

AUGUST 2020

Newsletter



Community
Lifestyle
Bringing
Harmony to
Urban Life

In Talk with

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This month, we are in talk with Md. Sharifur Rahman, Executive Director, bti Construction, who gives us some helpful insights regarding bti building products and their uses.

Can you tell us about building products?

We have several types of products in bti Building Products line. To begin with, we have few types of Concrete blocks that differ based on thickness. We have 110 mm, 100 mm and 90 mm thickness. Besides, the products made in our factory have been handed over to 50 different projects, all of which used bti building products instead of red bricks. We have also been selling our products in different markets. When it comes to quality, Concrete blocks are better than red bricks. Red bricks contain a particular high salinity that leads to construction defect environmentally speaking. It cannot withstand the test of time either. Concrete blocks are much stronger. In fact, red bricks cannot be made any stronger than their existing state as their raw materials include clay. However, Concrete blocks can be made into bolder and better blocks with cement or other materials. Additionally, Concrete blocks have negligible salinity, are sound proof and prevent heating as they have a hollow cavity inside. Reduces the risk of dampening and in turn weakening. Electric cables can pass through the cavities easily. Concrete blocks are cost effective at reducing the cost of construction as it requires less in number than bricks. It requires less mortar as well saving both time and money needed for construction.

What are some other building products and their uses?

Our other products include Unipavers and Pavement Tiles. Unipavers are used as flooring materials. They are mostly used outdoors in places like footpaths, driveways, walkways, pavements etc. They are cost-effective and customizable according to users' preferences. They vary in size and cost, depending on the type of Unipavers chosen. Unipavers come in many varieties and they have a wide range of uses in different areas of construction. Unipavers have already been widely used in factories, refueling stations, internal roads, material stacking yards, loading-unloading yards, carpeting etc.

One of the biggest advantages of using Unipavers is their durability. Say for example, a road has been constructed using Unipavers and after three or four years when trucks with heavy loads have travelled on it and damaged it, I want to widen it. In this case, the Unipavers can be taken out using sand filling, whereas on an RCC road you have to break it and reconstruct it. Same goes for carpeting. In remote areas, where natural disasters have damaged carpeting, unipavers can come in handy. Unipavers can be used in filling stations, hotels, motels, resorts, internal walkways, footpaths etc.

Can you tell us about Pavement Tiles in details?

Pavement tiles are very important to make a structure completely functional, aesthetically pleasing and are useful for quality maintenance with no inconsistency. It is also Buet tested in terms of strength and salinity and can be conveniently used in both residential and commercial complexes. Some of its uses include both indoor and outdoor surfaces namely: garden



walkways etc. Pavement tiles are environmentally friendly with high rates of absorption of rain water hence leading to lesser damage. Pavement tiles are also used in footpaths and walkways. They are made with highest quality; they are capable of taking compressing stress of upto 1200 PSA, they come in different colors and designs too and are cost-effective. Pavement tiles come in 8 inch by 4 inches dimension, with thickness varying as such: 60mm, 70mm, 80mm and 100 mm. With negligible rate of .023% sodium chloride, they have water absorption capacity of upto 7% which makes them very compacted. They are customizable when needed in case of more strength.

How does bti Building Products test the quality of its products?

bti Building Products always gave priority to testing to not only ensure quality but also for the customer's knowledge. As I mentioned earlier, all items are rigorously tested in buet labs, in full-proof methods. We are committed to create the best quality items in our own premises and factory.

Community Lifestyle
Bringing Harmony to
Urban Life

IN FOCUS



We know that saying- “absence makes heart grow fonder.” This fact is more relevant today than ever. It is in the absence of things that we miss them, and learn their true value. While leading the fast-paced urban life, we searched for the quiet comfort of our homes, the peaceful solitude away from the city crowd. However, it is in the past few months of isolation and social distancing, we longed for the company of a friend, the smile of an acquaintance passing by, a coffee date with the loved one or just simply the daily banter of life outside. Even while living with family, we missed hugging a friend, hopping on a rickshaw ride, or a steaming cup of tea at some roadside tong while indulging in political discussions with strangers.

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Break out of the four walls and learn to live

It is through the past months we have realized how horrible such alienation is. This is why it is more than ever that we want to share bonds of affection with our neighbors, to kindle new relationships. We want to step out of the four walls and find joy in the warm smile of the ones living around us. Community lifestyle has never been as important as it is in this new decade.

