

Marketing in Real Estate

New Perspectives

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Introduction

About HRG Construction

- Founded in 2016

Residential	VERÁNTES®	Zydus Hospital Road
Commercial	MERCÁDO®	CG Road
	The Jewel Park™	CG Road
	CrossRoads	Vijay Char Rasta



4 Ps - Real Estate

1. Product	Types of Real Estate	<ul style="list-style-type: none"> - Residential - Commercial - Land - Industrial
2. Price	Pricing Strategies	<ul style="list-style-type: none"> - Affordable - Mass Market - Luxury - Ultra Premium
3. Place	Location, location, location	<ul style="list-style-type: none"> - Physical location of the site - Digital Presence - VR/ AR - Website + Apps
4. Promotion	Build awareness & attract buyers	<ul style="list-style-type: none"> - Traditional vs New means - Use of AI

1. Product

Types of Real Estate

- Residential - Apartments, Bungalows, etc
- Commercial - Retail, Offices, Coworking
- Land - Agricultural, Plotting Schemes, Weekend Villas, etc
- Industrial - Factories, Industrial Plots, Warehousing, etc

1. Product Features

Core Features	<ul style="list-style-type: none">- Size- Layout- Location	<ul style="list-style-type: none">- 3BHK with balcony and modular kitchen
Functional Features	<ul style="list-style-type: none">- Utility- Design Efficiency- Convenience	<ul style="list-style-type: none">- Natural light, ventilation, open views, *Parking*
USPs	<ul style="list-style-type: none">- Sustainable Homes- Smart Homes- Amenities	<ul style="list-style-type: none">- Solar power, rainwater harvesting- IoT- Swimming Pool, Gym, Library etc

1. Product

Key Take Away

- Identify & cater to specific Target segments
- Understand customer needs
- Highlight USPs that differentiate a product
- Innovate to meet customer expectations

2. Price

Influencing Factors

- Location - Projects in Bopal Ambli are more expensive than in Shela/Shilaj
- Amenities & Features
- Construction Stage - Pre launch prices are lower and increase close to completion
- Brand Value - Reputed developers like Goyal, Swati etc command a premium

2. Pricing

Tactics

- Pre-launch Offers
- Flexible payment plans - A.Shridhars “50:50”campaign - pay 50% in 2024 and 50% in 2028
- Festive Discounts & Freebies - Shivaliks “Ready Property Festival” - Diwali 2024

2. Pricing

Key Takeaways

- Use pricing to entice buyers
- Use pricing to create urgency (FOMO)
- Tailor prices to attract specific segments
- Convey Value

3. Place

Definition

- Refers to the Physical and Digital / Virtual locations to make property accessible to buyers or tenants

Physical Locations	Virtual Locations
Site Location (Site office)	Real Estate Portals (99 Acres, Magicbricks etc)
Expos & Events (ex GIHED Property Show)	Website + Social Media Channels
Experiential Marketing Spaces	VR + AR

3. Place

VR/AR - Brigade Group Use case

- Brigade use fully immersive VR experience at their sales offices to present under construction projects to prospective clients
- Buyers can view the property, experience layouts and amenities without visiting actual site
- Brigade has developed AR powered mobile apps to view 3D models of projects
- Buyers can place virtual model of property on flat surface using their phone - rotate it or zoom in to view details

3. Place

Benefits of VR / AR

- Buyer confidence - helps clearly visualise project and reduce uncertainties
- Increase sales efficiency - can view multiple projects in a single sitting from any location
- Global Accessibility - easily bridge gap for national and international buyers, especially NRIs
- Strong Brand Positioning - appeal to tech savvy millennials

3. Place

Key Take Away

- In Real Estate, “Place” no longer refers to the physical locations
- Digital transformation has enabled developers to reach global audiences, blending site visits with technology driven virtual interactions
- Enhanced accessibility and convenience