NATIONAL ASSOCIATION OF REALTORS – INDIA

CONFEDERATION OF REAL ESTATE ASSOCIATES INDIA
CREA(I) Approved





CREA(I) NEWS LETTER

JANUARY 2025 ISSUE







CREA(I) CONNECT

Create, Connect, Collaborate

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PRADEEP JOE

Chairman Emeritus – CREA (I)



DEAR MEMBERS OF CREA(I),

The journey of CREA (I) has been nothing short of a passionate odyssey, one that resonates like an evocative montage from a masterpiece. As we reflect upon this remarkable journey, it's only befitting to fast forward from where it all began.

From its inception, CREA (I) envisioned a singular mission: to stand as a steadfast ally dedicated exclusively to realtors. It aspired to empower every realtor to conduct their business with pride and integrity. Guided by unwavering principles, CREA (I) has remained committed to safeguarding the interests of realtors, fostering an environment of trust and professionalism.

This esteemed association has cultivated a cadre of exceptional realtors who have seamlessly collaborated with developers, achieving unparalleled success and elevating industry standards.

At CREA (I), our commitment to transparency and accountability forms the bedrock of our ethos. Through these values, the association has grown into the largest and most influential network in the country. As this journey continues, we aspire to scale even greater heights, refining our efforts to set new benchmarks of excellence.

Here's to the continued growth of CREA (I) a beacon of opportunity and collaboration. Together, as realtors and partners to developers, we stride forward holding hands towards a brighter and more prosperous future.



In today's information age, the role of a realtor extends far beyond mere transactions. They are trusted advisors who guide clients through the often convoluted process of buying, selling, or renting properties. Think of them as the real estate version of a life coach—minus the motivational quotes and yoga mats :)

Whether it's a young family searching for a home near good schools or an investor hunting for the next big opportunity, realtors listen intently to their clients' needs. This personalized approach builds trust and fosters long-term relationships. As one realtor humorously quipped, "I can sell ice to an Eskimo, but I'd rather help a family find their dream home!"





"Bangalore traffic"?

Navigating the real estate transaction process can feel like solving a Rubik's Cube blindfolded. Luckily, realtors simplify this journey by managing various aspects, including property listings, negotiations, and the mountain of paperwork that comes with it. Their expertise ensures transactions are smooth and compliant with legal requirements—and if there's one thing Namma Bengalurueans love, it's avoiding legal headaches! Realtors also leverage technology to enhance their services. With virtual tours, online listings, and data analytics, the way properties are marketed and sold has transformed dramatically. CREA (I) encourages its members to embrace innovative tools that improve efficiency and outreach, because who wouldn't want to sell a house faster than you can say "Bangalore traffic"?

The Vital Role of Realtors in Bangalore's Real Estate Landscape

As the Chairman and President of CREA (I), the Realtor Association of Bangalore, I am excited to shed light on the indispensable role that realtors play in our vibrant real estate market. Bangalore, often dubbed the Silicon Valley of India, is a city that never sleeps—and neither do our realtors! With rapid growth and transformation, they are the unsung heroes navigating this bustling sector, serving as intermediaries, market analysts, and community builders.

Bangalore's real estate market is akin to a rollercoaster ride—thrilling, unpredictable, and full of surprises! With a booming IT sector, a youthful population, and a constant influx of urban migrants, the demand for both residential and commercial properties is on an upward trajectory. Realtors are essential in this chaotic environment, acting as the GPS that helps clients find their way through the maze of options. "Real estate is not just about properties; it's about people," as I keep saying. And it's true that understanding market trends is crucial. With property prices that can change faster than a traffic light in Bangalore, our realtors are constantly updating their knowledge to provide accurate and timely advice.



In a growing sector like real estate, the importance of ethical practices cannot be overstated. CREA (I) is dedicated to promoting integrity and transparency. Realtors are encouraged to adhere to a strict code of ethics—because, let's face it, nobody wants to be that agent who's more slippery than a banana peel! This commitment to ethical practices not only protects consumers but also enhances the profession's reputation. By fostering a culture of accountability, realtors contribute to a more trustworthy real estate market in Bangalore, where clients can feel confident that they are in good hands.

Realtors are not just about closing deals; they are also integral to community development. By understanding the neighborhoods they serve, realtors provide valuable insights into local amenities, schools, and cultural hotspots. This knowledge is crucial for clients looking to find a home that aligns with their lifestyle. Additionally, many realtors engage in community initiatives, supporting local charities and participating in development projects. After all, as one realtor joked, "You can't sell homes without knowing where to find the nearest pizza joint."

While Bangalore's real estate market is thriving, it's not without its challenges. Regulatory hurdles, fluctuating interest rates, and economic uncertainties can throw a wrench in the works. Realtors play a crucial role in addressing these challenges by providing clients with up-to-date information and strategic advice.

CREA (I) actively engages with policymakers to advocate favorable regulations that benefit both consumers and realtors. We believe that by fostering dialogue between industry and government, we can create a more conducive environment for real estate development. As we say at CREA (I) and NAR India, "We're not just realtors; we're the unofficial city planners."

