

# INVESTMENTS

Partnering for the Success of Entrepreneurship

VOLUME 3

ISSUE 3

MAY - JUNE 2011



FROM THE CHAIRMAN

## Finally the real estate has been heard...

My involvement with the real estate sector and continuous tireless efforts for the revival of this industry met with an opportunity, a rare moment to give a presentation to the government on behalf of Nepal Land and Housing Developer's Association (NLHDA) at Hotel Annapurna. Government acknowledged the voices raised by the Real Estate Sector filled with words that elaborately explained the difficult struggles faced by the realty sector and proposed solutions that can address the detestable situations. Nepal Rastra Bank (NRB) subsequently changed its directives which later stated, "The Bank and Financial Institutions (BFIs) now need not include personal home loans worth up to Rs. 6 million while making calculations of real estate and complying with the cap imposed on it."

"Such loans can be extended to one person per family only from one bank or financial institution at one time." BFIs are allowed to reschedule the real estate loans provided the borrower repays the 25 percent of principal along with all the other accumulative interests. However, the required magnitude of vibration is not yet

felt in the market. For the recovery of this sector, people's confidence still needs to be gained in order to attract their trust on banking system. Everyone should be aware of the fact that banks' spread still remains the same four percent then and now. We are encouraging the buyers to make the same installment by increasing the tenure of payment. An idea, I assumed that best serves the interest of both the sellers and the buyers on an equal footing.

This New Year will certainly see the Real Estate sector as the safest investment and potential product for the investors, this is our prime concern. The basic tenets of life are so simple to define. Housing sector is a medium which cannot be overlooked, it is the demand of the decade. No one is to be without shelter, food and clothing in other words. We are helping with our contributions in the best possible ways so that our dreams are fulfilled and it reaches those who need them greatly.

OM RAJBHANDARY  
Chairman,  
Brihat Investments Pvt. Ltd.

“  
**This New Year will certainly see the Real Estate sector as the safest investment and potential product for the investors.....**  
”

### MANAGEMENT QUOTES

"All time management begins with planning."

>Tom Greening

"So much of what we call management consists in making it difficult for people to work."

>Peter F. Drucker

"It is not enough to have great qualities; we should also have the management of them."

>Francois De La Rochefoucauld

"Management manages by making decisions and by seeing that those decisions are implemented."

>Harold S. Geneen

### INSIDE

REMA, one more milestone.....**3**

Syndicated Column.....**4**

Properties for Sale...**5**

REMA handbook on SALE.....**8**

### CORPORATE HUMOR



GreatJob! You left nothing for me to do except take credit for it.



*Brihat Investments family  
wishes you a new year  
filled with good health, prosperity  
& success!*



*continued from last issue...***Real Estate Investment**

## Strategies for Selling During a Recession

**Some strategies which should be followed during the recession are as follow:**

- » Don't Devalue Your Product
- » Stay Calm and Focus on Solutions
- » Concentrate on Fewer Leads, but Contact Them More
- » Don't Neglect Your Base
- » Upgrade Your Sales Force

### Upgrade Your Sales Force

Main rule: Reassign or let go of the bottom third of your underperforming salespeople and replace them with fresh blood. But don't stop there. Employee training is also essential to boost sales in a recession. Assign senior sales managers, or even executives, to act as personal coaches to the sales force. Meet regularly with your sales reps to review your products and services, discuss strategies and setbacks, and keep people motivated. **B**

### Concentrate on Fewer Leads, but Contact Them More

A research showed that it takes an average of 12 contacts including e-mails, mails, face-to-face meetings, and phone conversations to make a sale. During a downturn it can take as many as 16 contacts to close a sale, because factors like tight credit and budget cuts lengthen the decision-making process. In a recession, sales representatives should concentrate more of their efforts on a smaller group of potential clients. An average salesperson will pick 50 prospects and give them just 3 contacts. While the elite salespeople will pick their top 10 prospects and give them 15 or 16 contacts.

### Don't Neglect Your Base

Focusing on new customers is crucial, but don't ignore your existing customers. Make sure they know their business is appreciated, and spend as much effort reaching out to them as you do contacting potential new clients. After all, it's your existing clients who will carry you through a recession.



“  
An average salesperson  
will pick 50 prospects  
and give them just 3....

”

**Real Estate Partnering for Entrepreneurship**

## 8 Tips for Young Entrepreneurs

Successes aren't as common as they could be. While the world has countless enthusiastic young people with ideas and technical skills, there are many challenges facing these youthful entrepreneurs. These range from the natural — Venture Capitalists (VC) disputing their expertise.

Here are some tips for the technically-minded young entrepreneurs (both the aspirant service provider and the ambitious salesman) to help them overcome these challenges and succeed in their ventures.

