

# NEWSLETTER

QUARTERLY

Partnering for the Success of Entrepreneurship

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## Perfect time for Real Estate Development

In more than six months since April 25 earthquake, Nepal has seen everyone making announcement to help rebuild the country. Nepal has gone through a lot since that devastating day. Just as it is struggling to recover from the quake, the blockade from India is holding it back for much more than anticipated. But Nepal has its way of coping with disaster. Nepalis are known as peaceful and happiest people in the world. Ignoring the ongoing crisis in the country won't make it go away, but there are opportunities and rays of hope from emerging entrepreneurs, the government's new directives on urbanization and improvements in real estate sector.

Ministry of Urban Development has recently introduced new urban planning and building construction bylaws. It endorsed Fundamental Construction Bylaws on Settlement Development, Urban Planning and Building Construction 2015 focusing on developing safer communities to deal with future disaster risks. It will significantly reduce the risk of houses collapsing into each other during earthquakes.

The government has also initiated a five-year project in support of USAID, Nepal Society of Earthquake Technology (NSET) aimed at training engineers, local

masons, carpenters and house owners to build quake-resilient houses. Under the Rs 830m project called Baliyo Ghar, a National Reconstruction Technology Center and three training centers in Dolakha, Dhading and Nuwakot will be established to train the targeted groups comprising around 300,000 people towards building a safer community to earthquake-related disasters, including building safer housing structures.

Despite fuel crisis and shortage of construction materials, there has been no decrease in building construction permit applications in Kathmandu. KMC has been receiving 20 to 25 building permit applications each day, just as in normal times. As many people have lost their homes to the quake, applications have not decreased. Another reason is the discounts by KMC on permit fees. There is 75% discount for fully destroyed houses and 25% to partially damaged ones.

It is the right opportunity for real estate sector for rebuilding the country recovering from devastation. The government should facilitate entrepreneurs for better business environment. These positive and energetic news assures development in the sector.

*Editorial Team*  
Brihat Group

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### LEADERSHIP QUOTES

You don't lead by pointing and telling people some place to go. You lead by going to that place and making a case.  
—Ken Kesey

You cannot be a leader, and ask other people to follow you, unless you know how to follow, too.  
—Sam Rayburn

To lead the people, walk behind them.  
—Lao Tzu

Leaders must be close enough to relate to others, but far enough ahead to motivate them.  
—John Maxwell

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### CORPORATE HUMOR



“I don't have time to write performance reviews, so I'll just criticize you in public from time to time.”

Wish You and Your Family Season's Greetings and A Very Happy New Year 2016






Real Estate Investment



...book talks about a couple who are in their midlife crisis and takes help from a coach and starts their journey on real estate investing.



Real Estate Marketing Agent



...go into that market with the intention of getting ALL of it. It's a powerful intention.



## Top 5 books on Real Estate Investing



### 1. Rich Dad Poor Dad - Robert Kiyosaki

In this book, Kiyosaki shares his story about his two dads, a rich dad who was a college dropout but was building his own empire and his poor dad who was highly educated but struggled financially. He writes about how he gained knowledge growing up with two fathers.

### 2. The Real estate Coach- Bradley J. Sugars

The Real Estate coach has simple and easy to understand tips and tricks about real estate investing. This book talks about a couple who are in their midlife crisis and takes help from a coach and starts their journey on real estate investing.

### 3. Success as a Real Estate Agent for Dummies- Dirl Jeller

This book shows you how to make your fortune in the real estate business. Whether you are looking to get into real estate business, or just interested in refining specific skills, this book is for you.

### 4. Rich Dad's Guide to Investing- Robert Kiyosaki

This book is entirely about how's and why's of investing. Kiyosaki talks about different types of investors, their pros and cons and which one is best suitable for each reader. The simplicity of the language and clarity of the concepts make it popular among the beginners.

### 5. How to sell a house fast in a slow real estate market- William Bronchick and Ray Cooper

This book is a perfect one for the current scenario. In this practical, easy step guide, the authors offers a proven plan and effective strategies that helps us buy and sell properties even when the market is slow.