Looking ahead, the role of realtors will only continue to evolve. With technology advancing at breakneck speed, changing consumer preferences, and the growing importance of sustainability, realtors must adapt to stay relevant. CREA (I) is committed to providing ongoing education and resources to help our members navigate these changes— because who doesn't want to be the trendiest realtor on the block?

The decade ahead belongs to India and the India Growth Story will be propelled ahead with coinciding growth in Real Estate and Infrastructure Industry. Organizations like NAR India at the national level and CREA (I) at the city level in Bangalore will play a paramount role in Industry's growth but it is the organized Realtor who is a member of these associations that will write the history of this golden era in Real Estate.

EDITORS NOTE



Jagdish Nagbushan

From the Editors desk

It is with immense pride and pleasure that we unveil the inaugural edition of our newsletter, a curated compilation of insightful articles under the aegis of CREA (I) – Confederation of Real Estate Associates of India. This endeavor reflects the collective dedication of members of CREA (I). It is an honor to be part of CREA (I), an organization that thrives on collaboration and high-quality support, empowering REALTORS to achieve excellence in knowledge-sharing.

High-calibre research is shaping robust theories that seamlessly translate into real-world applications within the dynamic realm of real estate.

CREA (I) provides a vibrant platform for REALTORS across diverse disciplines to cultivate and disseminate knowledge that has practical relevance in the industry.Our mission is to foster a multidisciplinary exchange of ideas within the expansive real estate landscape. We are proud to present the newsletter for publishing innovative, empirical, and conceptual articles, driven by inclusivity and embracing a broad spectrum of methodological approaches and intellectual paradigms.

I extend my deepest gratitude to all the authors whose contributions have brought this maiden edition to fruition. The articles featured in this edition underwent meticulous review by our internal committee, with valuable feedback from experts, ensuring their relevance and quality.

I would like to specially acknowledge the unwavering commitment of Ms. Disha Mohan and our creative partner - Vision Impact for their tireless efforts in bringing this initiative to life. My heartfelt appreciation also goes out to our Chairman Emeritus, Mr. Pradeep Joe, for his steadfast support, and to our Chairman and President, Mr. Samir Arora, for his inspiring guidance and motivation.

This newsletter aspires to serve not only CREA (I) members but also a wider audience, fostering a deeper understanding of contemporary issues in real estate. We trust that readers will find the articles featured herein both engaging and intellectually stimulating, offering diverse perspectives that enrich their professional outlook.

The launch of this newsletter marks a significant milestone for CREA (I), embodying our vision to champion knowledge-sharing and innovation in the real estate sector. This edition serves as a testament to the collaborative spirit and intellectual Vigor of our community. We hope this initiative inspires dialogue, sparks curiosity, and builds bridges across disciplines, ultimately advancing the profession.

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Investment in Real Estate:

Residential vs Commercial vs Farmlands

Investing in real estate has long been recognized as a significant and strategic financial approach, with each segment—residential, commercial, and farmland—offering unique benefits and challenges. Understanding these aspects can help investors make informed decisions tailored to their financial goals and risk appetites.

Residential Real Estate: Accessibility and Returns

Residential real estate (RRE) involves purchasing properties intended for living. This category includes single-family homes, multi-family units, and rental apartments. One of the key advantages of investing in RRE is the ability to own physical assets, which can be particularly appealing when shared with family members as co-investors. Investors can build, rent, or sublet properties, often for lease periods extending five years or more.

The RRE market is generally more accessible compared to commercial real estate (CRE), making it a favorable choice for those looking to enter the property investment sphere with less initial capital. Residential properties typically offer better returns relative to the investment required, and investing in RRE for shorter periods can still yield substantial benefits.

However, RRE investments are not without their drawbacks. Finding reliable tenants can be uncertain, and shorter rental agreements may impact the overall profitability. These factors can make RRE less lucrative in comparison to other property types, particularly when considering the continuous effort required for tenant management and property maintenance. Moreover the rental yield with the current capital values are not exiting enough



Amit Porwal

General Secretary – CREA (I)

Commercial Real Estate: Steady Income and Long-Term Investment:

Commercial real estate (CRE) encompasses properties used for business purposes, including offices, retail spaces, industrial properties, and multi-use spaces. CRE offers the potential for steady passive income through long-term leases and more substantial rent agreements. Investors often benefit from the stability of long-standing lease terms and a generally higher return on investment over time.

The initial investment required for CRE is typically higher, but it provides opportunities for steady cash flow and the support of property investment firms to navigate legal complexities.

Additionally, the rise of Real Estate Investment Trusts (REITs) and fractional ownership has made CRE more accessible to retail investors. Investment in CRE is usually a long-term commitment, often spanning five years or more, and tends to offer steadier rents and reliable tenants.

Nevertheless, CRE investments come with risks. The market's volatility, influenced by economic fluctuations, can impact property values and rental income. This volatility necessitates careful consideration and risk management, as commercial property values can fluctuate with the broader economy.

Farmland investment, also known as agro-realty, presents a unique and compelling opportunity in the real estate sector. Investing in agricultural land not only provides a safe option for parking funds but also offers higher returns compared to many other investments. Farmland investments attract capital, stimulate rural economies, and catalyze essential infrastructure development in rural areas.

