

Welcome to

CREDAI-MCHI WEBINAR

Presented by



Powered by



CREDAI-MCHI Webinar: Key to the Lockdown – Episode 25 Presented by Deceuninck India and Godavari Paints Episode : 25

Date: 14th May, 2020 (Thursday)

Timing: 11.30 am

Venue: Zoom video Meetings

Topic: Leverage Intelligence for Better Housing Sales

Speakers: Abhishek Kiran Gupta, CEO- CRE MATRIX

Host : Samyag Shah

Samyag Shah briefing about CRE Matrix, Where he started using CRE Matrix as a commercial platform and has recently used their residential platform. This platform helps to start smart & optimize cost and introduced the speaker Mr. Abhishek Kiran Gupta .

Speaker: Abhishek Kiran Gupta

Abhishek Gupta given and presentation and discuss the same

It is a deep analytic platform in real estate, where you need a laptop & wifi for connection. It is a cloud base tool that help developers understand markets, competition and target consumers.

Question we help to answer?

Where are your housing buyers coming from?

Check out your buyer is coming from which location and accordingly you can spend your advertising cost location wise.

What apartment type sells the best in a micro location?

Where it is 1 BHK, 1 and ½ BHK, 2 BHK.

What is my competitor selling at what price, how fast?

Check on what prices your competitor selling 1 BHK, 1 and ½ BHK, 2 BHK. The quarterly velocity you sell the apartments.

What is the unsold inventory in market today?

Who is leasing around my office building? At what rent?

Which of my competitors tenants can I poach? When and where?

Total office leasing volume in Kolkata? Which sectors are hot?

What should the floor plate new office complex?

Make analyses of all these questions

Mr. Gupta presented live dashboard of Matrix on screen:

- Chart of actual registered sales as per various years

KEY TO THE LOCKDOWN

#STAYHOME #STAYSAFE

Welcome to

CREDAI-MCHI WEBINAR

Presented by



Powered by



- Chart of Annual Pricing Trends
- Chart of 20 cities where the buyers coming
- Chart of 20 localities of the same city where the buyers coming
- Chart as per buyers age profile
- Chart as per total booking by price category
- Chart of housing completions by various years
- Chart of total launched and booked units
- Chart of average area apartment type of various years
- Chart of top 15 Fastest Selling micro markets in Mumbai

Share Case studies of clines :

Dextrus (Office Sector) :

Lease negotiation of INR 15 per sq. ft. per month on a 20,000 sq. ft. lease transaction helped Dextrus improve profitability by 15%.

Kanakia (Housing Sector) :

Helped identify the potential buyers for their housing project within defined radius in Mumbai that reduced acquisition costs

Q & A Session:

Q. At what stage of a project wouldn't be most effective?

Ans.: We can come and help you at the land stage and all the way till you sell your last apartment.

Q. When let's say you have the last few inventories left, you always have those projects where you know few inventories are left, maybe they are slow moving. How exactly do you price them?

Ans.: Identify those who staying in rent close to your project and target them, they are your potential buyers for your project.

Q. The time frame between customer inquiry and actual sale?

Ans.: No, our data comes only after registration is done. We wouldn't know inquiry to that it could either be available with you or it will be available with your channel partner but not with us because ours is authentic data only after registration. Only after that it's a public document. Everything before that is private.

Q. Probable changes in demand Supply post covid.

Ans.: I will give you my view on real estate as a whole. I split that into four sectors housing, commercial office, malls and warehouses. I personally feel malls can see the toughest situation now because when cinema gets open they come up with one seat per three seats or four seats to allow the distancing. If Cinemas don't gets full malls will not get the footfall.

Second offices will come down from its 50 million square feet leasing last year to probably half or around similar to what we saw into 2009, so that's going to be a tough one as well.

KEY TO THE LOCKDOWN

#STAYHOME #STAYSAFE

Welcome to

CREDAI-MCHI

WEBINAR

Presented by



Powered by



Warehousing and housing are only going to be two linings for post Covid demand Supply and housing as the only Cash Cow, housing is one sector where you launch today and start generating cash from a developer perspective today and my sense is, whether it's a 90/10 scheme, whether it's a bit of price cuts, whether it's drop in land prices, whether it's a drop-in stamp duty or a combination of everything housing is going to be the only sector which will help resurrect real estate. And that's my very strong opinion. Which is why we're spending a lot of time and energy writing reports on housing helping our developer friends understand housing sector better.

Q. What are you does it include, does it include Car park, Clubhouse, PLC?

Ans. It's the index to agreement value, developer has included an infra cost on it or car park as inside it, the little bit inclusive of that. If it is not then we will have access to the index as well because there could be a dry balcony, there could be a full-fledged balcony, all those be explicitly written questions to answer this question on a general basis. It is the index to overall pricing of the apartment.

