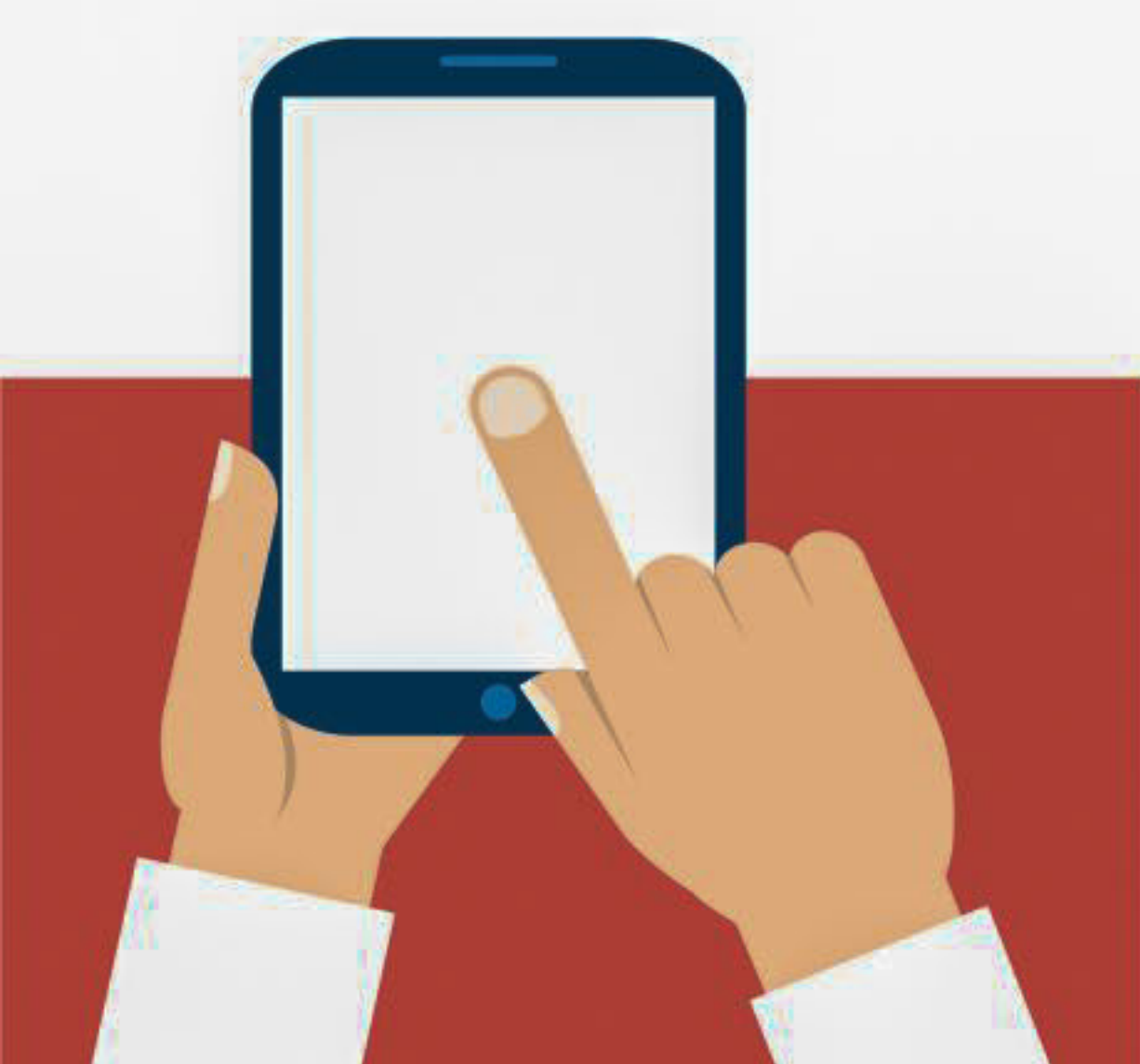


4 WAYS FOR REAL ESTATE AGENTS TO STAND OUT AMONG THE CROWD

Bangladesh's major cities are getting jam-packed with people. While the demand for housing is high, buyers are much more conservative about taking such a huge purchase decision. It doesn't help real estate agents that the market is quite saturated with companies offering flats for sale. Best way to stand out is to have a good record of quality. But then you still need publicity. Here's four major ways for real estate agents to differentiate themselves and make a sale easier.



Everything's online

Posting listings online make it easy for potential customers to access and compare. People simply don't have time to go and talk to every real estate agency or to physically visit sites. Considering the traffic congestion of cities like Dhaka and Chittagong, being able to see everything from is a preferred mode of window shopping. Real estate isn't big on this as is the automobile and electronics market. The real estate agencies that move now will benefit more.