The advantages of farmland investment include its ability to diversify an investment portfolio and its stability as an asset class. Agricultural land does not depreciate over time like urban properties, and its value can rise significantly, especially in emerging areas with planned infrastructure projects. For example, the rise in land prices around the Sarjapur Village in Bangalore illustrates how strategic farmland investments can yield substantial returns.

Government compensation for rural land acquisition is often higher than for urban land, and state governments are implementing land pooling policies that guarantee regular returns. Farmland investments also offer flexibility for future use within legal boundaries and avoid the maintenance costs associated with built properties. Moreover, investing in Agriculture Lands in Rural Areas do not attract capital gains at the time of sale.

Conclusion:

While residential and commercial real estate offer distinct advantages and opportunities, farmland investment stands out as a particularly promising option. The stability, long-term return potential, and economic impact of agricultural land investments make them a compelling choice for investors seeking to enhance their portfolios. By attracting capital, fostering infrastructure development, and providing diversification benefits, farmland investments have the potential to unlock significant economic potential and drive sustainable growth. For those considering various real estate investment avenues, farmland presents a strategic and advantageous choice for future prosperity.

THE RISE OF CREA (I): A JOURNEY OF UNITY & GROWTH

As one of the founding members, I am delighted to share a brief journey of the Confederation of Real Estate Associates (India). It all began on July 23, 2009, when eight of us, including Mr. Pradeep Joe, convened at Cafe Coffee Day Square on Vittal Mallya Road, Bangalore. Our discussion revolved around establishing an association that could serve as a credible and unified voice for real estate consultants in Bangalore. This vision materialized into the Confederation of Real Estate ociates (India).

The association was formally registered with the Registrar of Societies in Bangalore on July 26, 2010, with nine members signing the necessary documents. The journey was not without challenges, as we worked tirelessly to grow the association. Prospective members had numerous questions about its purpose and the value it could provide. Despite this, our commitment to the organization's growth and members' interests never wavered. For years, we met twice a month, focusing on building a robust foundation.

One of our hallmark initiatives, "Know Your Developer" (KYD), has been a resounding success. This program brought us together with reputed developers such as Brigade Group, Puravankara, Vaishnavi, Nitesh Estates, RMZ Group, Mantri Group, Total Environment, Reliable Developers, Habitat Ventures, Sterling, Sumadhura, Phoenix, Adarsh Group, Mana Projects, Elegance Infra, and many others. The impact of KYD significantly enhanced our visibility, and as word spread, our membership grew exponentially. By 2022, we had become the largest city-based association in the country.

Even the challenges of the COVID-19 pandemic in 2019 couldn't derail our momentum. Today, we proudly stand with over 300 professional associates in Bangalore. A landmark achievement in our history was signing a historic bilateral cooperation agreement with CREDAI on May 15, 2012—a true feather in our cap. We also partnered with the National Association of Realtors (NAR) India, providing our members with nationwide connections and access to invaluable resources.

Our collaboration reached its zenith in August 2022 when we hosted NAR India's annual convention at the iconic Palace Grounds in Bangalore. This event was hailed as one of the finest in the organization's history.

Our sub committees, including Membership, Events, Training and Education, Website, social media & Technology, CSR, Grievance, and a dedicated RERA Karnataka liaison, have been instrumental in shaping CREA (I) into what it is today. Each sub committee has worked relentlessly to ensure the growth and professionalism of our members.

Looking to the future, we have ambitious plans to further empower our members, enhancing their professional capabilities and enabling them to navigate their businesses with greater expertise. A significant milestone is on the horizon: in January 2025, we will inaugurate our very own office soon at Barton Centre on MG Road, Bangalore. This achievement symbolizes years of dedication and prudent financial management, which allowed us to acquire this property in 2024. We invite all members to join us in celebrating this joyous occasion.

On a personal note, I take pride in my contributions to the association, particularly in ensuring sound financial management, which was pivotal in acquiring our new office. Over the years, I have also actively participated in various sub committees, including Membership and Events, and continue to oversee financial operations. I am now looking forward to collaborating with RERA Karnataka on initiatives that promise mutual benefits for both the regulatory body and real estate consultants. Wishing everyone a happy and prosperous 2025. Let's continue to build on our successes and create new milestones together.



RP Agarwal
Vice Chairman – CREA (I)

India's Growth Potential: A Paradigm Shift to 2050

India's real estate sectorhas shown remarkable growth in recent years and is poised for unprecedentedexpansion by 2050. With the nation'seconomy expected to grow to an astonishing $40 trillion GDP by 2047, the real estate sector will play a pivotal role in shaping India's future economic landscape.

Real Estate's Share in the Economy Currently, real estate contributes approximately $350 billion, or about 10% of India's GDP. This percentage is expected to increase significantly in the coming years. According to a recent report by CREDAI (Confederation of Real Estate Developers' Associations of India), real estate's share is set to exceed 13% of GDP soon and is also projected to become the highest employment provider in the country. Government reports suggest that the sector's share could soar to around 20% by the time India becomes a $5 trillion economy by the end of 2025.

