

JULY 2020

btj **Newsletter**



A Luxurious
Smart Home
Spinning
New Tales of
Extraordinary
Lifestyle

In Talk with

Md. Alinur Rahman

Executive Director

Operations

Chattogram Branch



This month, we are in talk with Md. Alinur Rahman, who will give us his valuable insight on the real estate business in Chattogram.

Why is Chattogram a prime candidate for bti's expansion plan?

As you know we have been in business in Chattogram since 2004. From then, we have established a good reputation for ourselves due to our quality, on-time delivery, and commitment. The port city is not only one of the most important business hubs in the country but is also a beautiful place to live in. There is a certain geographical advantage in this place. The natural greenery relaxes its residents which is very important after a hard day's work. Taking all these factors into account along with the fact that there is a healthy demand for real estate development here, the expansion is a very good idea for us and the city itself. I personally believe Chattogram is one of the best cities in the country to live in.

Can you give us a little more insight into the plan?

Currently, we have about 10+ projects running in Chattogram. As of now, we plan to acquire about 70-80 kathas of land by the end of this year. We have about 123 sellable units currently, where we are targeting to add 150 units more by December. We have plans to further increase it by June 2021 as well. We believe we can easily meet the growing demand for quality homes here in Chattogram. We also plan to improve the standard of our customers' lives by starting the interior designing wing here in Chattogram. A lot of our customers have a fine taste which tells us interior designing solutions would be a desirable service for them.

Is there any difference in customer behavior between Dhaka and Chattogram customers?

I have found that buyer behavior is pretty much similar everywhere. However, I have noticed that the clientele in Chattogram make calculated financial investments and are very aware of where they are investing. Most of them are involved in a business themselves which makes them well aware of the financial investment and return they might get from investing in an apartment. One other thing I have noticed in Dhaka is that customers prefer long term payments and apartments being handed over in a course of 2-3 years. Whereas the Chattogram customers prefer a more tangible product, a project that is already being developed or has ready apartments, and are willing to make a financial transaction within a short period of time.

Would you suggest any projects to eager, new homebuyers?

We have a great selection of homes that people can currently choose from. We have Meadowville, a gorgeous, spacious home surrounded by natural greenery. Grand Nawab, Ravine, Sorrento, The Orient are some of the other projects we have scattered across the most prominent locations in the city that are just as great. Besides, we have a mega-project, Green Valley, spanning over 43 kathas at Yakub Future Park Housing, which will promote a community lifestyle in Chattogram. This beautiful project is going to have all the elements of community living like shared spaces and amenities like a gym, children's playing zone, and swimming pools with so much more, which you can avail all while enjoying the privacy of your own home. As for new projects, we have a few more underway and will be revealed in due time.



A Luxurious Smart Home
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IN FOCUS



2020 is not just a new decade; it's also a new era for setting new trends in housing. Similarly, combining luxury and technology in homes is becoming a new standard everyone is aspiring to, especially in the luxury home industry. bti is revolutionizing this concept in Bangladesh and is reaching new dimensions in luxury housing through one of its most celebrated homes- Three.

Days in Green: A Wonderful Life in Serenity

What's unique about this home is that besides being located in the sublime serenity of North Gulshan, it is a 7000+ sft. home that overlooks the Gulshan Lake. This means, when you take a dip in the longest infinity pool known to be in a residential building in Bangladesh, it will feel as though you are one with the lake. The facilities of Gulshan don't need to be mentioned, the location speaks for itself. So let us delve into the in-house amenities of Three. It is the perfect home for those who seek to live in the area in luxury with sufficient privacy. At Three, you can entertain up to 150 guests indoors and outdoors, especially with its cleverly elevated landscaped garden which connects to the entertainment floor! With possibly the tallest vertical garden, you will get the much-needed privacy from the passersby.

Technology in Homes: Changing Our Lifestyles for the Better

Of course the concept of such an expanse bound within the four walls yet going beyond that through the brilliance of design- is a luxury. bti has this time has gone all way out to give you the most extravagance of experiences. But the cherry on top here is undoubtedly the incorporation of smart technology in the homes. Smart features start at the entrance with individual punch card system and wrap the home in the spirit of high-powered lifestyle. Each single unit floor is accessible through the lift only to the ones who have the designated swipe cards. To enter your home, you have to scan your fingerprint, and in your absence you can let others in through your smart phone!