Q. What data would be most helpful from a brokers perspective? How do you address that?

Ans.: So we do have Brokers broker friends as clients. I think one of your favourite things that we love about is to be able to do a transaction. We can sit across the table help the landlord and the tenant agree on a certain price and not get into an ego hassle and help to close the deal. I think that is the biggest benefit for a broker the detailing in terms of pricing goes leasing, leasing expiring. So if the brokers gets to know at a building level or area wise whose lease is expiring the next six months, it is fantastic lead for him.

Q. Is your data on carpet area?

Ans.: We give it on both, As per RERA norms it will all be rare carpet area but even now the older project still getting completed there are developers who are still registering on the MOFA of the index 2 numbers. So we are now giving you both like some point in normalcy comes and creeps in in terms of RERA. We will completely move the RERA carpet only but as of now both.

Q. How developers have used platform for lead generation?

Ans.: I am not giving you his contact number. I don't have that because that's not written in the document. But what I'm definitely giving you is where does he stay and not only at individual unit level but also at a micro market level. So it only gives you regeneration to be able to sell your particular unit, but it also gives you of clear idea that where should you do your marketing and budgeting and all that perspective at the micro Market or project to unit level but lead generation either by your sales guy or your channel partners. So we can help you reach there. We can help you reach 80% of the last 20% will have to be done by you.

Q. Is the access currently only to the micro markets, how do you access this platform for non-metro cities?

Ans.: So cities we cover I mentioned earlier so every micro Market in that City whether it is all the way from Churchgate to Dahisar or even a Palghar or even a Panvel, Raigad we cover entire MMR and Pune. It you want Nashik, you are relating to Nashik, Nagpur, Solapur, Kolhapur we will do this for your, delighted to do it, happy to take that offline.

KEY TO THE LOCKDOWN

#STAYHOME #STAYSAFE

Welcome to

CREDAI-MCHI

WEBINAR

Presented by



Powered by



- Q. Is there a different portal for the financial details and interest mortgage so this is part of one thing or are there different solutions with different buckets?
- Ans.: you have to keep an extremely modular. Yes, they are different products, a different buckets. Even you can even subscribe to only chembur. You don't have to subscribe to entire Bombay, you don't have to pay for a Bombay city since its online, cloud-based you can platter it exactly the way you want it.
- Q. How many months will it be able to gain customer confidence to buy Flats?
- Ans.: These will start immediately as soon as people start feeling comfortable going out of the house and visiting apartments or visiting developer sites or show flats. So that's definitely a few months away. Unfortunately we are in monsoon which tends to be a little slow for Real Estate, but Ganpati festival is coming and bring in some more surprises for us.
- Q. Can we know what schemes are successful for different projects?
- Ans. We don't have access to the information. We would only have it offline when we speak to a developer friends and developer clients. I don't think those schemes are back in a hurry, but I personally feel they will be. I personally feel subvention will be back and bank will allow developers to come up with some creative financial models. So yes, I it would be back.
- Q. What do you mean by Micro market share?
- Ans.: I think it's referring to the chart that I said 50 micro markers represent 60% of the market. Let me explain. The total number of inventory that has been launched in Mumbai cities about 3 lakhs and those 15 micro market represented a 60% of that. Which a good 1,80,000. So that's what I meant by market share, 60% of all inventory launched in Mumbai City. So that's where all the action should be, that's where the broker should be, that's what the developer should be, that's are buyers are, that's what they're buying.
- Q. Can you give an analysis of sale between completed projects and under construction?
- Ans.: Absolutely. Yes, sir. if I can get your number I will personally share with you or Pune report. Monday morning you will have a Mumbai report which differentiates Mumbai into four quadrants. Quadrant number 1: launched and unsold, quadrant number 2: launched and sold, quadrant number 3 OC received an unsold and OC received and sold. Absolutely. Yes, please wait for Monday. We going to have a report of Mumbai City. The same details can be have in Panvel level, Chembur level any level you want.
- Q. How can I Market a project in Bengaluru being a Bhubaneshwar using our platform?
- Ans.: We have already the data of Bengaluru, you could be any part of the city, any part of the country including Jamu and Kashmir you can access our platform for top seven Metro cities. Very happy to share that we are looking at Bhubaneshwar as well because we have been approached by a couple of clients to look at Bhubaneshwar. So we might come to your city as well.

Three days pilot is available for CREDAI-MCHI members for viewing and understanding the CRE Matrix platform.

Vote of Thanks by Samyag Shah

KEY TO THE LOCKDOWN

#STAYHOME #STAYSAFE