Growth Projections by 2050

By 2050, India's GDP is projected to reach $40 trillion. Given real estate's expected share of 15-20% of the GDP, the sector could account for between $6 and $8 trillion.This staggering growth indicates a 20-fold increase, or 2000%, in the sector's size over the next quarter of a century, compared to its current size.

Impact on Allied Industries Real estate growth has a multiplier effect on over 400 allied industries, including tiles, wires, electronics, cement, steel, and furniture. When real estate flourishes, it drives growth across a significant portionof the economy—about 56% of the GDP is influenced by the real estate sector. The robust health of this industry is crucial for the overall growth and prosperity of the country.

Real Estate:An Asset Class with Strong ROI

Real estate is unique in that it serves as a basic need while also being a valuable asset class. It is one of the safest investments available, offering steadyreturns in the form of capitalappreciation. Rental returns can also be lucrative, providing a consistent source of income for investors.

Seizing Opportunities

As the real estate sector prepares for this exponential growth, it presents golden opportunities for those willing to invest. Creating significant wealth over the next 25 years, the industry offers potential for both individuals and businesses to benefit from this economic boom. In summary,the Indian real estate sector's growth trajectory is set to transformthe country's economic landscapeby 2050. By contributing significantly to the GDPand boosting employment considering the Real Estate sector employs close to 70 Million people, the sector will be a cornerstone of India's journey towards becoming a global economicpowerhouse. Investors and Entrepreneurs who seize the opportunities presented by this sector will have the chance toparticipate in the creation of enormous wealth and contribute to India'sbright future.

THE BIGGER PICTURE

-INDIA GROWTH PROSPECTS BY 2050



Jagdish Nagbushan
Vice President, CREA (I)
Head Training & Education

As we look toward the future, India stands on the cusp of an extraordinary economic transformation. By 2047, the nation's economy is projected to soar to an astounding $40 trillion in GDP, marking a momentous milestone in our collective journey.

For us, as REALTORS, this represents not just a statistic but a profound opportunity—a chance to redefine our aspirations, amplify our growth, and position ourselves at the forefront of this economic revolution. Each one of us holds a stake in this promising future, where our contributions can lead to exponential success and unparalleled prosperity.

The horizon ahead is rich with possibilities. Let us seize this moment, align our visions, and work together to harness the vast potential that lies before us.



The Power of Networking for Personal and Professional Growth

From my early days in school and college through my corporate career and now as a business professional, one fundamental truth has stood out: networking is a cornerstone of growth. It is not just about exchanging business cards or making superficial connections; it is about building long-term, meaningful relationships that create mutual value.



What is Networking?

Networking is the art and science of connecting with people to establish trust, exchange ideas, and foster collaboration. At its core, it is about building relationships that stand the test of time and provide a foundation for mutual growth. These connections often open doors to new opportunities, ideas, and partnerships, making networking an invaluable skill in any field.

My Journey in Networking

After transitioning from a corporate career into business, I embraced networking as a critical tool for success. Joining CREA (I) marked a turning point in my journey. CREA (I) has not only provided a platform to connect with other real estate professionals but has also been instrumental in refining my networking skills. Over the past decade, my participation in CREA (I) has significantly deepened my understanding of real estate networking and its potential.

In the last five years, through concerted efforts to foster stronger connections among members, our association's membership has doubled. This growth is a testament to the power of effective networking and its ability to create trust and collaboration among professionals. Notably, the majority of our business over the last three years has come through referrals from our association's trusted partners, underscoring the practical benefits of networking.

The Role of Networking in Real Estate

In the real estate industry, networking plays a pivotal role. Real estate is fundamentally a people-driven business, where trust, credibility, and relationships are paramount. Here's how networking can drive personal and professional growth in this field:

1. Building Trust and Credibility: Networking helps establish trust among peers, clients, and partners. A strong network built on credibility often leads to repeat business and referrals.
2. Expanding Knowledge: Engaging with other professionals provides insights into market trends, innovative strategies, and industry best practices. This shared knowledge helps you stay ahead in a competitive industry.
3. Generating Leads and Opportunities: A robust network increases the chances of discovering potential clients, partners, or deals. Referrals and recommendations from your network often lead to high-quality leads.
4. Enhancing Visibility and Reputation: Active participation in networking events and associations boosts your presence in the industry. Being seen as a connected and resourceful professional enhances your reputation.
5. Collaborative Success: Networking fosters collaborations, such as joint ventures or partnerships, which can lead to larger and more lucrative projects.

CM JAGDISH CHABRIA

Vice President - CREA (I)



THE BENEFITS OF NETWORKING FOR PERSONAL GROWTH

Networking doesn't just help your business—it also fosters personal development. Through networking, you gain confidence in communication, learn from others' experiences, and develop interpersonal skills that are valuable in all aspects of life. It encourages you to step out of your comfort zone and continuously expand your horizons.

Networking is not a one-time effort; it is an ongoing process of building and nurturing relationships. For those in the real estate industry, it is both a tool for success and a path to sustained growth. As Vice President of CREA (I), I have witnessed firsthand how networking transforms careers and businesses, and I remain committed to fostering a culture of collaboration and trust within our community.



