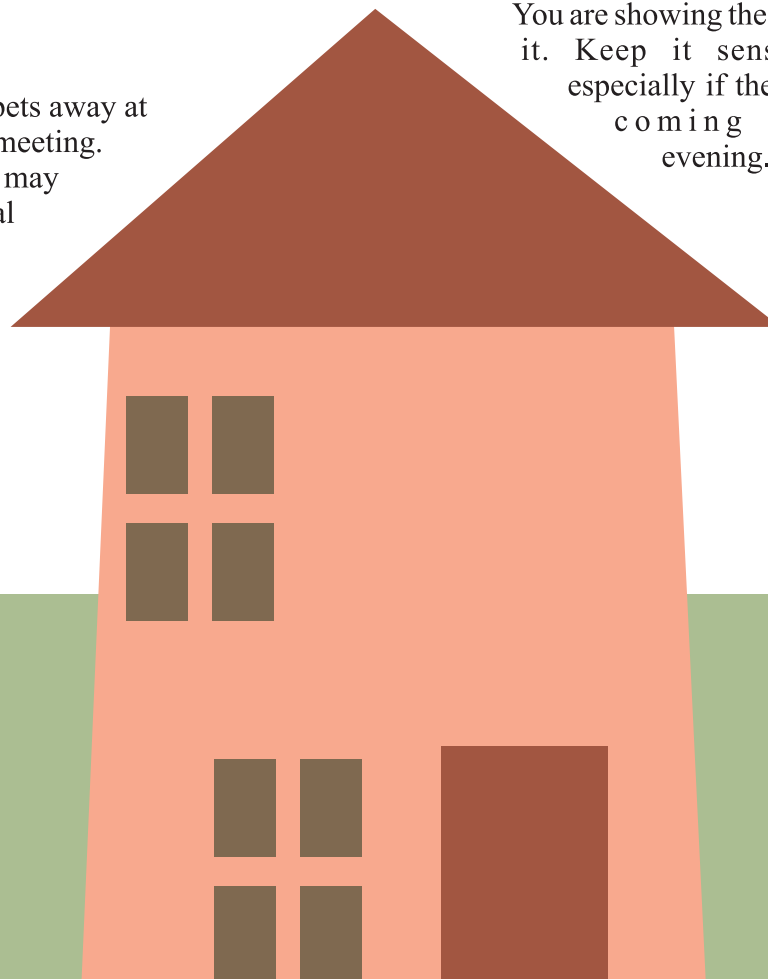
You may be living in home you are selling. The trick is to make it appear you have moved. Tidy up and put away those photos, toys, clothes and knick knacks. Discourage unexpected viewers.

Style neutral

Art deco, eclectic touches – suggest you keep them for your new home. Here let things be pleasant and neutral when you are redoing essentials for selling.

Light up

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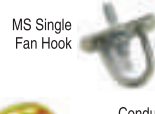
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Repairs for Investment

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In the Fix and flip business model people take the improvement project just a bit too far, resulting in a property that doesn't sell.

A bridge too far

Over improving costs, then takes additional time too. Renovating to create a luxury residence in a normal neighborhood is unlikely to bring in high spending clients.

Exploring the unknown

This business needs considerable understanding of the market. Gauging the building is also difficult. A bad assessment may see your earnings going into repairs rather than to your bank.

Taking the shortcut

The cheapest contractor may prove to be really expensive when you see the quality of work. Keep the option of termination if the progress is doubtful or unsatisfactory.

Striking out the trail

DIY enthusiasts may choose to do the project themselves. This is rarely recommended when you see the time and money involved. ▣

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Elements Of Life @ Lohegaon



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QUE 914 @ Keshav Nagar - Mundhwa



**Great things are done by a series of small things
brought together -- Van Gogh**

The most massive of rocks cannot draw the same attention or awe as a single karat white diamond. It's just that sometimes 'small' often means 'better'.

There is a life stage when we are all upgrading – better income, growing children, status building and so many more reasons. And then before you know it you are “empty nesters”! Too many empty spaces, lots of free time and possibly lesser energy, to keep up with the hard work of housekeeping. Or maybe, you want to catch up all those hobbies rather than remaining stuck in the daily grind of running a full fledged house.

If any of the above conditions applies to you, maybe you should consider downsizing! Not life or your lifestyle, just the house. As many of those who have moved around a lot will know, shifting house is an excellent way of getting rid of all that collected irrelevant stuff. Moving to a smaller house means that you will be pushed to keep only what you really require.

Small doesn't mean bare space to move around. Consider 2 bedrooms instead of the current 5. Are you really going to have so many stay over guests? Are the children coming altogether and staying for weeks? Most unlikely! In case they do borrowing that unoccupied apartment next door or even booking them into a guesthouse next door works. In waking hours the cozy living room will be the ideal family bonding space.

Besides getting rid of stuff, a compact house will keep you away from shopping sprees that don't matter. There is lesser need for doing up the interiors, again a cash saver. Maintenance overall is lesser effort and cost. That is a lot of cost cutting that you will realize with time. Also most likely you have a tidy sum leftover from the sale of the previous house. Use that money for taking off on a holiday or whatever else you have delayed.

A smaller property has more monetary value, in the sense it is easier to sell. Luxury or large houses need deep pocket buyers and that is a smaller number. A comfortable size suits a lot of people in terms of both budget and convenience.

That's a lot of big support for the idea of going small – think about it!



Real Estate Agents: The Inevitable Necessity

A 2013 Washington Post article stated, "Why do real estate agents still exist? The internet was supposed to kill real estate agents. Instead, it helped them." Although this article was published after the housing crisis in America, its statement holds true in India as well.

Today, we explore the top 5 reasons why real estate agents remain essential in the real estate market.

Definition of a Real Estate Agent

A real estate agent, by definition, is someone who facilitates the selling, renting, or management of homes, land, and buildings on behalf of their owners.

Top 5 Reasons to Hire a Real Estate Agent

1. Hire the Expert, Don't Try to Be One*: A famous anonymous quote states, "If you think hiring professionals is expensive, try hiring amateurs." Real estate agents possess extensive education and experience in their field, enabling them to help you maximize your profits.


2. Weed out the Unnecessary*: Real estate agents act as intermediaries, filtering out unsuitable buyers or sellers. If you're a buyer, your agent will protect you from unscrupulous builders' agents. If you're a seller, your agent will sift through unwanted calls and present you with genuine offers.

3. Neighborhood Know-How*: As local experts, real estate agents possess in-depth knowledge of the area, enabling them to provide valuable insights about the property, neighborhood, and surrounding community.

4. All-Inclusive Services*: Real estate agents offer comprehensive support throughout the buying or selling process, from finding the right buyer or seller to navigating complex paperwork.

5. The Personal Touch*: A reputable real estate agent provides exceptional service, one-on-one attention, and expert guidance, instilling trust and confidence in their clients. This personalized approach ensures a seamless and successful transaction.

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