## 10 Killer Real Estate Marketing Ideas

### 1. Pick one day each week to work ON your business and your marketing

It is best to set aside few hours in one day a week to work on improving, systemizing and implementing new strategies that can work without you. You'll be amazed at how much you'll be able to accomplish.

### 2. Focus on one target market at a time

If you can focus your attention on a Single target market, things become simpler, slower, and crystal clear. It also focuses our thinking, and allows you to concentrate on developing marketing systems that will attract a very specific segment

of the market.

### 3. Plan to dominate

You need to build such a powerful marketing system for a target market that you DOMINATE the market, getting MOST of the business in that market. Never go into a market just to get a small piece of it, go into that market with the intention of getting ALL of it. It's a powerful intention.

### 4. Quit cold prospecting and focus on getting prospects to call you.

Cold prospecting is an inefficient and limiting way to get business. It's like being on a hamster wheel that only spins when you're on the wheel running. As soon as you step off the wheel...

it stops spinning, and that's what leads to all the cycles in your income. So you need to build a FLYWHEELS that take just a little bit of effort to get started, but you can step away from them and they keep on spinning even when you're not there.

### 5. Stop settling for advertising that "pays for itself" and only do advertising that MULTIPLIES itself.

Real estate business is the Money Multiplication business. You should approach it as a business and not just a job. It's this Business-like mindset that will free you up to make real money.

(... To be continued in next issue...)



Real  
Estate  
Partnering for  
Entrepreneurship

# Promoting Entrepreneurship in Nepal

2015 has not been a normal year for Nepal. The April earthquake and current crisis have brought biggest challenges, whereas, they have also opened doors for new possibilities. By giving opportunities to new entrepreneurs to bring in innovation in the country, current situation can be resolved.

We need to self-sustain ourselves and create more employment making

mentorship; and then support on the exit process. Antarprerana focus on investing on the real-estate and infrastructure related businesses and any other businesses that has environmental and social impact.

At the initial stage, the company supports on the following stages:

- Individuals with ideas and skills

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”



Ten Finalists of Rockstart Impact 2016

Nepal a country of entrepreneurs. So Brihat Group has come up with a venture called Antarprerana Pvt. Ltd. focusing on entrepreneurship development.

Antarprerana supports entrepreneurs through investment and mentorship. The company aims on investing 100 entrepreneurs in a decade, starting from 2015. It is a pioneer company in Nepal, institutionalizing Angel Investing practice and process.

The company works on all the steps of the investment cycle, from sourcing entrepreneurs to match making with investors; management support and the

- Growth stage companies
- Companies working on change in management
- Nepali Diaspora who want to set-up business in Nepal

Antarprerana has successfully accomplished its first project with Rockstart Impact. Rockstart Impact, a Dutch company, partnered with Antarprerana for sourcing the participants (companies) for their program. Antarprerana sourced 200 companies from its network. From those 200 companies, 10 companies have been selected during a program on January 6, 2016.

ANNOUNCEMENT



**Brihat Property Solutions (BPS) is introducing an International level working modality for Real Estate Marketing Agents (REMAS) to facilitate Real Estate transactions.**

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We would be more than happy to send you our newsletter regularly and also anticipate your feedbacks to help us make our publication better. Kindly contact us to get our BI newsletter on a regular basis, if you so desire.

CORPORATE SOCIAL RESPONSIBILITY



Blood Donation Program

On the occasion of 8th BI Day, Brihat Group organized a Blood Donation Program at its office premise. Brihat office staffs, people within the Business Park and locals participated in the program.

ACTIVITIES



8th BI Day

On 23rd Aswin, 2072, Brihat Group celebrated 8th BI Day at its new office location at Kathmandu Business Park, Teku. Brihat Team celebrated the Annual Day with various programs including presentations by all the chiefs of 6 companies under its umbrella and also fun filled team activities on the latter part of the day.

Christmas in Brihat



On the early morning of Christmas Day, a Brihat Team visited BCL – Ramkot as Santa Claus himself and his helpers to surprise the residents with gifts, cakes and season’s greetings.



On the evening of Christmas Day, Brihat Team celebrated Christmas Party at the office.