From sustainable living to rise, the year 2024 and trends for 2025 in real-estate



Aljo Thoppil
Treasurer – CREA(I)

The real-estate sector, a cornerstone of India's economy, experienced a remarkable transformation in 2024. The market, projected to reach a size of $1 trillion by 2030 and contribute 13% to India's GDP by 2025, has been shaped by shifts in luxury housing, suburban living, and emerging technologies.

Luxury flourishes

India's luxury housing market witnessed a significant boom owing to high-net-worth individuals seeking abodes that align with their lifestyles. Advance security systems, home automation and bespoke designs alongside demands like private pools and concierge services have become essentials for the luxury housing market. In response, developers focused on superior craftsmanship, prime locations, and sustainability to attract this luxury market, which also values long-term investment potential.

Suburban living

Telecommuting, a necessity in the pandemic times has carried over and has fuelled movement toward suburban living. Homebuyers now prefer larger, more affordable homes in less crowded areas. Improved infrastructure and transportation facilities have enabled this trend and the Indian real estate market in 2024 experienced strong growth in residential and commercial property demand. The market is rebounding from the effects of the pandemic, which initially led to a decrease in housing prices but has now resulted in a surge in key cities such as Mumbai, Pune, and Bengaluru, indicating a robust trend.

The market for homes priced above Rs 5 million has seen robust demand, with unsold inventory levels dropping by 8% and 6% year-on-year in the first quarter of 2024. This decline in inventory indicates a healthy market and a rise in suburban residential activity. Reports from early 2024 highlight steady growth in India's real estate sector, with residential sales up 11% year-over-year, particularly in the mid and premium segments. Notable increases were seen in Hyderabad (21%), Kolkata (25%), and Ahmedabad (17%). Property prices rose in major cities, with Bengaluru up 9% and Mumbai, Pune, and NCR rising by 4%. Inventory levels improved as the quarters-to-sell dropped from 9.5 in early 2021 to 5.9 in 2024. Infrastructure improvements and demand in suburban areas have also fuelled this positive trend.

In the first nine months of 2024, housing sales across the top seven cities were at a peak with close to 2.30 lakh homes across the top seven cities worth 3.8 lakh crore sold during this period. Delhi NCR led in terms of sales value and the area sold indicating a higher demand for larger and premium in the region. In terms of homes sold, Mumbai is followed by Delhi NCR while Bengaluru stood second in terms of area sold.

Growth in tier 2 and tier 3 cities

Tier 2 and tier 3 cities saw increased interest from homebuyers and investors, thanks to the success of government initiatives like the Smart Cities Mission and the AMRUT Yojana. These programmes have significantly improved infrastructure in these regions, creating job opportunities and attracting industries and foreign corporations.

The government continues prioritising affordable housing, with programmes like the Pradhan Mantri Awas Yojana (PMAY) providing a significant boost. Due to rising property prices, affordable housing is becoming increasingly important, especially for low and middle-income groups. This focus on affordable housing is expected to drive growth in this sector well into 2025.



Tech-transformation

Technology continues to revolutionise the real estate landscape. IoT-enabled smart homes are now mainstream, offering automation for energy efficiency, security, and convenience. The virtual tour will redefine property marketing, bringing immersive experiences to remote buyers. Blockchain technology will streamline transactions, enhance transparency, and reduce fraud. Advancements in Protech will facilitate digital payments, AI-driven property insights, and fast documentation in the home-buying journey. These technologies will not only increase operational efficiency for developers but will also cater to the evolving expectations of tech-savvy consumers



Rise of sustainable living

Sustainable living is becoming increasingly popular, and the demand for green and energy-efficient buildings is rising. Many developments will adopt sustainable construction practices to align with global environmental, social, and governance standards. This shift is driven by a growing demand for eco-friendly homes from buyers and regulatory incentives for sustainable urban development. Common features expected in these buildings include solar energy systems, rainwater harvesting, waste management solutions, and certifications like LEED or IGBC. This trend helps reduce environmental impact and lowers long-term utility costs for homeowners.

Looking ahead

Real estate, India's second largest employment generator, continues to attract investment from non-resident Indians (NRIs). As part of the government's Viksit Bharat vision, the sector is projected to expand to $5.8 trillion by 2047, contributing 15.5% to the country's GDP.

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Moving from the corporate world to the real estate domain can be a thrilling and challenging journey. Here are some potential aspects of this transition

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Ø Strategic planning
Ø Team management
Ø Financial analysis
Ø Communication
Ø Problem-solving

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Ø Shift from a fixed salary to commission-based income
Ø Transition from a structured corporate environment to a more entrepreneurial setting
Ø Need to develop expertise in local market trends, regulations, and laws
Ø Building relationships with clients, agents, and other stakeholders
Ø Adapting to a fast-paced, often unpredictable market

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Ø Invest time in learning about the local real estate market, laws, and regulations
Ø Develop a strong network of contacts, including agents, brokers, and industry experts
Ø Focus on building a personal brand and establishing a strong online presence
Ø Stay up-to-date with market trends, technologies, and best practices
Ø Be prepared to work independently and make decisions quickly

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Amit Bannerjee

CREA (I) Sub Committee

WHOSE LAND IS IT ANYWAY???