Community living, also known as community lifestyle, brings together groups of people within one residence. Thus the result is people of different walks of life sharing one big journey together, a journey that is of age-old neighborly love and affection. bti, always putting its customers' desires first realizes the need to transform our apartment lifestyle experiences into one that doesn't limit us, but helps us to grow. And what better place is to grow than within a community that nurtures us lovingly?

Where every day is as bright as Spring

The spirit of community is definitely awakened when you wake up to not just birds chirping cheerily, but to the laughter of children playing around. No matter how spacious your home, if your child doesn't have a playmate it can run around and play with, is it really worth it?

Our lives are already fast-paced, each day passing by in a blur. In a community, these blurry days will feel more stable and steady. Just gathering at the rooftop to have a cup of tea with your neighbors, sharing snacks and recipes rejuvenates you for battling another day. Which is why, in a gated community each day will be bright and breezy!

Where you find everything within your reach

A medical emergency or finding someone to look after your child or the elderly at your home will be the least of your worries while leading a community lifestyle. You will always have a helping hand, a shoulder to cry on and faces to share your happiness with.

Beyond that, a gated community usually offers in-house facilities, from community halls, BBQ zones to sometimes even ATM service and pharmacies! A gated community is like a city within a city, just more peaceful.

With time, our need to stick together, to grow and breathe within bonds of love is getting stronger. Homes hosted within a community foster healthy lifestyle that makes our urban lives worth living. Keeping the interest of its customers in mind, bti has a lot of ready and on-going homes within different gated communities. They are available in a wide range of sizes, and are spread across the city and even in the outskirts of it, like Shopnobilash! Within the city, bti offers Rosarium in Malibagh, Splendor Mansion in Mirpur, Dolce Vita in Joarshahara, Chayabithi in Uttarkhan and more!

So why must you stay cramped up within 4 walls? Step out, take a walk, share a lovely evening with your neighbor and enjoy community lifestyle to the fullest!



Property Management The Most Awaited Service in the Real Estate Industry

FEATURE



Planning, saving up, finding and finally purchasing our dream is not the end of it. With a home, come many responsibilities. Just like a home lovingly shelters us and cares for us, we have to do the same and return the love to the four walls that hold our memories. Ensuring the safety, cleanliness and overall standard of your home is extremely important. Nothing is more off-putting than a damaged wall, dirty swimming pool or a mud stained staircase. The cleanliness of the premises and the common spaces definitely affect the ambiance and impression of your home. That means, managing and maintaining our dream home is one of the biggest responsibilities we have to carry out if we want to preserve the beauty of our precious dwelling.

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Well maintenance ensures safety

Every element that makes up our home requires some amount of maintenance. Especially equipments, appliances and systems can cause a terrible accident if not taken care of properly. Lift and generator are two of the most significant parts of our lifestyle. Ensuring that the lifts and generators are properly maintained can prevent accidents, and even save lives. However, it is not a task that you can do on your own. That being said, don't just randomly trust anybody to do the maintenance or repair work. Lifts and generators should only be handled by skilled professionals.

There is no relaxation in filth

Swimming pools are meant to be an escape into the soothing blue, to let go and unwind. But it can only help us relax if it's crystal clear and clean. Swimming pools are one of the places that get very dirty very easily, especially if it's used by the community. To maintain hygiene, swimming pools must be maintained thoroughly, including keeping the chlorine/medicine levels in check. This means that it can be a terribly tiring job and thus require regular maintenance by someone who is an expert at it.

Avoid that electric shock, call an expert!

Firstly, we all know how badly a plumbing emergency can bother us. A broken tap or an inside leak, any and every plumbing issue need to be handled immediately before your walls get damp or your home starts smelling funky. Water tanks require regular cleaning, so does the water purification system because compromising with the maintenance of these two is not an option. No one wants to take a shower with dirty water, right? Make sure to always get a professional hand to take care of these regularly.

Also, an electrical malfunction heavily requires someone who knows all the ins and outs. Don't get involved into fixing an appliance or an electrical system- you might cause an accident if you aren't an expert in it! But do consult a skilled electrician to help solve any issue to be safe.

