

# INVESTMENTS

Partnering for the Success of Entrepreneurship VOLUME 2 • ISSUE 5 • SEP - OCT 2010



FROM THE CHAIRMAN

Dear All,

I often consider myself to be a firm believer who makes positive differences for society's benefit. We have initiated a totally new concept of life-saving social cause called **Nepal Ambulance Service (NAS)** which is adequately equipped and has **Emergency Medical Technicians (EMTs)** trained by experts from Stanford University School of Medicine. It is a non-profit venture dedicated to the establishment of an **Emergency Medical Response System (EMS)** in the greater Kathmandu and Patan municipalities, later to be expanded nationwide with a toll free number **102**.

From the inception of this righteous cause, I have taken the responsibility as fundraising committee coordinator apart from being a board member. My teams from The Comfort Housing (TCH) and Brihat Investments (BI) have been involved from the very beginning for its establishment and accomplished registration of the institution in the District Administration Office, Kathmandu. Needless to mention, the first ever cheque of one hundred thousand to NAS was also donated by The Comfort Housing. The

administrative and secretarial support was provided by TCH till the registration period. Furthermore, one of our employee, Ms. Puja Khadgi who had won the lottery amount of the World Cup gave away the entire money for this noble cause, although the initial agreement was to have a party with that amount.

My employees have come up with the heart to help philosophy and 23 of them are donating Rs. 1000/- per month for five consecutive years, thus becoming patron members. My association with them has in a way instilled the spirits of compassion and humanity in them, I presume.

Brihat Investments also provided NAS with office space and a support team, voluntarily and feels proud to be the first donor of an **AMBULANCE** to NAS. The local hospitality for the Stanford team has also been taken care of by the Brihat Investments team. Apart from that, we have been hosting a lot of fundraising social events to support this cause.

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**MARKETING QUOTES**

"Statistics suggest that when customers complain, business owners and managers ought to get excited about it. The complaining customer represents a huge opportunity for more business."  
- Zig Ziglar

"The direct marketing universe opens up dramatically once you understand who might be a buyer but hasn't been reached at all or hasn't been reached properly."  
-Herschell Gordon Lewis

"Following up on customers are very important in marketing. The biggest mistake made in marketing is not contacting a well-qualified buyer, who has expressed an interest in your product or service."  
-Jeffrey Dobkin

.....establishment of an **Emergency Medical Response System (EMS)** in the greater Kathmandu and Patan municipalities, later to be expanded nationwide with a toll free number **102**.

 **INSIDE**

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**CORPORATE HUMOR**

**B**

# ARE YOU a responsible HOUSE OWNER?

Houseowners living in a community have the responsibility to:

1. Develop understanding among themselves for a peaceful and comfortable atmosphere.
2. Develop "healthy living culture" which will not only safeguard their investments but creates more profitable environment.
3. Make the community living sector free of controversies.
4. Create respectable environment and encourage other house owners to meet their responsibilities effectively.
5. Abide by all the covenants, conditions and restrictions of the community.
6. Understand that you share ownership of the common land and areas, and everyone have access to these amenities.
7. Maintain individual as well as public property in a community according to established standards.





Real Estate Investment

# What makes property decrease in value?

We all worry about investing in things that are dubious in nature which may cause an investor gather unnecessary fear and face losses so great. The same event that causes some properties to increase in value can have a negative effect on other properties in the area. The very change in the value, although temporary, the immediate shift can easily mislead an investor who does too little homework on the situation.

Nine reasons why Property Value decreases are:

1. Inflation
2. Decline of neighborhoods
3. Adverse effects of infrastructure change
4. Negative governmental control and regulatory changes
5. Decreases in the bottom line
6. Lack of capital improvements
7. Economic obsolescence
8. Supply and demand
9. Urgency to sell

### **Inflation –**

Inflation is the rise in goods and services over a period of time or decrease in purchasing power of money. When you are unaware of the static rent dues to long term leases with no provision for increment your own costs to keep up the property can go non-profit. Best way is to have short leases or a built-in-clause to tie the lease to a cost-of-

living index adjustment every year could save you from disasters of inflation.