“  
Be ready to handle  
the challenges of a  
business.

”



- » Be ready to handle the challenges of a business.
- » Plan your idea on paper and be ready to explain it to others.
- » Make good use of all the resources available to you.
- » Build your product to be as complete as possible before seeking financial assistance.
- » Maintain a professional communication channel.
- » Monitor progress and keep track of tasks.
- » Be prepared to fail.
- » Have fun.



Real  
Estate  
Marketing  
Agent

## REMA, one more Milestone....



HOME BASED TIPS



Fourth REMA Participants with certificates

Brihat Investments is extremely proud to achieve one more milestone in the line of success by completing the Fourth Real Estate Marketing Agent (REMA) Course. The course commenced from 23rd to 28th March, 2011 in affiliation with Thai Real Estate Business School (TREBS) in our own premises. It has been our primary concern to bring about positive changes in the real estate industry with ethical transactions conducted through the well trained and trustworthy REMAs.

Altogether fourteen aspirants participated actively. They represented from different backgrounds in terms of profession, age, caste and gender. Their enthusiasm, determination and stamina during the training period confirms that such courses were truly essential for all level of people who were associated with this profession as well as those who are willing to build and develop a career in real estate.

The participants expressed their willingness to be more diligent and active in this particular stratum of the society where buying and selling of property is of main concern. They showed their warm hearted spirits in up-keeping this profession as REMA professionals. Training with motives and trainers

and trainees with reasons for participation were a perfect blend in churning out resolute ideals for REMA.

Dr. Sopon Pornchokchai, Director of TREBS and a Real Estate expert from Bangkok, Mr. Om Rajbhandary, CEO of TCH, Chairman of BI & TCH and the Real Estate Marketing Expert of Nepal, Er. Shambhu K.C, Superintendent Engineer, Department of Urban Development Building Construction Division Officer, Ar. Purusottam Dangol, MD of ADP Consult Pvt. Ltd, Mr. Ranjit Acharya, CEO of Prisma Advertising, Mr. Kalyan Bikram Pande, Head of Business Banking of Janata Bank, Mr. Kewal Krishna Shrestha, General Manager, Everest Insurance, Ms. Purnima Rajbhandary, CEO of BI and Ms. Sabita Joshi REMA Coordinator, BI facilitated the entire REMA sessions.

In conclusion, BI considered itself being successful in creating history in giving continuity to transfer of knowledge from real estate experts to the group of people who are willing to learn and enhance knowledge in the real estate sector. The main purpose of this course is to produce more number of trained, trustworthy and knowledgeable Real Estate Marketing Agents for our nation's Real Estate industry. **B**

### TIPS FOR A LONGER, HEALTHIER LIFE

#### 1. Tea off in the morning

Hot tea can slash your risk of kidney cancer by 15 percent, according to a review in the International Journal of Cancer. Try pu-erh tea, which is better than green or black tea at preventing DNA damage.

#### 2. Sleep smarter

Too much sleep, or not enough of it, can kill you. A British study found that getting more than 9 hours of sack time a night, or less than 6, doubles your risk of an early death from any cause. Aim for 7 to 8 hours a night.

#### 3. Drink wine, stay lean

Polyphenols, the compounds found in red wine, help your body block fat absorption, an Israeli study found. Red-wine marinades work, too.

#### 4. Check your neck

An American Journal of Medicine study found that a mildly underactive thyroid can boost your heart-disease risk by 65 percent. A quick blood test can assess your level of thyroid-stimulating hormone (TSH).

#### 5. Lean back

Parking your torso at a 90-degree angle strains your spine, say Scottish and Canadian researchers. Instead, give your chair the La-Z-Boy treatment and recline the seat back slightly. The ideal angle is 45 degrees off vertical.

#### 6. Scent your air safely

Some air fresheners contain phthalates, compounds that may disrupt hormone processes, Natural Resources Defense Council testing reveals.

## SYNDICATE COLUMN

### Question:-

I am planning to buy an apartment in Nepal. What will happen if the apartment is totally destroyed due to earthquake or fire? What are the legal provisions in these situations in Nepal?

» Anuradha Pradhan, Dallas Texas

### Answer:

In case of an apartment or any housing product you need to make sure about the status of insurance before buying. If the apartment is destroyed by earthquake, Insurance Company shall bear the expenses for reconstruction of the building.

However, management committee of the property will be solely responsible to procure insurance of whole building. Apartment owners are responsible to bear the expenses of an insurance procured every year.



### Ownership of Joint Housing Act, 2054 (1997)

- » Housing companies and developers shall be responsible for procuring building insurance from construction to handover phase.
- » Insurance of the Building is mandatory. Management Committee is responsible to procure insurance once the project is handed over to the management committee. The apartment owners shall bear all expenses incurred in such insurance policies, proportionately and as mentioned in the agreement.
- » The owner can procure additional insurance like burglary; house break-ins etc. as per individual's risk factors.
- » If the joint apartment is totally destroyed in any manner, all apartment owners shall have proportionate right to the land where the building is located.

