

INVESTMENTS

Partnering for the Success of Entrepreneurship VOLUME 5 • ISSUE 4 • JULY - AUGUST 2013



Real Estate Sector Rising with More Confidence

The state of uncertainty that has stalled the growth of Real Estate sector for the past few years has re-emerged with more confidence. The sector has been able to gain back its confidence owing to the hugely positive atmosphere created by Real Estate Expo. In addition, banks and financial institutions have also become more favorable towards the sector.

The signs of recovery in the Realty sector were prevalent during the Real Estate Expo 2013, jointly organized by Nepal Land and Housing Developers' Association (NLHDA) and Kantipur publications. The main mission of the Expo was to provide a platform for developers to showcase their newest projects and gain back the lost confidence of public within the sector. The four day event saw a record one lakh twenty thousand visitors flocking to get their hands on the "Unbelievable Prices". The Expo received an enormous number of positive feedbacks from its visitors. It furthermore provided the platform to all potential buyers to acquire information about properties that were on offer.

Apart from the Expo, the Realty sector has also been offered an encouraging environment from banks and other financial institutions. The Deputy Governor of Nepal Rastra Bank (NRB) Mr. Maha Prasad Adhikari during a seminar recognized Real Estate sector as a

productive segment whose development has direct impact on economic growth of the whole nation. He also stated that the central bank is willing to assist the sector overcome current obstacles and provide necessary incentives such as refinancing, if required.

Moreover, the interest rate on home loans that banks have typically offered in the past years has been cut back to 9.5 - 12 percent as compared to 14 - 16 percent, which is a positive sign for the realty sector. Financial reports published by commercial banks for the first nine months of the current fiscal year also show an 8.9 percent increase in lending in the Real Estate sector. This is evidence that banks are now very much forthcoming and eager to support the sector from every aspect. Likewise, there has also been an increase in the Real Estate registration and design approval by 8.7 percent in the first six months of the current fiscal year according to a survey conducted by NRB in 42 districts around the country.

With all the facts and figures in front of us, we can say that the Real Estate sector is becoming more favorable to its users, investors and developers alike. The sector is definitely gaining back its momentum and confidence as we move forward into the future. ■

Editorial Team

Brihat Investments Pvt. Ltd.

MANAGEMENT QUOTES

The Four Keys of Great Managers:

1. "When selecting someone, they select for talent... not simply experience, intelligence or determination."

2. "When setting expectations, they define the right outcomes... not the right steps."

3. "When motivating someone, they focus on strengths... not on weaknesses."

4. "When developing someone, they help him find the right fit ... not simply the next rung on the ladder."

- Marcus Buckingham

Anything that is wasted effort represents wasted time. The best management of our time thus becomes linked inseparably with the best utilization of our efforts.

-Ted W. Engstrom

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First Floor Parlor at Sitapaila

We have partnered with an entrepreneur to establish a beauty salon at TCH Tower IV to cater to our clients. The modernly equipped salon has been offering its range of services to the neighbors at the tower and people around Sitapaila as well.



CORPORATE HUMOR



You did a great job describing my house in the Real Estate Ads. It sounds so appealing. I've decided to keep it!



Real
Estate
Investment



The truth
of the matter is,
if you want to be
a successful Real
Estate investor
you need to go
at it with all
your heart
and mind.



Starting Right and Ending Big as a Real Estate Investor

A lot of prospective and new real estate investors fall short of realizing their dreams of making it big because they fail to properly launch their investing careers. Devoid of the necessary knowledge and skills most become lost and ultimately give up their dreams altogether. Here are five essential tips that will guide you to a successful Real Estate investing career.



Education - Proper education is key to any Real Estate investors' success. The right education can provide you with a variety of creative techniques and knowledge to kick start your career successfully. One way you can expand your investing knowledge is by participating in courses such as the Real Estate Marketing Agent (REMA) offered by Brihat Investments Pvt. Ltd.

Plan to Succeed - "Failing to plan is planning to fail" - Alan Lakein. When you set a target and take the necessary steps to achieve that goal, the possibilities for success are limitless. You as an investor need to first ask yourself some fundamental questions before you jump into a decision. What are your objectives? How are you going to achieve them? What type of property are you going to invest on? What is your target in terms of properties? You need a solid plan to address all of these questions. A carefully thought out business/investment plan is the road map to success.

Build a Team - If you think you can solely carry

your business on your own shoulders, you would be ill-advised. Almost every successful business till date has had a team comprising of professionals working together to fulfill the business objectives. So, it's needless to say, you need a team of your own who can share the burden and also contribute to the growth of your business. It is also advisable that you find a mentor who is familiar with creative investing if you're a fresher. A mentor will guide you so that you don't make the same mistakes they made in the past.

Circle of Influence - Your circle of influence reflects your business superiority. So encircle yourself with as many real estate investment experts as possible. A good place to find such compatriots would be associations such as the Real Estate Entrepreneurs (REE) association.

Get into it - How serious and devoted are you toward your business goals? Are you considering Real Estate investment as your primary focus? The truth of the matter is, if you want to be a successful Real Estate investor you need to go at it with all your heart and mind. If you are ready to work hard and with passion there's no limit to your earnings.

