

INVESTMENTS

Partnering for the Success of Entrepreneurship VOLUME 1 • ISSUE 4 • JULY-AUGUST 2009


MARKETING TIPS
Keep the flame alive

When people join your organization they are all fired up and ready to do great things. Over time we all too often wear down that enthusiasm. Instead, do what you can to fan the flames of their enthusiasm and you will be amazed at their output.

Your greatest resource is your people

You can have the best, high tech equipment available. but, without the people you have no business. Treat your people with the same, or greater, care as you do your equipment.



FROM THE CHAIRMAN

Another Brick on the Wall

The lessons from practical lives have inspired me a lot so as the success of Budhanilkantha Community Living Project. I feel honored to share an incident that took place at Ichangu our third project. The mock up building was boasting of its prominence most daringly. A lot of potential buyers had queued up from midnight for bookings. We had only 64 units for sale. I was really taken aback. Sitapaila I project's troublesome bookings had jolted my confidence earlier. My anticipation of a smooth transition was simply wavering relentlessly. Seeing faces of near and dear ones, I was totally at loss for words let alone tackle the situation. After greeting each other, I thought of

conducting a lottery system transparently. It was the best feasible option I could come up at that time. It worked magical wonders, blessings of carefully revised marketing strategy. It was a record sale on the same day. Undoubtedly, I personally feel, our credibility must have been the main reason with the trust developed by the client. We made a historical milestone in the field of real estate market by making a good for payment check of one million mandatory in a queue to obtain their dream homes. Hence, we are able to add yet another brick on the wall.

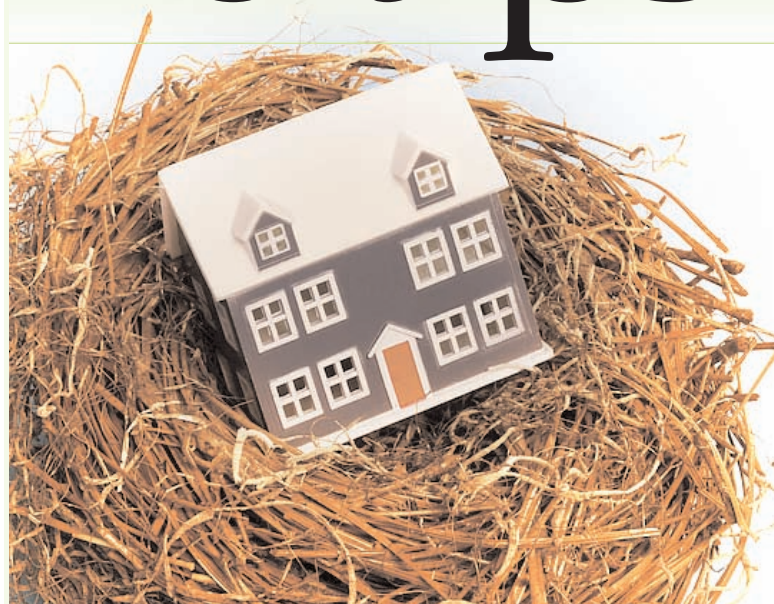
OM RAJBHANDARY
Chairman,
Brihat Investments Pvt. Ltd.

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It was a record sale on the same day

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6 tips for Selling your House



1. Always refrain from emotions when you sell your house by creating an everlasting impression.
2. A clean house with better outlook at the main entrance is a necessity.
3. Never leave anything dripping or paint scrapped it can always distract a buyer.
4. You should be able to explain every space in your house so that the buyer is convinced.
5. Pay attention to materials in the house so that it isn't cluttered. Never expose the negative side of your house.
6. Prices are really controlled by the buyers perception of the house kept for sale, your presenting skills can determine it too.

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CORPORATE HUMOR


"This project is extremely important, but it has no budget, no guidelines, no support staff and it's due tomorrow morning. At last, here's your chance to really impress everyone!"



Real Estate Investment

Investment Indepth

“ No real estate transaction will be complete without proper financial schemes

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As a regular feature, Brihat Investments Pvt. Ltd. had initiated a trend to inform our valued readers about the investment portfolio as far as practical. Readers may benefit from these features and can incorporate these acquired ideas in best suitable manners possible. We anticipate feedbacks in this regards.

Factor No. 7 : Is Easily Financed. Everyone that seeks real estate will have finance already sorted out in their minds, means it will be always taken for granted that no real estate transaction will be complete without proper financial schemes, say for 20 years at lower interest rates. The much popular

hit-or-miss can be too expensive at times. Unlike in the USA, our country doesn't enjoy the buyer easily financing the deal.

Factor No. 8 : Comes with many perks. Investment properties can give an investor more than s/he has put forth. Perks it provides when you have properties in your custody is the rent accruals, restaurants feeding the whole family, hotels and apartment buildings and other such properties can accommodate entire families and also allow owners to expand cost of operation to other family members who are hired to do the work.



TCH Community Living - Ichangu



TCH Community Living - Ichangu

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Real Estate Partnering for Entrepreneurship

One Minute Insights

We all are entrepreneurs in one way or the other, everyone has business insight inbuilt in them and tends to understand business to one's own benefit, while these one minute insights may give our readers some encouragement and enlightenment and we have made it a point to print them for the same purpose.