Similarly, in case of emergencies, your home will alert you on your phone, so a gas leak will be the last of your worries. The control of the fans, lights, temperature and even the curtains will be at the tip of your fingers! Play your favorite tunes with a voice command and simply relax in the luxurious sprawl that is your 7000+ sft. home.

To sum up, smart homes have been present for some time now in the country, but pairing high-end technology with the extraordinarily luxury homes, bti has transformed the concept of luxury homes in Bangladesh. Three is a home ahead of its time, and without doubt one of the finest in the country.



The New Normal A Changed World!

FEATURE



While the world is fighting to defeat the fatal enemy mercilessly claiming lives worldwide- our lives must go on. A greater part of the world cannot afford, or lack the privilege to stay home for months on end. Most of us have to continue with our lives to survive- many choosing to risk being infected than starve. With about a couple of months into the world slowly trying to regain pace, what has it been like?

The Hustle Continues

The deadly virus or not, the global economy as it is cannot withstand shutting down for such a long time. At some point, we had to step out, take our zoom meetings from our living rooms to our desk back at the office. Trying to regain the old pace may take years, but we have to start somewhere. So now our days are just like before, with our masks being pulled up and down every now and then. Washing our hands gobble up a big part of our days, with absent-mindedly taking sanitizers out of our pockets while someone nearby sprays disinfectant here and there.

This is what the “new” normal is. So what does it mean for us 9-5 workers?

The “New” Normal

Needless to say, our days are now far from being what can be called normal. We can sugarcoat it as much as we want, but at the end of the day, we have to face the fact, realize that the reality is far from being normal. Yet to survive, we have to adapt first, and then overcome. Dhaka seems to have embraced the fact, with all the people braving the crisis with strong determination to get through the pandemic.

That being said, the people who have to work, especially those whose job cannot be taken care of online, have to force themselves to get back in the daily race. The organizations who had been well prepared to tackle adversities as such- for them the transition has been much kinder. These are the organizations that are working full-fledged now with all safety measures being put into action sincerely. The human race is nothing if not adaptive, so the “new” normal, even though it doesn't feel like it, is getting used to the reality. The new normal is just previous days- six feet apart.

They say “survival of the fittest.” The new normal is our struggle to win the race, to be fit, to survive. And here is hope that we survive, and see better days ahead.



What's new with the SBUs?



bti Building Products

A whole new range of services

bti Building Products was started with a simple goal in mind: to make affordable and environmentally friendly building materials. For a while bti Concrete Blocks has been doing just that; now there are two more products joining the line. Unipavers and Pavement Tiles are just as eco-friendly and durable as concrete blocks and come in customizable shapes, sizes, and colors. As for new services, the Building Products expert team provides training to properly handle concrete blocks and blockwork services, where the expert team installs the blocks for you. All you need to do is buy it and we'll handle the rest.

bti Interior Solutions

Opening up new virtual horizons

Dedicated to the beautification of homes' indoor, bti interior solutions have always been coming up with innovative and beautiful solutions to your interior designing needs. Now, in this digital age, they have come up with Virtual Tours for you, so you can see what your dream home looks like from the comfort of your home!



bti Landscapers

Making strides in modern gardening

Landscaping enhances the beauty of your apartment complex by integrating greenery. Bti Landscapers offer such services that have previously worked to beautify some excellent homes like Woodland, Dolly and Lake View. They also provide services like planting fruits and vegetable gardens on rooftops at the customer's behest.



What's new in the Real Estate Industry?

Landlords worried about the rent situation amid pandemic

The rental situation is worsening for the landlords as they scramble to find tenants for their empty homes. Many have left the capital and returned to their respective hometowns due to a loss of income. The few remaining tenants have been having trouble paying rent. While in cases some tenants haven't been able to pay rent since February, some are paying 70-80% of the rent. This has left the landlords in a lurch with the utility bills piling up, causing financial problems for them as well. The exact number hasn't been estimated yet but is soon expected to be tabulated as to how many rented homes have been abandoned in this situation.