### **Decline of neighborhoods –**

Neighborhood decline for many reasons. The most obvious is the lack or low upkeep or maintenance of the building. It may result into forcing tenants to move out giving way to rent downfall. Although it may look like temporary in reality but the area can cutoff and become isolated too turning into slum. When neighbors leave without reason the value of property is bound to decline. Novice real estate investors are well warned to stay away from urban renewal projects which are best if left to the community itself.

to be continued.....

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Novice real estate investors are well warned to stay away from .....

“

”

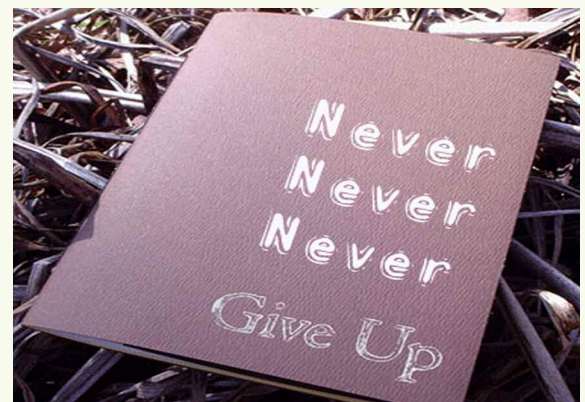


Real Estate Partnering for Entrepreneurship

# Are you an Entrepreneur?

According to the business definition an entrepreneur is “a risk taker who has the skills and initiative to establish a business.” There is no doubt that entrepreneurial skills can be achieved through rigorous practice with appropriate knowledge and background. Anyone can get the understanding of being an entrepreneur if they possess following qualities:

- » You're passionate
- » You're always looking for opportunities
- » You always think to yourself, “I can do that better.”
- » You want to live your work
- » You're dreaming miles ahead while focused on what you're doing right now
- » You're an ego-maniac
- » You're prepared to say, “I don't know, but I'll figure it out.”
- » You're a strategist
- » You're a builder and like to create things
- » You want control



I don't know, but I'll figure it out.....

“

”

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Real Estate Marketing Agent

# Real Estate Marketing Agent SUCCESS STORY



Ms. Puja Khadgi

“  
I was able to sell four properties that were enlisted in Brihat Investments enabling me to earn double income.....  
”

I am Puja Khadgi working as a Marketing Officer in The Comfort Housing. Today, I feel proud to say that I am also working as a Real Estate Marketing Agent (REMA). My success story started after I participated in the first REMA course conducted by Brihat Investments. I am very happy to share my success story with the members, customers and all the well-wishers of Brihat Investments.

I was a participant in the Real Estate Marketing Agent Course held from 24-29 May, 2009. Immediately after the course, I started to work as a Real Estate Marketing Agent (REMA) under the umbrella of Brihat Investments.

I really gained in-depth knowledge on real estate, not only did it enhance my marketing skills but also increased my confidence levels while dealing with the customers. Within a span of six months after obtaining the course I was able to sell four properties that were enlisted in Brihat Investments enabling me to earn double income than my annual salary.

Today, I may consider myself successful because of my knowledge that I managed to attain including my ethical working methods compounded by my skills for facilitation resulting with the customers' trust. Every day numerous customers call me for inquiry on various properties. Further to update myself, I participated in Refresher Course during Second REMA Course organized by Brihat Investments on February 17 - 18, 2010.

I also had the privilege of participating in the marketing meeting of Brihat Investments where most of my colleagues appreciated my views and ideas most positively. I don't hesitate to say that this training really provided me with a good remuneration and recognition that it so kindly rewarded me.

