



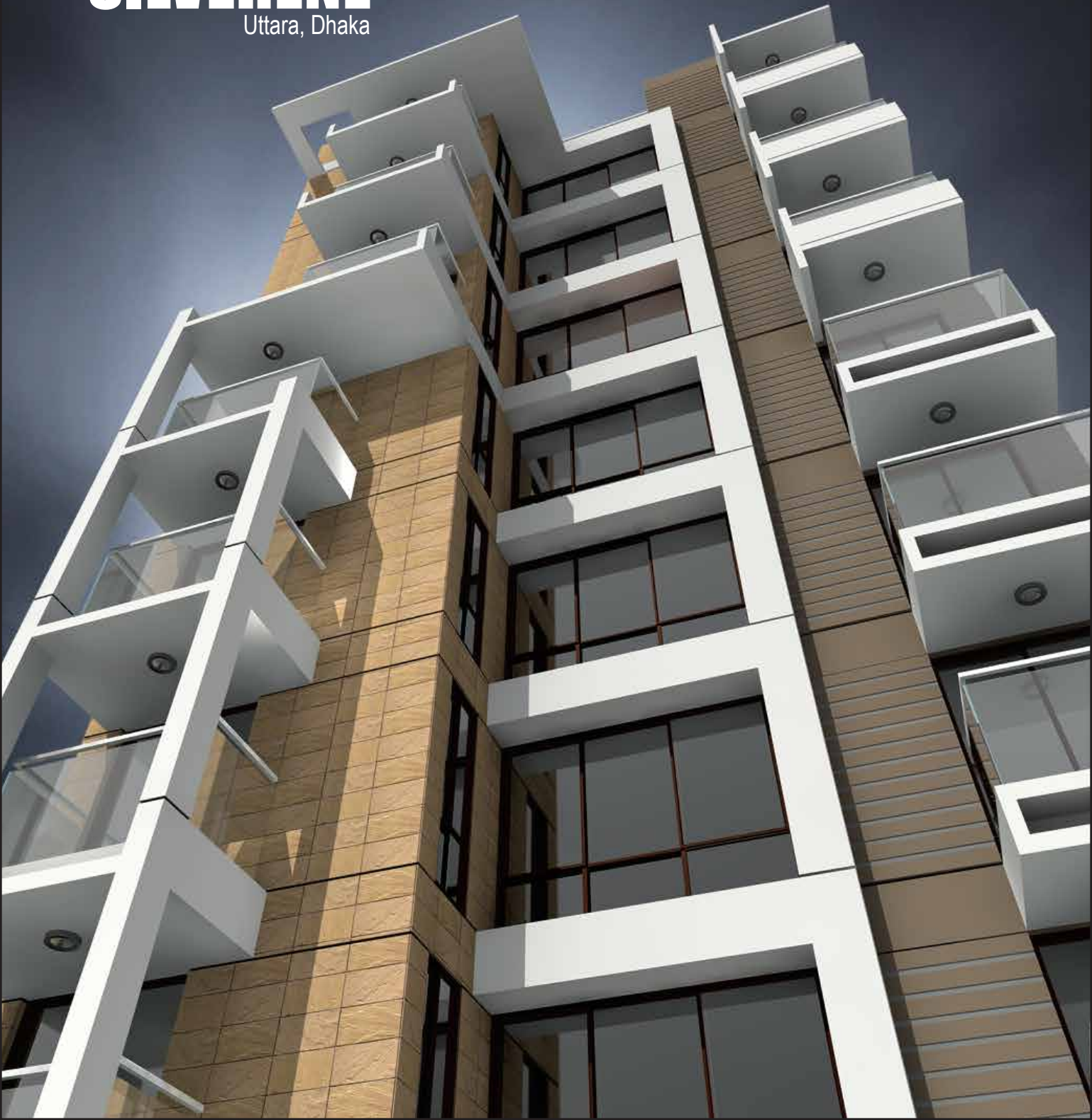
# Newsletter

DECEMBER 2017

PROPERTY IN FOCUS

## SILVERENE

Uttara, Dhaka



Building  
homes &  
creating  
happy memories for

35  
YEARS  
IN DHAKA

14  
YEARS  
IN CHITTAGONG

5  
YEARS  
IN COMILLA





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**bt** Newsletter

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# Celebrating the bti family bond

We are officially at the end of 2017 and this issue of bti newsletter is the sixth one marking it our half-yearly anniversary. Looking back, 2017 has been a milestone in the journey of bti. It was a year of many new beginnings, achievements and of course a celebration of the bti family bond that we share with our valued patrons and our employees.



