

NEWSLETTER

BI-MONTHLY

Partnering for the Success of Entrepreneurship

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Festival Season Continues to Uplift the Real Estate Market

The auspicious festival of Dashain and Tihar has come to an end. The festivals saw Real Estate developers offer special festive discounts and lucrative financial schemes to home buyers and investors. Banks and financial institutions (BFIs) also joined the celebrations providing interest on home loans as low as 9 percent to their customers. There has been positive vibes circulating the Real Estate market during and after the festival season.

In the past, the Real Estate Sector had to endure through some difficult episodes but at the same time it also imparted some valuable lessons. Guided by these lessons, the sector today is gradually re-establishing itself as a major force in the development of the country's economy and infrastructure and has also been able to gain back the confidence of the investors and buyers.

The uplift within the sector is evident by the increased revenue collections from land registrations. According to the Department of Land Reform and Management data, revenue collection inside the valley was Rs. 2.09 billion in the fiscal year 2012-13. Overall revenue collection from land registration

throughout the country has also exceeded the target by 27.57 percent to Rs. 5.35 billion. The increase in revenue collection is a tell-tale sign of increase in developmental activities and improvement within the Real Estate sector. Also, with the advent of new customer oriented products and services, the sector has seen an increase in actual transaction from investors and buyers.

Demand for real estate products is definitely on the rise; however, the big chunk of the demand is inclined towards ready to move-in properties of average 1 crore with instant ownership transfer option as inferred on a research report "Kathmandu Valley Real Estate Market" prepared by Brihat Investments for Nepal Land and Housing Developers' Association (NLHDA) on the overall scenario of individual housing and apartment projects established in Kathmandu valley.

With the festive offers still on and the market favoring buyers, now is the best time for investors and buyers to secure their future with an investment in Real Estate. The opportunity to ultimately own your dream home is Now!!!

*Editorial Team
Brihat Group*

ENTREPRENEURSHIP QUOTES

What do you need to start a business? Three simple things: know your product better than anyone. Know your customer, and have a burning desire to succeed.

- Dave Thomas

Entrepreneurship is neither a science nor an art. It is a practice.

- Peter Drucker

Entrepreneurship is living a few years of your life like most people won't, so that you can spend the rest of your life like most people can't.

- Anonymous

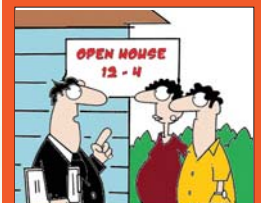
Without question, the single most important attribute of a successful entrepreneur is integrity. And that's not some philosophical or theoretical malarkey; it's hard-nosed fact.

- David S. Rose

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CORPORATE HUMOR



"This home is conveniently located near shopping, movies, music and education... if you have a computer and internet connection"





Real Estate Investment



Make a short video of the property you want to sell or rent for your prospective clients. The video should show the exterior, interior, neighborhood of the house.



Expand your Real Estate Investment Portfolio with Video Marketing

Marketing is key to finding sellers, tenants, lenders, buyers, and ultimately to sell houses. The phrase, "a picture is worth a thousand words", if true, then a video should be worth a million words.

In terms of video marketing, YouTube offers a huge marketing potential. It is estimated over 800 million unique users visit YouTube every month. However, marketing on YouTube is not just uploading a video. It needs to be carefully planned and implemented in order to get most out of your effort. Here are ways you as a Real Estate investor can utilize YouTube to gain an edge in the market.



This way your audience can get an idea of the property and the surrounding locality. Remember, when you shoot the video always turn the lights on so the house can show itself and focus on the attractive features of the property.

If you are reaching out to sellers, make a short video about your services and include some testimonials from individuals you have bought properties from. This will help

show your credibility to the sellers. Don't forget to put your name, contact number, email and a link to your website so that your audience can contact you for more information.

1. Create your YouTube Channel: It is very easy to create a personal channel. You can also customize your channel according to your individual need.

2. Produce and upload your video: Make a short video of the property you want to sell or rent. The video should show the exterior, interior and neighborhood of the house.