I would like to express my sincere gratitude and heartfelt thanks to Brihat Investments for providing me this opportunity to create a journey into such a wonderful world full of beneficial programs.



Ms. Puja Khadki receiving Certificate

## UNIT CONVERSION

1 ropani = 16 anna = 508.74 sq m = 5476 sq.ft

1 anna = 4 paisa = 31.79 sq.m = 342.25 sq.ft

1 paisa = 4 dam = 7.94 sq.m = 85.56 sq.ft



HOME BASED TIPS

### DURING AN EARTHQUAKE

*If you are outdoors*

1. Stay in open areas until the shaking stops.
2. Move away from buildings, power lines, trees and other potential hazards.
3. If you're on a sidewalk near buildings, duck into a doorway to protect yourself from falling bricks, glass, plaster, and other debris.
4. If you're in a crowded store or other public place, do not rush for exits. Move away from display shelves containing objects that could fall.
5. If you're in a wheelchair, stay in it. Move to cover, if possible, lock your wheels, and protect your head with your arms.
6. If you're in a stadium or theater, stay in your seat and protect your head with your arms. Do not try to leave until the shaking is over, and then leave in a calm, orderly manner. Avoid rushing toward exits.

*If you are driving*

1. Stop quickly but safely.
2. Avoid stopping near or under buildings, trees, overpasses, utility wires or other potentially dangerous locations.
3. Stay inside the vehicle until the shaking is over.
4. Tune in to the radio for emergency information on any damaged roads or bridges to avoid.

## Brihat Community Living RAMKOT

### Salient Features:

#### Location

- » Less than 2.5 km from Sitapaila Chowk
- » 4 km from the heart of the Kathmandu city - New Road
- » Located in the residential area with several other housing projects around the vicinity
- » South oriented land
- » Aesthetically pleasing hilly backdrop

#### Eco - Urbanization

- » Solar electricity provision
- » Rain water harvesting
- » Proper garbage disposal system
- » Use of UV protection glasses
- » Use of concrete lightweight blocks instead of bricks



TYPE C

#### Product Features

- » Each plot has a parking space, lawn in the front yard and in some cases in the backyard as well.
- » The housing blends exclusively with the greenery and the marvelous landscapes of the surrounding areas through the verandas, terraces and windows.
- » Minimum 3 bedroom units, and all master bedroom with attached bath & dressing area.
- » Family lounge area in each house.
- » Laundry area in each house.
- » Solitude of the personal spaces has been maintained through careful planning and arrangements of the houses, keeping ones privacy and the building's aesthetics intact.

### INTERIOR VIEWS



Master Bed Room



Living Room

TCH Tower IV  
SITAPAILA



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

Salient Features

- » A balance between privacy and community activities.
- » Environmentally sensitive designs laying more emphasis on quality living spaces with natural light and ventilation in the most optimized manner.
- » Open spaces on the ground floor comprising of flower beds and sit-outs.
- » Round the clock security system.
- » Treated water supply.
- » Individual parking space.
- » Gymnasium, Sauna & Jacuzzi rooms.
- » Elevators.
- » Swimming Pool.
- » Generator backups.
- » NEA lines and NTC points.
- » Fire Hydrants.



TYPE: 3-B5 (Third Floor)  
2 Bed Room apartment with Pool View.

