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<b style="mso-bidi-font-weight:normal">Need guidance on how to search for a

Property?</b><br>

<br>

If you are new to the real estate you need to ask yourself some questions

before planning to make an investment.<br>

</p><p>Why am I buying the property? Is it a short term or a long-term investment? A

place where I can live or a commercial space where I can set up my business?<br>

<br>

You might think that cost is the most important aspect when looking for a

property, however that is not the case</p><p>There are 3 things which matter the most when you’re looking for property,

which are: </p><p>Location,<br>

<br>

LOCATION</p><p>&</p><p>LOCATION!<br>

<br>

Factors covering location are very important. Is it LOCATED in an area where

there is future scope. The Location covers ideal entrance and exit routes. Is

it located close to amenities?</p><p>Is the property located in an area which has a good future in the real

estate market? Does the location have good entrance or exit routes? Is the

location to amenities?</p><p>You will never have to worry about the cost once you’ve carefully assessed and

chosen the perfect location suited to your needs. <br>

</p><p>If you have chosen a location carefully, you will have a good return on

investment. If you have a chosen a location for property purchase which has a

good future prospect, then you will get a better price in the future for the

same property. <span style="mso-spacerun:yes"> </span><br>

</p><p>In Pakistan thorough analysis and survey really helps in finding the right

property, the market here is not mature and still has some ancient processes

followed which involve paper work and there isn’t much authenticity. Every area

has its own norms, conditions and rules, you must be very careful before

purchasing any property as you must be aware of the rules set across your area

of interest. The rules and dynamics change from agricultural areas to cities

like Karachi, Islamabad, Lahore and all the way to Gwadar. <br>

<br>

Coming back to the basics in property investment location contributes as being

the most important feature.<br>

<br>

Any individual looking for a house or a piece of land to build his/her own

house may look for nearby Parks, Commercial Markets, travel routes for

easy access to other parts of the city,  a hospital, a school, main roads,

their office distance and airport etc. <br>

<br>These choices may vary from person to person depending on the priorities

of the person, e.g. A person who prefers living in a quiet area would not care

about being very close to the main roads; a person with no school going

children would not want to face the hassles caused by the school and would want

to have a place away from any school, people using public transports would

however want to be close to the main routes/roads. Thus, for any buyer or

tenant one of the most vital characteristic would be its location. <br>

<br>

We can also assume the same about the people looking for commercial property;

they would want their shops, stores or offices to be located on the main roads

or close by their travel routes, so people can approach them easily. They would

want their property to be in an area where there is safety and security, so

that they can carry out their business with ease. <br>

<br>

Location, therefore, is the most salient feature for any property, which adds

to its value, price, features and profit.</p>