

FROM CONSUMERS TO INDUSTRY PROS:

THE GUARDIANS GAZETTE CONNECTS ALL



Welcome, readers, to the very first edition of our newsletter! I'm thrilled to kickstart this journey with you all. 'The Guardians Gazette - Bridging Customers & Realty' is more than just a newsletter; it's a platform to amplify consumers' voices and shed light on the issues that matter most to consumers in the realty sector. In each issue, we'll delve into the heart of customer concerns, spotlighting key issues and providing valuable insights into the real estate landscape.

Within the pages of our newsletter, we will focus on various topics, from advocating for fair housing practices to uncovering hidden fees. We aim to equip you with the knowledge necessary to make informed decisions in the real estate market.

Whether you're a homeowner, renter, or industry professional, this newsletter is designed to bridge the gap between consumers and realty, fostering transparency and understanding. I invite you to join us on this exciting adventure as we navigate the intricacies of the real estate world together. Here's to a fruitful journey ahead with The Guardians Gazette!

Warm regards,
Jayesh Rathod, Director



KAUSHAL AGARWAL,
Chairman



RAM NAIK,
Director



KHETSI BAROT,
Director

At The Guardians, we understand the critical role that consumers play in driving the real estate market. Our newsletter serves as a forum for discussion, providing in-depth analysis and expert opinions to help both consumers and professionals. Let us work together to create positive change and redefine the benchmarks of success in real estate.

Consumers' voices and concerns motivate our aim to provide relevant, timely information that meets your requirements. Let us start on a journey of research and learning that will shape the future of real estate conversation. As we start on this new journey, we hope to build a platform that not only solves consumer problems but also promotes a better awareness of the industry landscape.

The Guardians Gazette - Bridging Customers & Realty; at this distinguished platform, we are honoured to present a space where consumer perspectives shape the discourse. Let us work together, using consumers' different viewpoints and knowledge, to create a more resilient and inclusive real estate industry. As we strive for quality and progress, your thoughts are not only welcome, but also important.

CONSUMER SPOTLIGHT

Individuals, especially women, may be drawn to explore owning property as a result of recent buyer-centric measures, such as low loan rates, which have created a favourable atmosphere for property investment. For example, the central government provides tax breaks to first-time home purchasers, whereas state governments give incentives like lower stamp duty. This may drive them to look into houses in metropolitan regions or their suburbs.

Opinion

IS IT THE RIGHT TIME TO BUY? ARE YOU CURRENTLY IN THE MARKET?



JOSHITA DAS,
Chief
Communication
Strategist, P4C
PR

In this favourable market climate, it's the perfect time to think about investing in property. With initiatives that support buyers, like low-interest rates and government incentives such as tax benefits for first-time buyers and reduced stamp duty for women, the stage is set for successful investment. These steps not only promote smart financial choices but also make property ownership more accessible to all. So, for anyone wondering if now is the time to buy, I say: Yes, the market conditions are favourable for property investment.



MITALI M. BHINGARDE,
Assistant
Manager,
Kotak Mahindra
Bank

In today's real estate scene, things are looking up for potential buyers. With low-interest rates and perks from the government and lenders, it's a good time to consider buying property. And for women buyers, there are even more benefits like lower interest rates and less stamp duty. Plus, statistics show that women are less likely to default on loans. So, with all these positives in mind, now's the time to take the plunge and invest in your future through property.



SUMANTHA SAMPEY,
Marketing
Manager, Jain
Manpower
Consultants

I believe that now is a golden opportunity for property investment. The initiatives, such as favourable interest rates and tax benefits for first-time buyers and reduced stamp duty for women, have created a conducive environment for exploration. These initiatives are aimed at easing financial burdens and promoting inclusivity and empowerment in the real estate market, particularly for women property buyers. It's interesting to observe how these initiatives are encouraging greater participation from demographics that were previously under-represented.



KISHOR JAIN,
Social
Activist

I think it's important to think carefully before deciding to buy property. Right now, the market seems good for buying, so it might be the right time. But before jumping in, you need to consider things like how secure your job is, if you're financially ready, and your long-term goals. It's also smart to get advice from financial experts and do research on different properties and how the market is doing. By doing this, you will be able to make a smart choice that sets you up well for the future, even though the market looks good right now.

CONSUMER SPOTLIGHT

The introduction and expansion of metro rail have significantly increased real estate growth. Improved connectivity, lower commuting times, and land use modifications have led to increased population density. The development of metro rail systems in cities has consistently boosted property values by more than 50%, affected by variables such as location and local market potential. For example, the Mumbai Metro has greatly increased property prices in Mumbai by enhancing accessibility and reducing commute times on the roads.

Opinion

HOW HAS THE INTRODUCTION OF METRO RAIL AFFECTED YOUR COMMUTING EXPERIENCE IN TERMS OF CONNECTIVITY AND TRAVEL TIME REDUCTION?

