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Real Estate Dons a New Look for the New Fiscal Year

The timely announcement of the budget for 2013-14 has been a big boost for the Real Estate sector. The proposed budget will facilitate cash flow and necessary resources for developmental activities within the sector. Likewise, the revised monetary policy Nepal Rastra Bank (NRB) has adopted to improve the sector is equally encouraging. According to the policy, banks and financial institutions (BFIs) are allowed to invest any proportion on land and residence within the 25 percent ceiling allocated for the Real Estate sector. This will provide much needed flexibility to both developers and investors to mobilize resources as per their requirement.

In like manner, developers have also come up with innovative products to uplift the Realty market. One such product is community rental homes in housing communities. With the launch of rental homes the sector has seen improvements in demand and transaction, especially among NRN community. The concept of community rental home has broadened the scope for developers and benefitted customers as well by providing them with the option of short-term and long-term

rental stay in individual houses and apartments. It has also given prospective buyers a chance to experience the products and services offered by developers before they decide to buy. Moreover, for developers, it's a great marketing scheme to showcase their products and services. So it's a win win concept for both.

Besides community rental homes, the sector has also experienced a rise in demand for ready to move-in products. The current market trend indicates that buyers are more comfortable spending money on properties that are in ready to move-in condition rather than on to-be -built ones. Hence, moving forward, it is prudent developers take into account this aspect of the customer mentality and develop their projects accordingly.

Overall, the country's Real Estate scenario is heading towards a positive direction. With continual support from the government and construction of innovative customer oriented products, there's no doubt Real Estate sector will achieve new heights in the coming fiscal year and beyond. ■

Editorial Team

LEADERSHIP QUOTES

1. Before you are a leader, success is all about growing yourself. When you become a leader, success is all about growing others.
- Jack Welch
2. A leader is one who knows the way, goes the way, and shows the way.
- John Maxwell
3. Leadership is lifting a person's vision to high sights, the raising of a person's performance to a higher standard, the building of a personality beyond its normal limitations.
- Peter Drucker
4. I start with the premise that the function of leadership is to produce more leaders, not more followers.
- Ralph Nader

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CORPORATE HUMOR



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Real
Estate
Investment



**Buying
Real estate can
also act as a
hedge against
inflation while
also generating a
monthly income
stream.**



Real Estate Investment for Retirees, a Good Idea!!!

If you are anywhere near retiring or are already retired for that matter, you need a solid source of income to depend on. The provident fund or personal savings most of the retirees depend on is not anywhere near enough to retire comfortably. The poor economic condition of the country and the ever rising inflation rates is not helping the cause either. Buying real estate as a retirement investment is therefore a good idea. But before you jump into a decision you need to ask yourself a few simple questions.

- Is the investment assured to retain its value?
- Is there a possibility that the property will appreciate in value?
- Will it provide a reliable source of income?
- Is it a good hedge against inflation?

After witnessing real estate values take a nose dive in the past 3 years, many people are skeptical, they're not sure buying real estate is safe. However, with the property price expected to remain constant in new fiscal year investors can rest assured that their Real Estate investment will retain its value. Moreover, investing experts also agree buying real estate now is the best time and investors can be confident of its appreciation. With relatively low purchase prices combined with low



mortgage rates and increasing trend in rentals, investors can also be sure of a reliable income source.

In addition, buying Real estate can also act as a hedge against inflation while also generating a monthly income stream. While real estate may not be as liquid of an asset as cash itself, you can always sell Real Estate in case you need liquidity, how fast will depend on if you want retail or wholesale value. ■



Real
Estate
Marketing
Agent



**If a buyer won't
get out of their
agent's car
because they
don't like the
exterior of your
home, you'll
never get them
inside.**



Continued from last issue....