Source: Dhaka Tribune, 2nd July 2020

Dhaka residents searching for affordable accommodations amid Covid-19

A recent trend analysis by Bproperty has led to an interesting discovery. The demand for rental homes is shifting to a smaller homes in the current situation. The data was collected during the first 6 months of this year, where it showed a gradual increase in demand for more affordable housing. Most searches were made for 2 bedroom apartments with a range of 1000-1500sqft. The average sought after rent amounted to Tk. 10,000 – Tk. 15000. This trend was fueled by the current situation where a lot of tenants had faced a decrease in income.

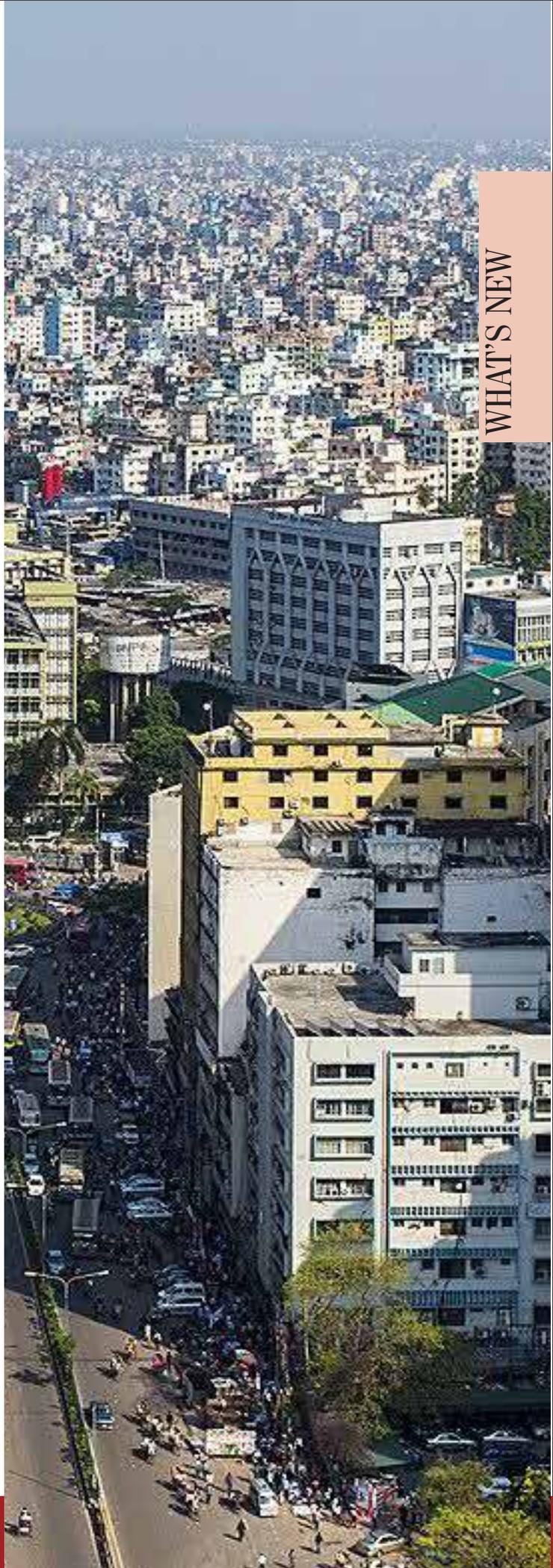
As Uttara, Bashundhara R/A and Mohammadpur remain the more sought after areas to live in, the lowest average rent seem to have been in areas like Kafrul, Agargaon, Hazaribag, Dakshin Khan, Khilkhet amongst others.

Source: Dhaka Tribune, 14th July 2020

Real estate industry subsectors face real troubles

The real estate industry isn't the only one being affected by the current situation. Other industries related to it are facing one of the worst years they have had till date in 2020. Facing everything from losses to cost reduction, the growth of these industries have slowed down as well. Where the cement industry has seen a 45% fall in their sales, the paint industry has reported their numbers to be up to 50%. There are 250 subsectors of the real estate industry which are currently being affected by this pandemic. While everyone braces for 2020 to be a tough year to weather, many are looking for a sliver of hope where this vibrant industry will make a comeback and help revive the economy again.

Source: The Daily Star, 27th July 2020



WHAT'S NEW

Newsletter

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