

Hard bargaining on sales- Sai Estate Consultant's successful strategy

Post demonetisation, home-buyers were adopting a wait-and-watch attitude as they anticipated a fall in prices. But Sai Estate Consultants low price offers and heavy discounts on flats in Chembur has set the ball rolling...



Mr. Vicky B Wadhvani,
MD - Sai Estate Consultants
Chembur Pvt. Ltd



Mr. Rohit Ruparel,
Vice President - Sai Estate
Consultants Chembur Pvt. Ltd

In these times of slow sales on housing, Sai Estate Consultants are managing to sell consistently. The sluggish market environment has had no significant effect on their sales volume. We spoke to Vicky B Wadhvani, MD and Rohit Ruparel, Vice President on their strategies to stay afloat in such times...

Negotiating with the developers

At SECCPL before we list a project on our shelf, we conduct a study on :

1. how much inventory does the developer want to sell at the current stage?
2. What are his costs?
3. Are there any debts associated with the projects and how does he plan to service the same?
4. Developers current market reputation
5. His expected profit margins
6. Detailed market & typology analysis surrounding the project.

Listing our past performance over last 5 years and our ability to SELL, we propose a 30 : 40 : 30 plan, where in 30 % of his stock is sold in 1st 30

6. Upfront waiver of brokerage charges for all primary projects.
7. Explaining the profile, credentials of the developers & stating all associated facts about the project.
8. Not encouraging any kick-backs from the banks / NBFCs providing home loans.
9. Ensuring the agreements are balanced keeping home buyer safety first.
10. Extremely strong after sales in house support vertical ensuring the buyer experience remains seamless before and after the transaction is made.

How do you plan your sales strategy?

Aggressive marketing strategy and use of best digital technology. Most of the small to medium micro market centric developers don't have an indoor sales & marketing team. The quality of homes made could be superior and at competitive prices, but one needs to talk about it to the world and brand the project well. We ensure that from 17 newspapers across the city to each and every digital platform the project under

Chembur is one of the most sought after destination for home buyers. We spoke to a few developers on their views on Chembur and the prevailing market conditions:

Arun Jadhvani Aayush Developers



This is a price correction market and not one where prices are falling without reason. Once RERA comes into force, prices are expected to rise a bit but it will be a sustainable market with a steady growth.

Hiten Chhadva Director, Chhadva Developers



Chembur has a thriving social life, great connectivity and modern infrastructure. It is all set to become the latest hotspot for real estate investment for those who wish to move away from congested locales to more accessible areas. It's the right time for homebuyers to invest here as it is good value for their money

Sanjay Devnani MD & Civil engg - GM Constructions



Mumbai can to be separated into different zones with Chembur being adjudged the biggest zone. Currently, it is the hottest destination for real estate investment because of the connectivity factor which has made it the central suburb of Mumbai.

Dhiren Gala Maahavir Builders



Come to Chembur: Cleanest, greenest and most of all a well-planned suburb. The specialty of Chembur is the connectivity and the upcoming infrastructure. The homes are not so expensive too which helps to invest here without any stress.

Dinesh Shah MD- Shubham Group



The real estate scenario in CHEMBUR has drastically changed in these last two/three years. Today, the market is clearly driven by "actual consumers" who are buying for their personal use or for their kids etc. Payment schedules are also pocket friendly. Also, we see that clients are keen to buy projects only with reputed developers with clear-cut approvals from BMC and bank-approved projects. Things are slowly looking positive post demonetisation and it seems like the real estate industry will turn around in the next few months."

Rushab Satra Director-Satra Group



The essential ingredient for real estate sales is the location. Chembur, has undergone substantial transformation since the last one year and a half years mainly because of the infrastructure revolution and its connectivity. Chembur primarily caters to the needs of the middle income group, and now has A-list developers delivering different options to buyers to choose from. Though due to demonetisation, the real estate industry all across has become stagnant, but with the budget coming up soon, the real estate sales would improve and it would truly be the best time for the actual users to purchase the dream property.

Vinayak Nevrekar Partner- Chaurang group



Though there is a correction in the real estate prices all over, in future there will be an upward trend for Chembur real estate market. Chembur has become the destination to have a dream home for all income groups owing to its connectivity and wide range of home sizes suiting the needs of an individual buyer.

Karan K Kulchandani Kulchandani Konstructions



Consistently improving connectivity like the Monorail, Eastern Freeway & SCLR has driven the Real Estate market in Chembur to a new height, yet providing one of the largest green covers in the neighbourhood giving it a perfect liveable quotient.

Devang Sharma Director- Sabari Group



Chembur has excellent connectivity to all major economic and financial centers like fort, BKC, Parel, JNPT ports, Thane etc, making a preferred location for employed people. It has amenities for a family like clubs, schools, hospitals, malls and green space like gardens, golf club spread over 150 acres. Also, lack of supply makes Chembur a great place for investment. Chembur has seen the highest increase in property price in the last five years in Mumbai.

Nilesh Kudalkar Kings Builders and developers



Chembur market will not come down ever as this is a prime location. Real estate is the heart of the Indian economy. Owing to demonetisation, investors who were dealing in cash transactions have disappeared. Also, only small budget flats are in demand than bigger size flats. Small flats of size 30 sq.m size of 30 lakhs are in demand as per survey.