Go back in history starting from Ramayana, Mahabharata, the world wars and then come down to the present-day situation of Israel-Palestine conflict, The Russia- Ukraine war or for that matter, even our own, day to day political wars, all of them have one thing in common, they are all "Land Wars".

Only 30% of the world is surface area and the rest is under water. India has 33 million sq kms of land in which our area of operations – 'Bangalore" is just 745 sq kms. If you add Bangalore Rural to this area, it will add up to 1500 sq kms only. All known land transactions have to happen within this limited area and resources and that is why the competition and intensity is so high in this segment.

Land – The only commodity that cannot be manufactured and the most emotive subject in today's world, gives rise to humongous emotions and identity especially in India. If you compare India with USA today, you will easily realize why the why the USA is a superpower as on date. The United States has 4 times the land mass as India while having just 33 crore people, which roughly translates into 1/3rd of India's population. The balance between land mass and human resources in the United States is perfect. This is the same reason why a plot of 1200 sft is worth fighting for in India as a large percentage of the existing 1.50 billion people are aspiring to have their own homes at some point in time.

Coming to Bangalore, the city is the largest end user market in the country accounting to roughly 130 billion worth of Business done annually with a 10% growth year on year. Bangalore also accounts for 19% of the country's real estate market transactions.



Land transactions in Bangalore – the most complex type of transactions is dealing with land in Bangalore. There are too many stakeholders involved in each and every transaction starting from farmers, bureaucrats, developers and even politicians with each one eyeing a stake in the profits. Added to this are the stringent regulations and bye laws and expectations of the involved parties that have to be met. In short, closing a good land deal has become nothing short of a miracle and in a great year filled with the right timing and luck, one might close a deal or two in this segment.

Land transactions are of various categories which can roughly be divided into these common types, Outright sale, Joint developments, Joint ventures, built to suit, warehousing, industrial lands, farmlands and so on...

Having said that if a person is willing to run the long mile and stick on to this segment for a decade or more and keep fighting against all odds, success is bound to come. One needs to have tremendous patience and passion to learn about all aspects of land transactions and finally go on to become a super specialist at doing only such transactions. More importantly, you will be required to identify the right team or person to collaborate with as your time and effort will not be wasted with the right collaborative partners, else you will spend months on the road with absolutely no income in sight. Finally, I always say, in land transactions there are only two outcomes – You either earn money or learn a lesson.

Ashwin Gurusrikar
Joint Secretary



OVER THE TOP

HOW CHANNEL PARTNERS CAN STAY AHEAD IN 2025: A GUIDE TO BEING THE FIRST CHOICE FOR HOMEBUYERS

The real estate market is evolving at lightning speed, and 2025 promises to be no different. Technology, customer preferences, and market trends are transforming the way homes are bought and sold. For channel partners (real estate brokers), staying ahead of the curve requires not just adapting to these changes but embracing them fully.

If you want to be the go-to channel partner for homebuyers, it's time to rethink how you operate, interact with customers, and use technology. Here's a simple guide to help you navigate 2025 and beyond.

1. Embrace Technology as Your Best Friend

The days of relying solely on word-of-mouth or old-fashioned listings are over. Today's homebuyers are tech-savvy, and you need to match their expectations.

· Invest in CRM Tools: A Customer Relationship Management (CRM) system helps you organize leads, track follow-ups, and provide personalized service. Platforms like Salesforce, HubSpot, or even real estate-specific CRMs like NoBrokerHood are excellent for staying on top of your client base.

· Use Virtual Tours and AI-Powered Tools: Homebuyers often prefer to view properties online before visiting them in person. Virtual reality (VR) tours and AI tools that suggest properties based on a buyer's preferences can set you apart from the competition.

Leverage social media and WhatsApp: Social media platforms like Instagram, Facebook, and LinkedIn are excellent for showcasing properties and reaching potential clients. WhatsApp Business can be a game-changer for sending quick updates, videos, and property details.



2. Stay Updated on Market Trends

In 2025, homebuyers will expect their channel partners to have in-depth knowledge of the real estate market. To meet this expectation, you must constantly update yourself.

· Follow Real Estate News: Subscribe to industry updates from portals like Housing.com, 99acres, and Magic bricks. Stay informed about pricing trends, upcoming projects, and government policies that affect real estate.

· Understand Customer Preferences: Buyers today value sustainability, smart homes, and better amenities. Familiarize yourself with these trends so you can match clients with properties that meet their evolving needs.

· Master RERA Guidelines: The Real Estate Regulatory Authority (RERA) has changed the landscape of real estate in India. Buyers trust channel partners who understand the rules and ensure their deals are compliant.

3. Build a Strong Digital Presence

Your online presence matters just as much as your offline reputation. Homebuyers in 2025 will often research you online before reaching out.

· Create a Professional Website: A clean, user-friendly website showcasing your expertise, client testimonials, and property listings can go a long way in building trust.

· Google Reviews and Ratings: Encourage satisfied clients to leave positive reviews on Google and other platforms. A high rating builds credibility and attracts more clients.

· Be Active on Real Estate Portals: List your properties on popular real estate portals like Magic bricks, 99acres, and Housing.com. Make sure your listings are accurate and updated regularly.