UNITS ON SALE

Building Type - B

TYPE: 4-B1 ( Fourth Floor)  
BUILT-UP AREA: 1286.47 Sq.ft

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

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

TYPE: 7-B5 ( Seventh Floor)  
BUILT-UP AREA: 874.00 Sq.ft

Building Type - A

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

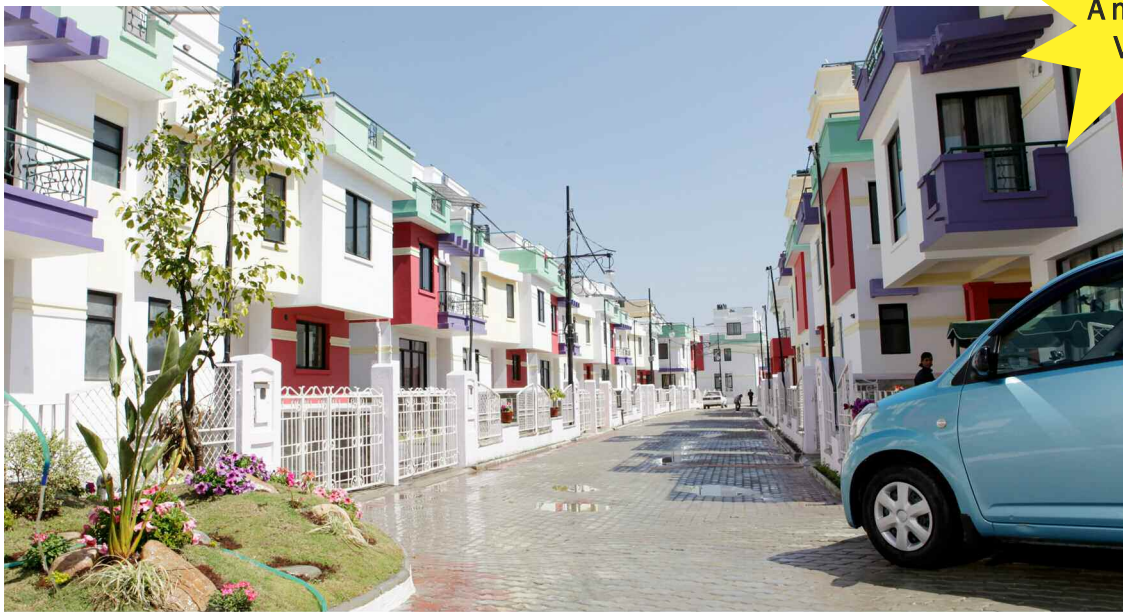
TYPE: 7-A2 ( Seventh Floor)  
BUILT-UP AREA: 1341.65 Sq.ft

TCH Community Living  
THAIBA

Amazing  
Value

LOCATION:  
**THAIBA**

EXTERIOR  
VIEW



**Features:**

Three Bed Room + Puja Room.

Fresh enviroment with community swimming pool, jacuzzi and sauna.