GANESH A KOLAPATE,
Executive Assistant,
Khabiya Group



The metro rail has greatly improved my commute. Previously, traffic and inconsistent train schedules caused frequent delays getting to work. With the metro, I save 45 to 55 minutes, enjoying its reliability and punctuality. Living in Mulund West and working in Andheri West, the metro is a must. It provides a seamless and stress-free journey. Moreover, it has positively influenced property values in Azad Nagar and Andheri, making these areas more desirable for living and investment due to enhanced connectivity and accessibility.

SIDDHI THAKAR,
IT consultant,
Deloitte USI



Before the redline metro, commuting from Borivali to Powai was quite challenging, often taking up to 90 minutes each way during peak traffic hours. However, since using the metro, my travel time has been reduced by 45 minutes. This has allowed me to arrive at work feeling refreshed and prepared for the day ahead. Additionally, besides being a time-saver, the metro has positive environmental impacts by reducing pollution. It also provides a smoother journey for myself and my family. Moreover, it has had a significant influence on the real estate market, making areas like Borivali more appealing and accessible. With a shorter commute and cleaner air, I find myself having more energy to perform well at work and even enjoy a leisurely coffee before starting my tasks. Overall, the metro has greatly improved my daily routine.

SANDESH S. PALANDE,
Founder & CEO,
Laterite
Syndicate



The metro has made a huge difference in how I get around. Before, changing trains at Ghatkopar was stressful, especially during busy times. But now, with the metro, it's much easier. I start at Jagruti Nagar, ride to D N Nagar, and then switch trains to reach Lower Malad without any hassle. This not only saves time but also makes places like Jagruti Nagar more popular for living because it's easier to get around, and hence the property prices have gone up there since the metro arrived. It's clear that the metro is changing the way we travel and even where we live.

SWAPNALI PRASAD MAYEKAR
Sr. Customer
Service Manager,
HSBC Bank



The introduction of the metro rail system has significantly improved my daily commute. Previously, catching a train from Borivali, especially during busy times, was quite challenging. However, with the metro now operational, reaching my destinations has become much more convenient. This convenience not only saves time but also simplifies my life overall. Additionally, the metro has positively impacted the local property market. Neighbourhoods like Eksar have experienced an increase in real estate values due to the demand for residences near metro stations. Personally, I find the metro particularly convenient for traveling from Eksar to Malad West, and it has become my preferred mode of transportation.



SUSTAINABLE LIVING AND ECO-FRIENDLY PRACTICES

HOW MUMBAI'S RESIDENCE EMBRACES SUSTAINABILITY



Location
Mumbai,
Maharashtra,
India



Area
2300
sq.ft.



Social Media
<https://www.instagram.com/studiomatarchitects/>



Architects
Studio MAT



Year
2023

Design Team & Lead Architect Designer

Ar. Harsh Soneji, Ar. Pratha Bhaga

In the face of fast population expansion and industrialisation, sustainable living is becoming increasingly important in India. People around the country are adopting numerous efforts that recognise the value of sustainability in Indian traditions, such as trash minimisation and energy conservation. These efforts vary from improving public transport to supporting organic farming techniques. Additionally, grassroots groups work ceaselessly to educate individuals on sustainable living strategies such as composting and water saving. While there is still work to be done, India is indisputably moving towards a more sustainable future, stressing the preservation of natural resources for future generations.

For example, a recent Amazing Architecture story highlighted Studio MAT Architects' significant contribution to sustainable design. They converted a Mumbai home into a self-sufficient masterpiece that exemplifies eco-conscious living. Studio MAT's architectural skill is obvious in their painstaking design, which maximises ventilation and visual appeal while avoiding the monotony that is frequently associated with urban construction. Studio MAT offers both aesthetic attraction and practical comfort by focusing on plenty of natural light and ventilation, which is especially important in Mumbai's row homes

with shared side walls. Their design philosophy focuses on seamlessly blending interiors with the natural surroundings, generating a beautiful rhythm within small plots.

The sustainable elements included in this home demonstrate Studio MAT's commitment to environmental responsibility. Solar power and rainwater collecting technologies lower the building's carbon footprint while increasing resource efficiency. A three-layer facade reduces direct sunlight, prevents dust, and promotes natural ventilation, improving both energy efficiency and aesthetic appeal. Internal wall surfaces with lime plaster wash improve passive cooling, reducing dependency on artificial cooling systems and providing year-round comfort. The exquisite bamboo screens not only provide shade but also enhance the building's visual appeal.

Studio MAT's solar power system, designed for efficiency and cost-effectiveness, generates surplus electricity, offering both financial savings and environmental benefits. Their solar water heater reduces reliance on conventional water heating methods, conserving energy and reducing utility costs. Moreover, underground water storage tanks for rainwater harvesting significantly reduce water wastage, ensuring a reliable water supply throughout the year. Located in Mumbai, Maharashtra, this exemplary project showcases the potential of sustainable design to reshape our cities for a greener, more resilient future.