A touch of renovation is all you need at times

The home of our dreams requires a makeover every now and then. A splash of colors, a little woodwork, or even the addition of a few lights can bring out the best in our homes. Or simply, just repainting the worn out walls can do a lot for your lovely little abode. Once in a while, consult an interior service provider who will not only renovate or upgrade your home, but also the exterior of the building!

Get some extra hands for a better lifestyle

To wrap it up, after getting the home you so tastefully chose, its security, safety, maintenance and management being a burden will ruin your experience. Do hire professional security, cleaners and if needed a manager to not only serve you but the community within the premises. That way, as a community you can enjoy perks of having a hassle-free management system. It's even better if all these concerned support staff are within one single administration system, which can be hard to find.

But not to worry! Keeping your concerns in mind, bti is introducing its newest SBU, bti Property Management. Besides tending to all the maintenance concerns listed above, it goes a step ahead and provides maintenance and management personnel! If you trust in bti's quality, you can blindly trust the professionalism and expertise of bti Property Management and its services. just call and hand us your worries!



What's new with the SBUs?



Square Feet Story

One stop solution to architectural design

bti's latest venture, Square Feet Story is a one stop and complete package of solutions to make the best living arrangements for you. SFS also provides services for commercial spaces, including homes that will require all your needs, starting from construction, plumbing, architectural design, landscaping, interior design, 3D imaging and animation like virtual tours etc. Moreover, our sales marketing team will provide the best of services and our features extend to legal services as well!



The Business Center

Comprehensive shared workspace

The Business Center, bti's shared workspace, has now started anew post-pandemic with entrepreneurs, freelancers and individuals flocking the stations with their work. This space which is fully-furnished and well-designed, gives you the optimum working conditions and the opportunity to work together and mingle. With a wide range of options and within a reasonable price, The Business Room does a terrific job at rethinking work place as a co-habitable sharing work space.



Property Management

Top notch service for your home

Keeping your concerns in mind, bti is introducing its newest SBU, bti Property Management. Besides providing you with all your maintenance needs, we go a step ahead and provides maintenance and management personnel! With bti's excellent quality for decades, you can simply handover your property management needs to us.

What's new in the Real Estate Industry?

Turning Tables Globally in Real Estate Predictions

The global real estate industry has gone into an upheaval since the beginning of the pandemic. Yet, defying all the odds, the results have been more favorable than expected. The mortgage giant Fannie Mae predicted that the US housing market would experience a 15% decline in home sales in 2020 with rising unemployment and low supply of housing. The driving force behind this decline in home sales was expected to be existing homes — which would, according to estimates, drop to an annual rate of 4.54 million units, in comparison to 5.34 million in 2019. As a result, fears had risen about another “housing market crash” similar to that of the great economic recession of 2008. Nonetheless, paired with a record-low mortgage rate of less than 3%, the housing market in the US exploded due to the demand for homes that had been pent up. Existing home sales witnessed a 20.7% month-to-month increase from May to June and new home sales rose by a staggering 55%, which is the highest percentage of increase in the last 13 years!

Source: Dhaka Tribune, 10th August 2020

The Yearning for Real Estate Fairs

The severe lack of real estate fairs, festivals and other soirees as such during the pandemic has had a bigger affect than predicted. Over the years, these fairs have been a great opportunity for potential buyers to evaluate their options, and for the developers to promote their products through several offers & discounts. Thus, these real estate fairs have been significant contributors to property transaction in the country. These are the scopes of investments that people are terribly missing out on right now. Being what is considered the greatest “property mover”, one fair has the capability to make bulk property transactions. Thus, even in the times of COVID-19, the need for real estate fairs is growing, and online events as such are now a popular way to tackle that yearning for the time being.

Source: Dhaka Tribune, 10th August 2020



What do dwellers in Chattogram seek?

A study conducted by BProperty reveals the needs and desires of Chattogram citizens when it comes to housing. A prominent portion prefers or looks for homes between 1000-1500 sft., while homes below 1000 sft. reign as the second most sought after homes. This is followed by homes that span between 1500-2000 sft. The study also delivers that most look for homes in the Bayazid Bostami are, with Khulshi and Double Moring following respectively. 3 bedroom homes are the most popular, and properties that range between 62-72 lacs are the ones people strongly prefer. Homes that are with 10 lacs above or below that range follow in terms of preference. For the renters, homes that cost 10000-15000 tk are the most popular and looked for in the bustling port city.

Source: Dhaka Tribune, 10th August 2020

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