The last and probably the most important step to becoming a Real Estate investing mogul is to "have a little patience." Success doesn't come overnight for the most part, it takes time. You just need to work hard and stick with it a little while longer. ■



Real
Estate
Marketing
Agent



Let buyer feel
that "I can see
myself living
here."



How to Prepare Your House for Sale

1. Disassociate Yourself With Your Home

- Say to yourself, "This is not my home; it is a house or a property/ product to be sold."
- Make the mental decision to "let go" of your emotions and focus on the fact that soon this house will no longer be yours.
- Visualize yourself handing over the keys to the new owners.
- Say goodbye to every room and look toward the future.

2. De-Personalize

Pack up personal photographs and family heirlooms. Let buyers imagine their own photos on the walls. Let buyer feel that "I can see myself living here."

3. Rearrange Bedroom Closets and Kitchen Cabinets

Buyers love to snoop and will open closet and cabinet doors. Let a buyer see everything organized and believe that you probably take good care of the rest of the house as well. This means:

- Alphabetize spice jars.

- Turn coffee cup handles facing the same way.
- Hang shirts together, buttoned and facing the same direction.
- Line up shoes.



4. Rent a Storage Unit

Almost every home shows better with less furniture. Remove pieces of furniture that block or hamper paths and walkways and put them in storage. Leave just enough furniture in each room to showcase the room's purpose and plenty of room to move around.

5. Remove/Replace Favorite Items

Remove all the favorite and memorable items that you want to take with you. If a buyer never sees it, they won't want it. Once you tell a buyer they can't have an item kept in your house, they will desire it, and it could blow your deal. Pack those items and replace them, if necessary.

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



Real
Estate
Partnering for
Entrepreneurship



Hotels & Apartments



The theme... is to provide homely environment for visitors, who are in search of an alternative to staying at hotels.



Swayambhu Hotels and Apartments: Our Pride and Joy

One of the three newly registered companies under Brihat Group of Companies, Swayambhu Hotels and Apartments has come a long way since its days as Community Rental Home by Owner CRBO. As a pioneer in community living in Nepal, Brihat Group is also the first one to venture out with this new entrepreneurial sector catering to the growing market for vacationers, expats, NRNs' and business people. We provide the best service in rentals of full furnished serviced apartments and houses that are inside housing communities in Kathmandu Valley.

Brihat Group has allocated a well trained team of handpicked professionals to operate this new venture, who are working

houses at Brihat Community Living, Ramkot offering the service. These units are fully furnished and well equipped with modern amenities. They have power back up, internet connectivity and housemaid service available as well.

Another venture of the company is Private Dining at Sitapaila. The location is the topmost ninth floor with private terrace that makes a fabulous setting for family banquets, business meetings, business entertainments, receptions, personal dining, social gatherings, birthday parties, new product launches and private parties. The space can be transformed to meet any seating arrangement, depending on the occasion. Our service staff proudly



hard to continue its excellent service to the clients that stay in our homes for short and long term. The theme at the inception is to provide homely environment for visitors, who are in search of an alternative to staying at hotels. NRNs and business people who frequently visit Nepal prefer something close as home but at the same time professional as hotel without the formalities and being at the center of crowd. That's where we come in with this new venture.

We have apartment units at TCH Tower IV, Sitapaila, and TCH Tower III, Panipokhari and

offers an exceptional service to suit your needs.

The latest addition to top the list of entrepreneur wing under Swayambhu is operating a beauty salon at Sitapaila. We provide beauty salon services to clients who stay at our apartments at TCH Tower IV, Sitapaila. The state of the art salon offers range of its services to the neighbors at the tower and people around Sitapaila as well.

So, all these activities are operating under the newly formed company that is Swayambhu Hotels and Apartments. ■

Special Monsoon Bonanza



20% discount

Welcoming the season, for the first time Swayambhu Hotels and Apartments presents a Special Monsoon Bonanza promotion for its serviced apartments and houses - 20% discount on regular tariff for rental on our serviced apartments and houses if you book them within the month of July.



TCH Tower-IV, Ground Floor, Block A
 Sitapaila, Kathmandu, Nepal.
 PO Box: 25441
 Phone: +977-01-4033303, 01-4033304
 Fax: +977-01-4033305
 info@brihatinvestments.com
 www.brihatinvestments.com

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 June 9, 2013 Brihat Investments organized a Fire Safety class on its premises at TCH Tower IV, Sitapaila. The class was conducted by Mr. Jeet Bahadur Rai, a safety expert. The training program consisted of two sessions. The first session was two hours long informative presentation, which covered all the aspects of fire hazard, its causes, safety measures and remedies. The second session consisted of live demonstration by the experts as well as the BI staffs on how to extinguish a fire. ■



NLHDA Kantipur Real Estate Expo 2013 (May 2 - 5, 2013)

Real Estate Expo 2013 was organized by Nepal Land and Housing Developers' Association and Kantipur publication from May 2 - 5, 2013 at Bhrikuti Mandap, Kathmandu. It has over 60 stalls from 80 exhibitors. ■



Nepali Times Eco Fair 2013 (June 5-7, 2013)



Brihat Investments participated as an exhibitor in the Eco Fair 2013 to promote the concept of eco-urbanization in the real estate sector. The fair was jointly organized by Himal Media and Ministry of Science, Technology and Environment from June 5 to 7, 2013 in line with the World Environment Day at Nepal Academy hall, Kamaladi. ■