3. Promote your product and service: Add a title, description and short text content to describe your video into the description field provided. Another important thing is to add tags. Tags provide more visibility of your channel on the internet. Also, if you are selling or renting properties and use Hamrobazaar or other websites for marketing, make sure to insert the link of the websites into your YouTube video. ■



Real Estate Marketing Agent



If you're enthusiastic about yourself, your firm and your product, your customers will "pick up" your enthusiasm and believe in your ability to improve their lives.



Powerful Tools for REMA

The total number of sales per year, total income per annum and numbers of customers earned are the indicators for being successful Real Estate Marketing Agent (REMA). This success gives satisfaction and happiness to all REMA. Here are few powerful tools for REMA to achieve sales and success.

1. Commitment
If you're truly committed to both your customer's success and your own success, you'll do whatever it takes to get the job done within legal and ethical bounds. The thoughts of giving up will evaporate on you.



2. Enthusiasm

If you're enthusiastic about yourself, your firm and your product, your customers will "pick up" your enthusiasm and believe in your ability to improve their lives.

3. Curiosity

Curiosity is essential to growth—and if you're growing as an individual and a professional, you'll spend time each day learning something new to better serve your customers. You'll read books, listen to audio training, take courses, and network with peers.

4. Patience

If you're patient, you let customers decide at their own speed. You realize that nobody ever got a plant to grow faster by pulling at the leaves of a seedling. Customers will sense your patience and let deal happen. ■

To be continued...



Real
Estate
Partnering for
Entrepreneurship



The area... provides a fabulous setting for family banquets, business meetings, business entertainment, receptions, personal dining, social gatherings, birthday parties, new product launches and private parties.



Swayambhu Dine and Lounge

Swayambhu Dine and Lounge is a new product of Swayambhu Hotels and Apartment Pvt. Ltd. It is a high standard booking only dine & lounge mainly focused on quality dining experience. The area on the ninth floor of TCH Tower IV at Sitapaila provides a fabulous setting for family banquets, business meetings, business entertainment, receptions, personal dining, social gatherings, birthday parties, new product launches and private parties.

music performance. The dining area inside comprise of ample seating areas with comfortable leather couches and dining tables. The full service bar offers a large selection of high quality local and international liquors and beverages.

The space can be transformed to meet any seating arrangement you require, depending on the occasion. Our service staff proudly offers top of the line service with requirements to suit your needs.



The newly decorated terrace has a breathtaking view of entire valley and Himalayan range. The all-weather terrace covered with nicely decorated truss provides comfortable outdoorsy yet cozy under-the-moon dining environment, which amplifies with the stage in the middle for occasional live

Swayambhu Dine and Lounge is the latest service venture of Brihat Group, which is a pride to be cherished with well-wishers, friends and family. You have to come here to enjoy the experience and feel the ambiance of high class dining at an affordable price within a convenient location. ■

ANNOUNCEMENT

8th Batch
REMA

After the immensely successful completion of 7th Batch of REMA, Brihat Investments once again is proud to announce the commencement of 8th Real Estate Marketing Agent (REMA) course from December 9th – 14th, 2013 (Mangsir 24th - 29th, 2070). Seats are limited and pre-registration is recommended for aspiring candidates.



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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



On the special occasion of Brihat Investments Sixth Annual Day, Blood Donation Program (in coordination with Rotary Club of Kasthamandap) was organized in the Company's premises. ■

Brihat Investments organized and participated in road cleanup program in Fusku, Sitapaila area to raise awareness for the environment. ■



6th Annual BI Day

On 9th October, 2013 Brihat Investments celebrated its 6th Annual day in grand fashion. The day started with the company's Executive Chairman, Mr. Om Rajbhandary officially inaugurating the event with a traditional Paanas and few words of wisdom. The latter of the day was filled with fun and games. ■

Report Launching

Brihat Investments Pvt. Ltd. on its own initiation conducted the first ever research on the overall Real Estate market scenario inside Kathmandu valley. Report on the research titled "Kathmandu Valley Real Estate Market Outlook - 2013" was officially handed over to Nepal Land and Housing Developers Association (NLHDA). The launching program was organized by Federation of Nepalese Chamber of Commerce and Industries (FNCCI) at FNCCI Secretariat at Teku on 8th October, 2013. ■