How to Prepare Your House for Sale

6. Make Minor Repairs

- Replace cracked floor or counter tiles
- Patch holes in walls
- Fix doors that don't close properly and kitchen drawers that jam
- Replace burned-out light bulbs
- Consider painting your walls neutral colors

7. Make the House Sparkle!

- Clean out cobwebs, interior and wash exterior, and windows inside and out.
- Vacuum daily and Wax floors.
- Clean all the furniture and give feel that the buyer can sit on it
- Re-caulk tubs, showers and sinks.
- Polish chrome faucets and mirrors.
- Clean out the refrigerator and other appliances.
- Clean and air out any musty smelling areas. Refresh whole house with light smell refresher

8. Inspect

- Go outside and open your front door. Stand there. Feel yourself that does the house welcome you?
- Linger in the doorway of every single room and imagine how your house will look to a buyer.
- Examine carefully how furniture is arranged and

move pieces around until it makes sense.

- Make sure window coverings hang level.
- Tune in to the room's statement and its emotional pull. Does it have impact and interest?
- Make feel that somebody lives in the house and give warm and positive feeling in the house.

9. Check Curb Appeal.

If a buyer won't get out of their agent's car because they don't like the exterior of your home, you'll never get them inside.

- Keep the sidewalks cleared.
- Mow the lawn.
- Paint faded window trim.
- Plant yellow flowers (Marigolds flower) or group flower pots together. Yellow evokes a buying emotion
- Trim your bushes.
- Make sure visitors can clearly read your house number. ■





Real
Estate
Partnering for
Entrepreneurship



From Land consultation to design, construction, valuation, model-making and interior services, Brihat Developers and Builders is the one stop solution for all your Real Estate needs.



Brihat Developers And Builders:

The Solution for All your Real Estate Needs

With a vision to expand its area of works in different service sectors, Brihat Developers and Builders, is one of the wing that is formed under the umbrella of Brihat Group. Promoting the concept "Partnering for the success of Entrepreneurship", Brihat Group has already cocooned various entrepreneurs related to Real Estate in the field of Carpentry, Aluminum works, Design and Interior works etc.

Moving ahead to deliver quality service in the construction sector the company deals in a broad spectrum of services. From land consultation to design, construction, valuation, model-making and interior services, Brihat Developers and Builders is the one stop solution for all your Real Estate needs.



With a portfolio of various successful Design and Interior projects, its next feat is towards Construction. Apart from its very own project, Brihat Community Living- Ramkot, it is also developing other projects for various clientele.

The company started out with building two residential projects in a prime location at Sanepa, which is now in near completion stage including the total design and Construction package.



It has recently undertaken a housing project at Maitidevi for Anandbhumi Research and Foundation Centre Pvt. Ltd. where its construction crew is marching in full swing. It has designed and developed the project.

An office complex for Women's Cooperative at Kuleswor has also been initiated by the company's enthusiastic construction team. The mobilization works have already taken off for the project.

Apart from new construction works, the company is also doing some extension and renovation projects at various locations in Kathmandu. ■



ANNOUNCEMENT



Brihat Community Living at Ramkot is happy to announce the commencement of Shuttle service to and from Ramkot and Sitapaila Chowk. We would also like to inform that Micro bus has also started their service to and from Ramkot and Rani Pokhari.



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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



Felicitation Ceremony for DSP Dayanidhi Gyawali at Hotel Bajra (August 2nd, 2013)

Brihat Group supported the felicitation ceremony of newly appointed DSP Mr. Dayanidhi Gyawali, of Metropolitan Police Circle, Swayambhu, Kathmandu, where Mr. Sharada Bhakta Ranjit, Investment Coordinator of Brihat Group was the chief guest. The program was organized by Forum of Community & Community Police Service. ■

Power Sales Training at Brihat Group

The core sales team of Brihat Group were selected for 8 days (July 11- 18, 2013) residential sales training. The training was held in Brihat Group office premises. The main purpose of the training was to enhance the capacity of the sales team to meet the needs of todays Real Estate market. The training was provided by Sales Expert Mr. Om Rajbhandary. ■