In 2017 we officially launched bti building products by introducing interlocking concrete hollow blocks with an aim to build a greener city and contribute to the construction field which is an essential part of the real estate sector. To make bti a one stop real estate service platform, we now also offer contracting services through bti contracting enabling you to build your residential home, corporate office building, or commercial shopping space without any hassle using our expertise of 35 years in the real estate sector. In our continuous pursuit of excellence we have also launched an upgraded version of our website making property buying easy.

Last but not the least, to celebrate the bti family bond

with our special customers and employees we had a year of celebration in a number of events such as Pitha Utshob, Boishakhi Mela, Children's Art Competition, Project Fairs, Corporate Summit and so on. We are thankful to each and every one of you for sticking with us and we dedicate this issue to you. In this newsletter, you will find an interview with Mr Noor E Alam Siddike who is the Executive Director of Sales at bti, property buying guide featuring smart investment tips, Silverene as our Property in Focus as well as other latest happenings and offerings from bti.

Happy reading and a happy new year to all the bti family members.

“

In all our years of experience, bti has had strong financial solvency so we can keep the promise to our valued customers of timely handover.

”



# In Talk with

## Noor E Alam Siddike

### Executive Director of Sales at bti

The real estate market plays an important role not only for the developer companies and home seekers but also for the overall country as real estate is a huge sector and influences other related industries too. In this issue, we talk with Mr. Noor E Alam Siddike, who is the Executive Director of Sales at bti. He gives us valuable insights on the current real estate market, his experience and recommendations for real estate investment.

***What do you think of the current real estate market in Bangladesh?***

I think the real estate market in Bangladesh has definitely improved compared to the last few years. Although I would not say it has revived completely it is surely in a better place. For example, the apartment price has now stabilized and is now much lower than it used to be. Moreover, the interest rate has fallen to single digit. It used to be 12-13% whereas now it is 8-8.5%. With the availability of home loans, combined with low interest rate, even middle income people can now fulfill their dream of homeownership.

***What are the challenges according to you in current real estate market?***

Right now many people when buying an apartment wants to know if it has gas connection or not. It is likely for people to be wary of what the upcoming years will hold if they buy such an apartment without gas connection. However, I think this is just a change which buyers will accept soon once alternative ways are presented to them and for that we need government support. Also although currently interest rate is low, it may increase which will again dampen the real estate market and for that we need government support to help the real estate sector and ensure all range of customers can fulfill dream of homeownership.

***What is your no 1 tip to anyone interested in real estate investment?***

I would say now is the right time for real estate investment as apartment price has greatly reduced compared to past few years. Investors also need to check the background of the company they are investing in as there are many companies who cannot keep their commitment. Someone might be tempted to buy an attractively priced apartment in a poor location from a small developer company. Apart from living in a poor location which has its own pitfalls, he may face endless woes investing in such a property due to factors such as untimely handover, poor construction quality or poorly planned apartment layout. Whereas if anyone invests in a property at a higher price in a decent location such as Uttara, Bashundhara, Baridhara from a

reputed developer company, then he can surely earn a handsome ROI few years later. Even though apartment price has now stabilized, it has chances to increase again so now is the perfect time.

***bti has been more or less unaffected even during a slow real estate market. Why do you think that is?***

Yes, that is true indeed. Our sales have never been affected and sometimes even during slow real estate market, we have actually experienced high momentum in sales. When people want to buy a home, it is a lifelong dream of many, and people are willing to pay the extra price for getting quality product and ensure peace of mind. In all our years of experience, bti has had strong financial solvency so we can keep the promise to our valued customers of timely handover. We also understand the need for an aggressive marketing stance. We are always in pursuit of excellence and continuously try to achieve more. This mindset also helps.

***Can you share a memorable experience with a bti customer?***

There are tons of such experiences. One particular memory I can still recollect is a few years ago we were trying to sell an apartment in Elephant Road in our Utopia project but the price was a bit higher than market price and there was this customer who was reluctant to pay the extra price but we were confident it would be a sound investment on his part as property value was very much likely to appreciate in later years. A few years later he called me up and thanked me as he realized it was indeed a great investment decision.