**Source:** Ownership of Joint Housing Act, 2054 (1997), clause 21 and 2

*For more details visit [www.lawcommission.gov.np](http://www.lawcommission.gov.np)*

*If you have any questions related to buying or selling of houses, please email us at [info@brihatinvestments.com](mailto:info@brihatinvestments.com)*

## Brihat Community Living SITAPAILA

THE LINK

ECO - URBANIZATION

[www.brihatinvestments.com](http://www.brihatinvestments.com)

### Link Your Life

PHASE II



SOLAR ENERGY



GARBAGE DISPOSAL SYSTEM



RAIN WATER HARVESTING



UV PROTECTION STICKER



COMFORT BLOCK

Eco-Friendly Home is an achievement for the urbanization- to create a home which is friendly to its inhabitants and sympathetic to the environment, we live.

Visit us at our Project Site

## Brihat Community Living Sitapaila

Out of 70 units 45 units are on SALE!

The built-up area ranges from 1730 sq.ft.(3 bedrooms + 3 toilets ) to 2646 sq.ft. ( 6 bedrooms + 5 toilets )



## TCH Community Living

THAIBA



TYPE A



TYPE C

### UNITS ON SALE

TYPE: 25 A  
LAND: 0-4-3-3.66  
BUILT-UP AREA: 1483.48 Sq.ft

TYPE: Plot 28 E  
LAND: 0-2-2-1.44  
BUILT-UP AREA: 1357.85 Sq.ft

TYPE: Plot 6 C  
LAND: 0-3-0-2.15  
BUILT-UP AREA: 1545.44 Sq.ft

TYPE: 29 E  
LAND: 0-2-2-0.91  
BUILT-UP AREA: 1367.85 Sq.ft

#### Features:

- A balance between privacy and community activities.
- Three Bed Room + Puja Room.
- Fresh enviroment with community swimming pool, jacuzzi and sauna.
- The plot area ranges from 2.5 anna to 4.7 anna
- The Built-up area ranges tentatively from 1238 sft to 1583 sft



TCH Tower IV  
SITAPAILA



**UNITS ON SALE**

**Building Type - A**

TYPE: 3-A1 ( Third Floor)  
BUILT-UP AREA: 1272.34 Sq.ft

**Building Type - B**

TYPE: 5-B1 ( Fifth Floor)  
BUILT-UP AREA: 1322.19 Sq.ft

TYPE: 6-B2 ( Sixth Floor)  
BUILT-UP AREA: 1083.42 Sq.ft

.....  
Located 300 meters from Sitapila Chowk.  
Exclusive finishing with parquet in Living Room and Master Bed Room.

**SPECIFICATION OF FINISHING WORK**

Master Bedroom - Type B1

Living Room	Floor Wall	Laminated Parquet POP with washable distemper and partially texture finishing
Dining Room	Floor Wall	Laminated Parquet POP with washable distemper and partially texture finishing
Master Bedroom	Floor Wall	Laminated Parquet POP with washable distemper paint finish
Bedrooms	Floor Wall	Neat Cement Punning POP with washable distemper paint finish
Kitchen	Floor Wall	Porcelain Tile Above counter upto 2'-8" porcelain tile and remaining POP with washable distemper paint finish
Toilets	Floor Wall	Ceramic Tiles Ceramic Tiles full height
Verandah	Floor Wall	Ceramic Tiles Mild Steel Railing
Window Sill	Inside Outside	Wood Finish Granite Tiles

## Announcement

### Real Estate Hand Book on **SALE**



An extensively useful tool for the realty career oriented people (Real Estate Sambandhi Jaankari Sangraha)

**Price: Rs. 50**

Available at Nepal Land and Housing Developer's Association (NLHDA) and Brihat Investments Pvt. Ltd.



TCH Tower-IV, Ground Floor, Block A  
Sitapaila, Kathmandu, Nepal.  
PO Box: 25441  
Phone: +977 1 4282 086  
Fax: +977 1 4288820  
info@brihatinvestments.com

[www.brihatinvestments.com](http://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



### Celebrating the Women's Day

As a much needed consideration and to celebrate the Women's Day, the Hospice Nepal was handed over the collected funds, one day's salary donated by the Brihat Investments Pvt. Ltd. team on March 26, 2011.

B

## Heartiest Congratulations!



BI Team Congratulates,  
Chairman Mr. Om Rajbhandary  
for being elected as an Associate Member in the FNCCI election  
on April 12, 2011.  
We are so happy to join you at your hour of highest achievement!