MARKET TRENDS



SAURABH PHULL,

Chief Operating Officer,
The Guardians Real Estate Advisory



In the vibrant landscape of the Indian residential market, where every quarter tells a tale of resilience and growth, January-March 2024 stands as a testament to the unwavering spirit of progress. With sales surging across most markets and a notable spike in premium segment transactions, the journey toward recovery continues unabated. Despite challenges, the industry marches forward, fueled by positive sentiments and a robust economic backdrop. As we navigate through shifting trends and evolving consumer preferences, each quarter paints a picture of opportunity, innovation, and relentless pursuit of excellence.



UNDERSTANDING DISTRIBUTION MANAGEMENT'S IMPORTANCE: NAVIGATING THE COMPLEXITIES

In the dynamic world of Indian real estate, distribution management is a key player, ensuring properties, information, and resources flow smoothly. Its importance cannot be overstated, driving market reach, resource allocation, and risk mitigation. Let's delve into why effective distribution management matters, the challenges it poses, and practical examples of its impact.

The Power of Effective Distribution

Distribution management is at the core of ensuring real estate projects connect with potential buyers, investors, and tenants. By strategically disseminating information across various channels like online platforms, broker networks, and targeted marketing, distribution enhances visibility and engagement. A well-distributed project listing, for instance, attracts more inquiries and speeds up sales.

Furthermore, effective distribution optimises resource allocation, making sure marketing budgets, manpower, and time are used efficiently. Instead of scattered efforts, targeted digital marketing campaigns deliver better results. With data-driven decisions, real estate entities manage resources

smartly, reducing waste and maximising returns.

Navigating Challenges

However, distribution management in real estate isn't without its hurdles. India's real estate market is diverse and fragmented, requiring tailored strategies for different cities, regions, and property types. Regulatory compliance adds another layer of complexity. Aligning distribution practices with local regulations and property laws is crucial. Understanding state-specific processes and tax implications is essential for smooth operations.

Technology integration also presents challenges. From property portals to CRM systems, technology needs seamless integration for optimal efficiency. Real estate companies adopting advanced tools streamline lead management and improve follow-up mechanisms.

Real-Life Examples

In navigating these complexities, practical examples serve as guiding lights. Digital platforms like Magicbricks and 99acres play a crucial role in amplifying project visibility. Local brokers and agents offer personalised service and valuable insights. Social media marketing on platforms like Facebook and Instagram allows targeted advertising and

consumer engagement.

The Guardians Real Estate Advisory: Pioneers of Change

Amidst the realm of innovation stands The Guardians Real Estate Advisory, spearheading transformative marketing and distribution strategies. The firm's pioneering approach and forward-looking vision have propelled it to the forefront of the industry. In a fiercely competitive landscape, The Guardians' strategic acumen and customer-centric ethos have revolutionised the real estate marketing landscape. Through groundbreaking campaigns and a robust distribution network, The Guardians have elevated brand visibility and empowered clients to make informed decisions.

Looking Ahead

As we move forward, adaptability remains key. In a constantly changing landscape, distribution strategies must evolve. By embracing innovation, leveraging technology, and focusing on customer satisfaction, distribution managers drive sustainable growth and competitiveness.

In essence, distribution management is the foundation of success in real estate. Through strategic planning and unwavering commitment, distribution managers shape narratives of triumph amidst challenges. As Indian real estate progresses, distribution management stands as the guardian of prosperity and possibility.



CONSUMER TIPS



Vinod Sampat, a seasoned advocate with over three decades of legal practice, specialises in property law. His expertise extends to various facets of property matters, making him a distinguished figure in his field. With a prolific writing career, Sampat has authored numerous articles and penned over 100 books covering topics such as cooperative societies, transfer of flats, recovery of dues, registration, and stamp duty. His extensive knowledge and dedication to his craft have earned him recognition as a trusted authority in the legal community.

Q1

I am planning to buy a property in Mumbai which I am getting at a cheaper rate. However, the owner does not have all the original documents in place. Is it safe to buy such a property?

(Vipul Tambade
Bhayandar East)

Q2

I have misplaced my property papers. What steps should I take to obtain the original documents again?

(Somnath Sarode
Andheri West)

Vinod Sampat: In case you are purchasing a property without having original documents of title, then you are taking a great risk. There is a possibility that third-party rights might have been created and the documents have been mortgaged. I will not advise you to proceed with the transaction, presuming you are interested in purchasing the property and if the person is known to you, then you may insist for a police complaint as well as an indemnity bond. Please note that even if you have taken an indemnity bond, your remedy will be against the vendor and not against the prospective purchaser.

Vinod Sampat: In the event you have misplaced the property documents, then you are advised to issue a public notice. You are advised to take a search of the property if any third-party rights are created in the same property. You are also requested to get a copy of the original documents from the vendor so that can help you when you are trying to dispose of the same property.

