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## **MAIL TODAY**

# IT'S A **BUYER-FRIENDLY** MARKET NOW



**With RERA implemented in most states, industry experts think that buying a property at this time will be a good decision given that the investment is legally protected and pricing is right**

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**F**or the home seekers who wanted to buy but were putting off their plan due to various instabilities in the real estate market in recent past, this is the right time to jump in and buy as RERA (The Real Estate (Regulation and Development) Act, 2016) is in place which means timely development, enhanced disclosure norms, and good corporate governance. According to industry experts, the implementation of RERA has resulted in greater transparency in the real estate market across India and has undeniably given a sense of security to home buyers. "With consumer and investor confidence improving, we are witnessing an uptick in transaction activity," says Anshuman Magazine, chairman, India and South East Asia, CBRE, adding "The presence of a regulator gives a home buyer the comfort of knowing there is legal recourse available in case of any issues surrounding their investment."

Also agrees Pankaj Bansal, director, M3M Group, "As the overall residential market settles into a RERA-compliant environment, and with transparency returning to the segment, we will see consumer confidence improve further in the coming months. A price rise may be expected on account of increased compliance cost for the developers but that indeed is a small price to pay considering the huge basket of desirables that the Act brings with it."

Going forward, only the serious players will remain in the market and there will be an undeniable guarantee of only reliable and good quality projects hitting the market. "RERA is truly in favour of organising this unorganised sector, which will directly impact fly-by-night players to vanish away and at the same time the clear and transparent developers could gain the momentum and will have strong market boosting the confidence of the home buyers by delivering quality projects in specified timelines," believes Rattan Hawelia, founder & chairman, Hawelia Group.

One year of RERA escorts the much-desired responsibility, transparency and productivity to the sector and re-defined the obligations and rights of both the sides. "The act has notified rules in around 27 states till date. As the act brought transparency in the

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sector with a total 27,000 real estate projects have been registered with these regulatory authorities," informs Amit Kumar Agarwal, co-founder, NoBroker.com.

RERA has undeniably changed the demand and supply situation in the real estate market. On the demand side, the sentiment amongst the home buyers appears upbeat riding on positive expectations raised and now being implemented by the act. "Our advice to any potential buyer has always been to conduct a thorough check on the property shortlisted before going ahead. This includes checking the price being quoted and whether it is as per market norm. Additionally, a due diligence of the developer, project, track record and delivery schedule is also necessary. The housing market is definitely moving towards a more organised way of functioning and this will be of benefit to buyers in the long run," adds Magazine.

Ashutosh Limaye, head research & REIS, JLL India observes that most micro-markets across key cities of India have been experiencing stable capital values over the last few quarters, which makes markets conducive. Also indicating that there is further no softening of values in general. The appreciation in capital values have remained in the range of 0-2 per cent in 2017 over the previous year for most micro markets across the coun-



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try, especially the suburban and peripheral markets. End users looking for homes have choices of locations as well as properties of varied price points across major cities. With RERA implemented in most states, entering the residential market at this time will be a good decision given that the investment is legally protected and pricing is right.

An assessment of the current market conditions post RERA by Anarock Property Consultants reveals that a pseudo-price correction has come in the form of freebies, discounts, offers, schemes, etc. Also, buyers who sit across the table in a developer's office with a token amount cheque can surely expect further discounts. "Developers are battling with huge unsold inventory and in addition, 1.72 lakh unsold units are likely to complete in 2018. With so much ready-to-move-in (RTM) inventory, developers are keen to offload the same at the earliest. RTM units with occupancy certificate (OC) do not attract GST, so purchasing such properties can be beneficial for buyers. In addition, with rising inflation, interest rates are likely to harden in the future, so for buyers, it is the right time to avail of a home loan at the best rates. All-in-all, it seems to be an ideal time to purchase a house for end-use. The market is a totally buyer-friendly at the moment," enlightens Anuj Puri, chairman, Anarock Property Consultants.

Undoubtedly, enhanced levels of transparency and accountability have greatly improved the home buyer sentiment. "Developers are also keen to sell their existing projects before launching new ones which is prompting them to offer the best deals on their properties. These productive deals provide a great opportunity to the consumers to turn their dreams of owning a house into a reality," asserts Jaxay Shah, president, CREDAI National. With necessary laws, infrastructure and a renewed trust in the newly formed system, CREDAI believes that it's an extremely opportune time to invest in Indian realty. "I would recommend only to buy properties from members of CREDAI as its members are committed to delivery on time and respect the rights of buyers as proved by the success of our consumers' grievances redressal forum," accentuates Prashant Solomon, managing director, Chintels India and hon. treasurer, CREDAI NCR and convenor of CREDAI National (media and PR committee).

Also, with the auspicious Akshaya Tritiya round the corner, this season may be a good time to buy property and invest in real estate projects.