“ You must take care of your numbers so that they can take care of you.

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- » If you can take criticisms, then you can learn from it and develop your special prowess.
- » You must take care of your numbers so that they can take care of you.
- » Without knowing the basics you can never be successful in any

- business.
- » In order to have an effective leader, the students must have true enthusiasm and commitment.
- » It is very important to plan your steps ahead for results you seek the most.
- » You are always the

centre of attraction and you should act like it - because everyone is watching you when you are doing sales or any other business.



Surya Narayan Sharma - An Entrepreneur



Mr. Kishor Thapa - Key Speaker, Business Opportunity of Housing Development in Nepal Acting Secretary, Water and Energy Commission, Government of Nepal.

Real Estate Marketing Agent Course

After conducting, the undeniably, the First Successful Real Estate Marketing Agents Course in Nepal, where 15 participants from different walks of life had taken part with great enthusiasm, whilst the Certificate Distribution program was held at the Grande Ball Room, Everest Hotel.

Eleven participants, out of the fifteen have agreed to work for and under Brihat Investments. The feedbacks received from the trainees were so encouraging and informative that they helped us a lot in ironing out some of the possible remaining creases for the next session. Perfection is not an easy task we all know but we never give it up so easily.

All this had been duly press released by most of the prominent daily newspapers stating "Brihat Investments had conducted the unprecedented training course for the marketing agents highlighting its need and further steps towards the society.

The REMA Course includes

- » Start your Real Estate Career
- » Fundamentals of Marketing
- » Develop your marketing skills
- » Tricks of the trade
- » Code of Ethics
- » The Real Estate Coach
- » 20 Questions to ask before selling
- » Recent by laws for building residential/commercial complex & Future Prospect in Nepal
- » Architect's role in property market
- » Civil construction
- » Legal Formalities
- » Banking Procedure
- » Role of Local Authority/Nagarpalika/VDC in RE Market
- » Business Opportunity of Housing Development in Nepal
- » Media Role in Real Estate



HOME BASED TIPS

KITCHEN TIPS

1. For soft dosa, add some boiled rice to white gram and rice, while grinding.
2. Put some neem and turmeric pieces or garlic flakes in the container where you store rice or grains, in order to keep away insects.
3. To adjust salt in curries add roasted rice powder.
4. If the curd is too sour, add 4 cups of water to it. After half an hour, remove the water collected on top.
5. When you cook dal add some refined oil or garlic. It will reduce gas trouble.
6. Keep rice flour and besun in a polythene cover in refrigerator when you want them stored for a long time.



HEALTH TIPS

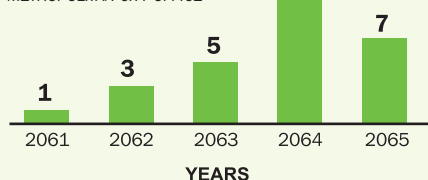
For good Health

1. Add vegetables and fruits in your diet chart.
2. Drink 12-16 glasses of water daily.
3. Avoid excess eating of fried things.
4. Try to buy meat which contain less fat.
5. Avoid excess sugar in tea and coffee.
6. Slice vegetables into big pieces, so that it won't lose vitamins.

DEVELOPMENT OF REAL ESTATE INDUSTRY IN NEPAL

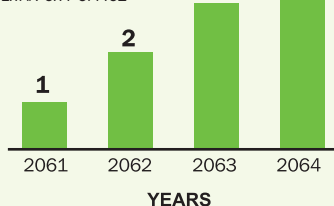
Registered Numbers of Apartment Projects (after 2061)

SOURCE: KATHMANDU METROPOLITAN CITY OFFICE



Registered Numbers of Housing Projects (after 2061)

SOURCE: KATHMANDU METROPOLITAN CITY OFFICE



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UPCOMING EVENTS

REMA - Handbook

Brihat Investments is privileged to announce that the handbook of Real Estate Marketing Agents, an outcome of the first session, will be published soon for the new candidates commencing for enrollment.

After the success of the Real Estate - Marketing Agent course, Brihat Investments has determined itself to continue this process as ongoing activity throughout the season.



RK Complex, Third Floor, Sitapalla
PO Box. 25441, Kathmandu, Nepal
Phone: +977 1 4282 086
Fax: +977 1 4288820
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



Hospice Nepal

In the current exceptional circumstances, Corporate Social Responsibility is even more crucial than ever and our commitment to being a responsible company includes our efforts to support Hospice Nepal. We have been continually serving the terminally ill people in the best way we can to ease the unending sufferings.

As a small token of our CSR, Brihat Investments took the liberty of donating one month overhead expenses of Hospice Nepal in this Fiscal Year. Another gesture we have been professionally supporting Hospice Nepal in all its administrative works.



First Real Estate Marketing Agents

11 Participants out of 15 who had participated training from BI had agreed to work together with BI. They have been extensively busy in preparing an outcome to cope with the current market. The home works are true proof of their untiring work oriented to hit the markets from this month.