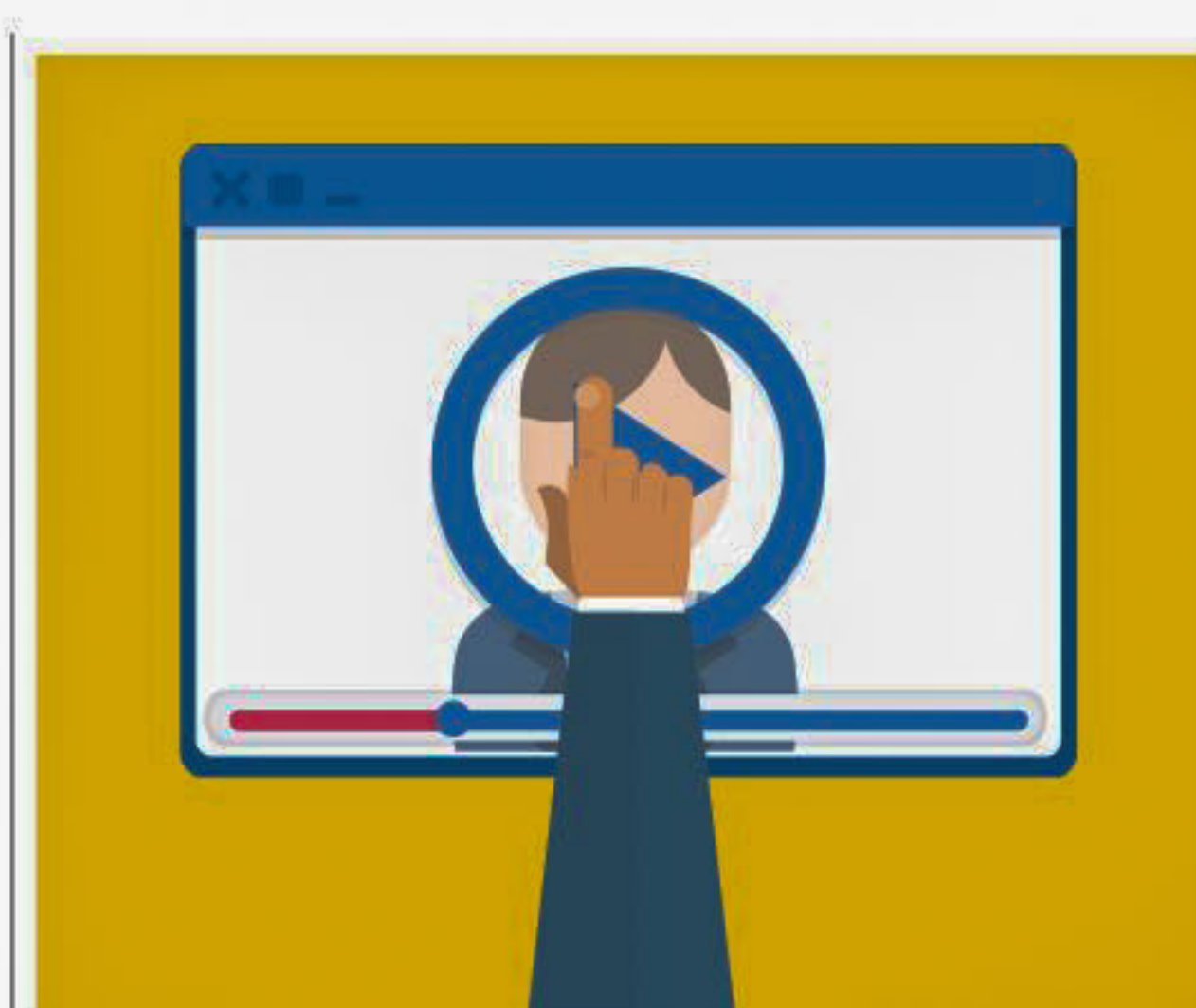
Inform in person

After eyeing many, many online listings, it's preferable to have direct human contact. Companies have multiple projects going on at different parts of the city. Host an evening press event where potential customers can be invited to do a detailed presentation of what's available. This way you can inform people about buying procedures. A REHAB fair once a year is great but your own small events scattered across the months gives you added exposure.



Focus on key features

When it comes to showing people the property, real estate agents need to be able to connect people's need with the available amenities. Highlight the best feature that could be a deciding factor. A family with school children may be interested in nearby schools or play areas in the building. Someone with a new, expensive car may be more concerned about CCTV facilities in the parking area.



Video stories

With the advent of technology, people have become lazier and prefer the information to come their way. Nothing is easier to digest than a short video. Facebook (albeit banned in Bangladesh) recently introduced autoplaying videos so people would watch the short ones regardless. Facebook's algorithm prioritises videos to make up 30% of the News Feed. So more people will see it. So what do you show? Highlight projects, highlight real stories of people living in sold projects. While it is costly to make a professional quality video, the marketing exposure far outweighs the cost.



The real estate publication of The Daily Star, offering information for both developers as well as for end clients like home or commercial space owner. This is the first of its kind in Bangladesh.

WHEN

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CONTENT

Review of commercial/residential projects
PR info of real estate developers
Home décor tips and guides

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Planning to own a home or build/uplift/renovate a home? MTB offers a wide range of home loan options that can be customized to your specific need. An experienced, dedicated team of experts is at your beck and call, to meet all your housing finance needs. MTB Home Loan helps you fulfill your dreams.

Features:

- Loan for residential apartment/house purchase/ house construction/extension/renovation/face upliftment/ finishing work
- Loan amounts from BDT 5,00,000 to BDT 1,20,00,000
- Loan tenor from 3 to 25 years
- Loan amount up to 70% of the property value
- Aggregation of co-applicant's income
- Competitive interest rate
- Quick and simple processing and approval time
- Loan for apartment under construction
- Partial or early settlement options available

Eligibility:

- Any financially able person
- Age: minimum 21 and maximum 65 years at loan maturity
- For 100% cash covered loan:
 - Age- minimum 18 and maximum 70 years at loan maturity
 - Minimum Income Range:
 - Salaried person Tk 25,000
 - Self employed Tk 30,000
 - Businessperson/Land lord/Land lady Tk 40,000
- Experience:
 - Salaried person/ Self employed/ Businessperson: 3 years

Loan Takeover Plan:

An exclusive offer for other bank's credit worthy customers who can now transfer their outstanding Home Loan to MTB with special privileges.

Eligibility:

- Minimum 12 months loan EMI repayment history with existing bank
- Property location and other eligibility criteria of general loan are applicable

Benefits of Takeover Plan:

- Additional loan amount facility over takeover amount
- No processing fee for takeover loan amount



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