4. Focus on Customer-Centric Service

The ultimate goal of a channel partner is to make the homebuying process smooth and hassle-free. Exceptional service can help you stand out from the crowd.

· Listen to Your Clients: Understand their needs, preferences, and budget before suggesting properties. Avoid pushing options that don't match their requirements just to close a deal.

· Be Transparent: Honesty and transparency are key to building trust. Share all relevant details about the property, including pricing, maintenance costs, and legal clearances.

· Guide Them Through the Process: Buying a home is one of the biggest decisions for most people. Help your clients with everything from site visits to paperwork to finalizing loans.

5. Build Strong Relationships with Developers

· A good relationship with developers can give you access to the best deals and new projects before they hit the market.

· Partner with Reputed Builders: Align yourself with developers who have a solid reputation for delivering quality projects on time.

· Negotiate for Exclusive Offers: Developers often offer exclusive deals to trusted channel partners. Use this to your advantage to attract more clients.

6. Invest in Learning and Development

· The real estate industry is always changing. To stay relevant, you need to keep learning.

· Attend Training Programs: Many organizations and platforms offer training for channel partners, covering sales techniques, negotiation skills, and legal knowledge.

· Get Certified: Certifications like NAR-India or RERA-approved programs can add credibility to your profile.

7. Focus on Sustainability and Smart Living

· The future of real estate is green and smart. Buyers are increasingly looking for homes with eco-friendly features and smart technology.
· Know the Green Projects: Familiarize yourself with sustainable projects offering features like rainwater harvesting, solar panels, and energy-efficient designs.

8. Build Trust Through Integrity

In the end, your reputation is your biggest asset. Clients will always choose a channel partner they trust.
· Deliver What You Promise: Avoid making false promises just to close a deal. Trust takes years to build but seconds to lose.
· Keep Their Interests First: When clients feel that you genuinely care about their needs, they will not only return to you for future deals but also recommend you to others.

Conclusion

2025 is going to be a big year for real estate, and channel partners who stay updated, embrace technology, and prioritize customer satisfaction will thrive.

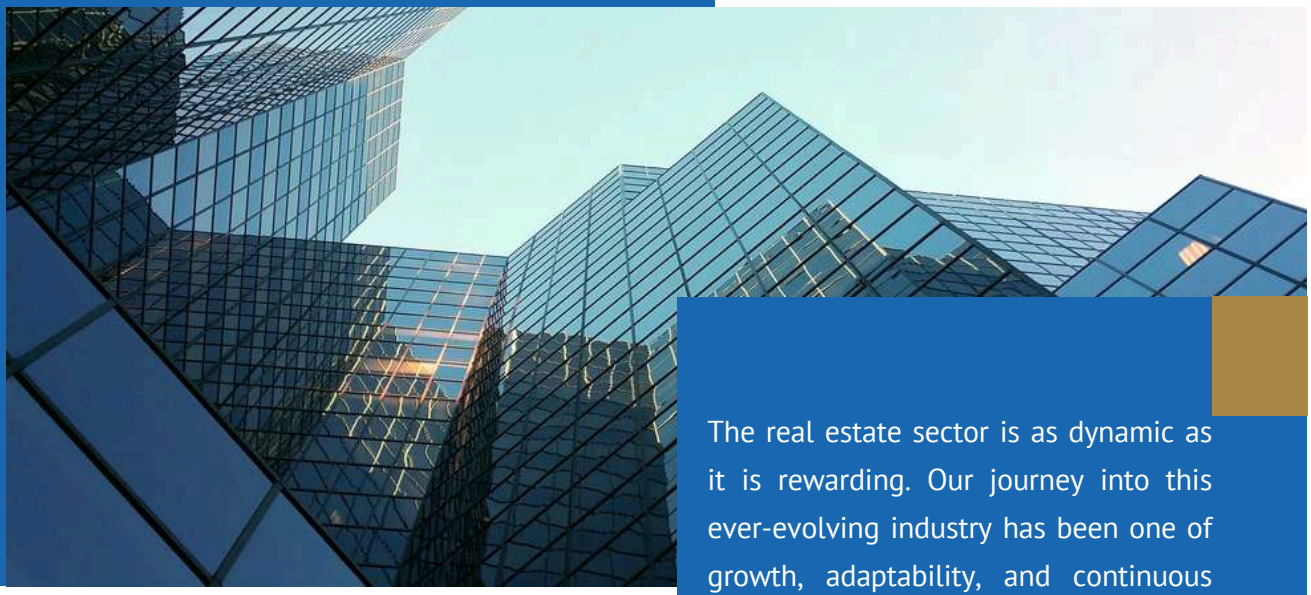
By focusing on transparency, learning new skills, and building strong relationships, you can position yourself as the preferred choice for homebuyers.
Remember, in the ever-changing real estate landscape, adaptability and integrity are your greatest tools.

So, gear up for 2025—your clients are counting on you to guide them home.



Baldip Singh
Committee Member – CREA (I)

MY JOURNEY IN REAL ESTATE



The real estate sector is as dynamic as it is rewarding. Our journey into this ever-evolving industry has been one of growth, adaptability, and continuous learning. From humble beginnings to establishing ourselves as trusted consultants, the path has been both challenging and fulfilling.

