# **Observations in Real Estate Markets business in Hyderabad**

**Acknowledgement**

I thank my uncle Damodhar for giving me some insights into this market. He runs a small scale real estate business. And I miss the rides which we went to find, buy, sell, plan investments in this market in Hyderabad, India in 2012 & 2018 during my spare time. He is primarily into apartments and villas.

**Introduction**

Since 1999, Hyderabad suddenly emerged as a leading player in the real estate market in India and caught global attention. Interest of International Technology companies has made Hyderabad a prime market for real estate investments. And movement of tech talent from around the country to Hyderabad and making it there home made it an added factor for price increases and real estate market rise. There were a few fluctuations between but overall it had a healthy growth.

The cost of living and lifestyle is less and twice better respectively than the metros in India. The comforts offered are unmatched. The affordability of goods, cost of living, and safety will make Hyderabad a prime location for real estate markets and these are difficult to match. The advent of technology and well connectivity by airways is another factor for the demand of choosing Hyderabad as a living destination. Thus the city will experience a progressive growth in this real estate market by leaps and bounds.

In the rest of the document you will find the entire focus is on villas and apartments and does not include office spaces, business warehouses and more as my Uncle’s business focused only on these and this was my focus.

**Observations**

**Connectivity**

Roads and Airways are the primary factors for the choosing of a residential destination in this decade. Hyderabad, India is well connected via an International Airport. Road connectivity plays a crucial role even to this day. The major road lines connecting Hyderabad are Nagpur highway(Warehouses), Karimnagar highway(Biotech), Warangal Highway(IT), Vijayawada highway(warehouses), Sagar highway(aerospace and more), Bangalore highway(warehouses) and Mumbai highway(IT). Thus these developed road connectivity plays a major role in making the businesses to meet the demands well and overall make the housing and living a better choice.

**Finance**

The current generation of working people are fast and large earners. There are also people who are still working and making smaller money. Both the subsets of working people are presented with lucrative options let that be home loans or easy monthly installments of payment from the financial institutions of Hyderabad, India. The advent of technology and digitalization is making it easier and faster to avail lending opportunities and start their dreams. One of the things to watch out is that especially when taking EMIs for home payment, they people should watch out about the growing needs and how their earnings are trending.

**Housing**

Housing plays a major role in today’s world. It brings tranquility, comfort, security and peace into one’s life. In Hyderabad, India, home is considered as a place to celebrate life. During the festivals, people celebrate by painting homes and decorating it with lights. They also now a days in this decade started making homes green and are setting up small scale nursery’s in homes. People are also spending for home accessories and are also filling up the home with décor.

The apartment scene in Hyderabad is very budget friendly. You can get(Rent or Buy) apartments tailored to your income but the locations vary, but again the transportation is budget friendly.

**Practices by Small Scale Real Estate Business**

In Hyderabad, in the real estate market, the top performers are villas and apartments, as people are keen to procure them for those who can afford them, primarily for comfortability.

**Communication**: The standard practice for getting customers is either by calling or by social networking. The Mid and large size real estate companies typically use cold calling to get its customers. Small sized companies relays on networking via WhatsApp and talking within their community to explore new opportunities or potential customers.

**Guided Tour**: After procuring the land for selling, for an apartment or villa, the company constructs an example villa and gives potential customers the tour. They also share photos and videos of the proposed property via social media.

**Happy Customers**: Currently the model is structured such a way that the customer pays an initial down payment to exhibit interest and choose a property. Later he is given a substantial benefits and options including monthly EMI to pay the remaining even via timely deposits.

**Ventures Insight**: Gated communities have become the chosen one by the customers who are opting for villas or apartments. The availability of markets to buy vegetables or other basic supplies along with Gyms, club houses and more in the vicinity is one of the prime driving factors. Also the growth of ecommerce has made homes(irrespective of location) the preferred destinations.

**Conclusion**

In Hyderabad we see that market is moving towards the sides where we have the airport in Shamshabad and the financial district/Gachibowli/kondapur The working professionals are now spending more than those in last few decades ago and investing into apartments and homes than renting alone(first year or so) and made it easier to fulfill the dream of a home in Hyderabad, India.

Note: I can share numbers but that’s private information.