**Units on SALE:**

TYPE: 17E  
LAND: 0-2-2-0.02  
BUILT-UP AREA: 1378.81 Sq.ft

TYPE: 18E  
LAND: 0-3-2-1.78  
BUILT-UP AREA: 1408.81 Sq.ft

TYPE: 19E  
LAND: 0-2-2-0.32  
BUILT-UP AREA: 1378.81 Sq.ft

*Only few units are AVAILABLE!*



TYPE: 38C  
LAND: 0-3-2-1.4  
BUILT-UP AREA: 1553.60 Sq.ft

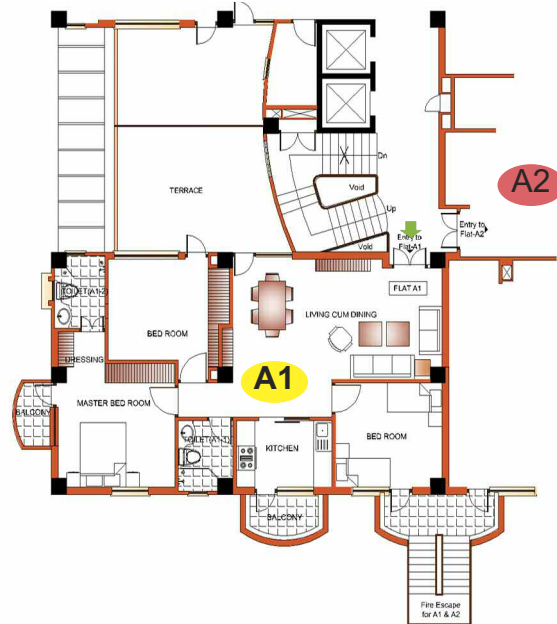
*Sold Last Month*

TCH Tower III  
PANIPOKHARI



Hot Property

**LOCATION:** Panipokhari  
Adjacent to Japanese Embassy  
**PROJECT STATUS:** Completed - Ready to move in.



Salient Features

- » A balance between privacy and community activities.
- » Environmentally sensitive designs laying more emphasis on quality living spaces with natural light and ventilation in the most optimized manner.
- » Open spaces on the ground floor comprising of flower beds and sit-outs.
- » Round the clock security system.
- » Treated water supply.
- » Individual parking space.
- » Elevators.
- » Gymnasium, Sauna & Jacuzzi rooms.
- » Swimming Pool.
- » Generator backups.
- » NEA lines and NTC points.
- » Fire Hydrants.

TYPICAL FLOOR PLAN

Building Type -A

TYPE: 1-A1 (First Floor)

BUILT-UP AREA: 1119.15 Sq.ft

TYPE: G-A3 (Ground Floor)

BUILT-UP AREA: 1053.13 Sq.ft



INTERIOR VIEW

LIVING DINING AREA

Contact us for more property details.

## Announcement

### 3rd REMA

Please don't forget that the 3rd REMA Course begins from September 19 - 24, 2010 / Ashwin 3 - 8, 2067 and enroll soon to avoid disappointments!

Course fee for general registration is Rs. 20, 000/- (twenty thousand) + 13% VAT.

facebook

To meet and take your ideas for a better communication and to reinforce our relationship to a better level of understanding



Like us on Facebook



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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.

## An intern's perspective: Corporate Social Responsibility



What impressed me most about Brihat Investments, after having interned at the company, was their corporate social responsibility sector and the obligation that they felt towards our society.

As a part of my internship, I was offered the opportunity to help anyone that I felt needed it and was supported by BI with an amount of NRs. 10,000. After doing some thinking and a bit of research, I came across an organization 'Stepping Stones' which gives informal education to street children who pick up litter off the streets. Established by Rashmi Kafle, the organization is giving an opportunity to children, who have no home and cannot afford a single meal that can turn their lives around and is deserving of any help that it can get. This led me to decide to help these children by giving them the one source that can open doors to new worlds: books. Books to help them read write and learn things that they have never even imagined possible. Thank you to Brihat Investments for a wonderful and unique learning experience and for helping me to make a difference in the lives of these children.

- Sahara Pradhan

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As this is a complete noble social cause, I fervently request all of you to be a part of this and help NAS to help others. We do have the various categories of donation schemes in which you can participate accordingly.

- » **Patron Member:** A contribution of Rs. 1,000/- per month for 5 years or Rs 50,000/- upfront
- » **Patron Corporate Member:** A contribution of Rs. 10,000/- per month for 5 years or Rs. 5 lakh upfront
- » **Patron Ambassador:** Incorporating 10 parton members within an individual wing
- » **Platinum Member:** A contribution above Rs. 10,00,000/-
- » **Diamond Member** A contribution upto Rs. 10,00,000/-
- » **Gold Member:** A contribution upto Rs. 2,50,000/-
- » **Silver Member:** A contribution upto Rs. 1,00,000/-

All contributions will be formally recognized in [www.nepalambulance.org](http://www.nepalambulance.org). If you could find a donor willing to sponsor an ambulance singly, or as a group, it would be a great contribution indeed.

You can support Nepal Ambulance Service by depositing directly in Current Account No 001209703, Kist Bank, Anam Nagar or contact NAS at RK Complex, Sitapaila Chowk, 977-1-4286821 / 4282086.

Looking forward to seeing you all joining hands for this great humane reason.



OM RAJBHANDARY  
Chairman,  
Brihat Investments Pvt. Ltd.

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