The Beginning

Every journey starts with a first step, and ours began with curiosity and a desire to make a difference in people's lives. Being a Josephite and a proud Bangalorean, though originally from Belgaum, I grew up in namma Bengaluru. After graduating as an engineer, I started my career with large MNCs and continued working with them, building expertise in the corporate world. However, everything changed after the pandemic.

During the remote working phase post-COVID, a friend who is an established realtor sought to expand his operations. With my professional corporate experience, I quickly ramped up on the luxury rental space for him. This marked my entry into real estate, where I realized the immense potential to create value. As the return to office culture began, I, along with my partner, ventured out independently, seeking the flexibility to work on our terms under the name Homiez Realty.



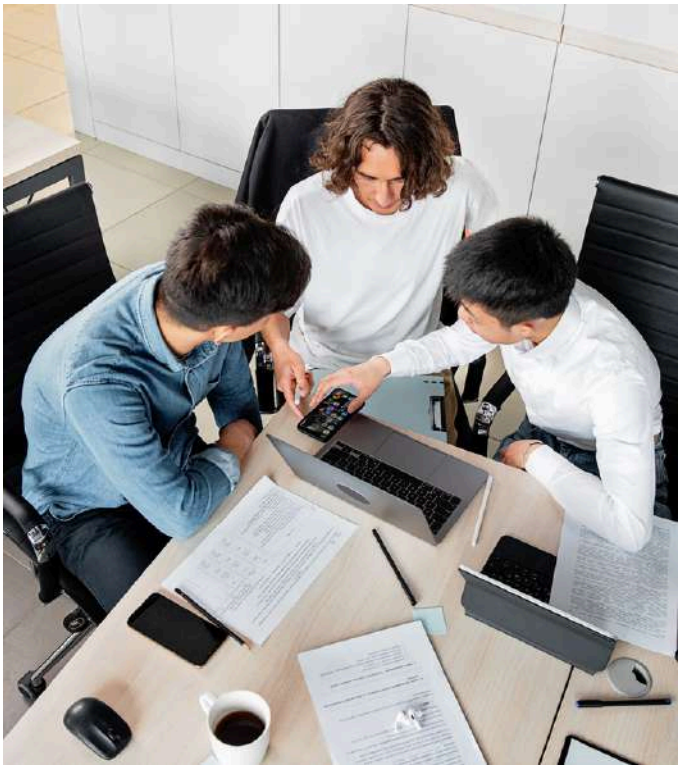
Navigating Dual Careers

Balancing a career as a software engineer with real estate consulting required careful planning and adherence to corporate policies. My firm approved this non-compete business with three conditions: no productivity drop, no dealings with employees or vendors, and no use of company resources. By focusing site visits and meetings on weekends, we actively pursued real estate without compromising my primary role.

Each deal brought enormous experience. From tough negotiations to addressing deal-spoiling advice from clients' friends or family, we learned to leverage data-driven insights over subjective opinions. For example, convincing hesitant clients required presenting facts and figures that aligned with their goals.

Overcoming Challenges

Corporate leasing posed unique challenges. Landlords often felt uncomfortable with strict clauses imposed by corporate legal teams, and bridging this gap required creative legal language and negotiation skills. These experiences taught us the importance of understanding client needs and tailoring solutions accordingly.



One memorable instance was working with a wholesale marble dealer looking to purchase property in Jayanagar. His mindset, shaped by working capital and monthly interest, required a distinct storytelling approach. In contrast, assisting a CFO demanded detailed spreadsheets, including cash flow analyses, annual appreciation rates, and IRR calculations over a 3–5-year horizon. This ability to adapt to different client perspectives became a cornerstone of our success.



Evolving with the Industry

Real estate is about more than transactions; it's about understanding the pulse of clients and speaking their language. By doing so, we've been able to create meaningful connections and achieve successful outcomes. The insights gained from each interaction have further fuelled our passion for solving problems using technology.

Technology has the potential to revolutionize the real estate community, fostering growth and collaboration. At Homiez Realty, we envision leveraging tech tools to streamline processes, enhance client experiences, and empower fellow realtors. Whether through data analysis, AI-driven platforms, or innovative storytelling techniques, the possibilities are endless.

Looking Ahead

As we reflect on our journey so far, we're excited about the road ahead. Real estate is not just about properties; it's about people, aspirations, and creating value. Our vision is to continue growing, helping more clients achieve their real estate goals, and exploring innovative ways to enhance the experience for everyone involved.

In the future, we also aspire to establish a transaction coordination company, leveraging our expertise to simplify real estate processes for clients and consultants alike. The journey is far from over, and we're eager to see where it leads.

> CREA(I)CONNECT
>
> create, connect, collaborate



Real estate is a journey of passion, perseverance, and partnership. It's about navigating the unexpected, celebrating successes, and learning from challenges. Our story is one of growth, driven by a commitment to serve and a belief in the transformative power of real estate. Whether you're a buyer, seller, or aspiring consultant, remember: every step you take in this field is a step toward building not just properties, but dreams and futures

Chandan Hattiholi
Chief Consultant – Homiez Realty