Another instance I can recall is of someone who is an acquaintance of mine. He was looking to buy a flat in Uttara and at that time we had a project called Encore at Uttara sector 14. At that same time, he was offered another flat in that sector in a corner plot location at a much lower price and he took that offer. However, till now he laments not buying a flat in a bti project since he faced many troubles afterwards. He did not get handover on time and he had purchased the home on loan. Apart from paying the loan, he had to pay on his own just to get the floor done. So from my experience, I can tell how important it is to buy from a reliable company as or else it can become a lifelong regret.

Property Guying Guide  
**How to be a smart  
real estate investor?**



“Real estate cannot be lost or stolen, nor can it be carried away. Purchased with common sense, paid for in full, and managed with reasonable care, it is about the safest investment in the world.”

-Franklin D. Roosevelt

Although initially investing in real estate can seem daunting, it is actually the safest form of investment provided you have the pertinent knowledge. Whether you are looking to buy an apartment and resell it later or you simply want to use one of your units as a rental property, here are some tips from experts to help you along the way.

## Location is overtly emphasized for a reason!

Do not at any cost undermine it. A good location and a well designed apartment can make you a very happy real estate investor as you see the value appreciate over the years. You should consider the existing state of the location, infrastructure development, whether the roads are broken or not, if it gets flooded during monsoon or not. Also consider the amenities available in the neighborhood; no one wants to travel miles for grocery shopping. A home in a prime location has the highest probability to sell like hot cakes.

## Be determined

Buying an apartment is not a purchase you make on a whim. Investing in real estate is not the shortcut to getting rich. You have to be resolved and patient. For example say you have bought an apartment and want to sell it instantly to get quick cash in hand. But sometimes you will have to learn to hold onto the property and wait for property value to appreciate so that you can get a much higher ROI.

## Do your market research

You need to be aware of the current market trends, get a generic idea at apartment prices in various locations. For example luxury apartments in Banani, Gulshan, Baridhara Diplomatic Zone are great for earning maximum ROI whereas you should definitely avoid back areas of locations like Badda. You can invest in ongoing properties in a good location which you can choose to resell after receiving handover. This will give you time to test the water and the property value in that area might also increase by the time you get the handover.

## Invest in multiple units

Many apartment buyers invest in multi-unit properties which is a smart investment trick. In one unit you can live with your family while you can rent out the other units. If you wish later you can even sell your unit and move into a new home. This way you can earn a stable monthly income from rentals and live peacefully in your own home with your family nearby.

## Verify company's credibility

When you are buying from a developer company, you should most definitely cross check the company's background, after all real estate is a huge investment. You can check out their years of experience, number of projects completed and handed over. Also do not forget to check references, testimonials to get valuable insight. Even if you buy a property that feels like a great investment with attractive price, you should check the developer company as all that glitters is not gold.

There is multitude of ways to profit from real estate investment. But the time to invest may be now, when interest rates are at historic lows and real estate values have come way down off their highs.





# Property in Focus

# SILVERENE

Uttara, Dhaka

This spacious luxury home from bti Classic Collection is located in the heart of Uttara sector 1. The area is well served with a plethora of shopping complexes, shops, schools and colleges making living here seamless.



Some of the location highlights include shopping complexes like Rajlaxmi Complex, Aarong Flagship Outlet. For schooling of your children, the neighborhood includes Scholastica, Turkish Hope International School and for recreation, the area offers you tons of choices like Fire on Ice, Uttara Club, Xinxian besides others. Commuting from here is extremely easy due to several bus stops in Jashim Uddin Avenue. Hazarat Shahjalal International Airport is also within the vicinity making it a great location for people who travel abroad frequently.

The apartments have been meticulously designed with each unit having 2012sft to give you the maximum comforts of a spacious home along with a Silverene stands tall majestically with a contemporary exterior façade welcoming you home with soothing color tones of white, beige and brown. This 9 storied residential building is north facing and comprises 8 single unit apartments making it an absolute peaceful sanctuary. healthy living environment. All the apartments are road facing where you can enjoy the openness and receive ample light and ventilation. Each unit has 3 bedrooms and attached bathrooms.

or your comfort, the bedrooms are placed at the front side with two balconies for maximum ventilation whereas the common living space with an attached verandah is also carefully placed on the south side for you to enjoy the south breezes while sipping a cup of coffee or reading a book.

Apart from designing the apartment layout scrupulously, care has been taken to design the perfect rooftop retreat for you. There is lush greenery and sitting arrangement. Enjoy a solitary stroll while watching the sunset or turn it into a happening spot by throwing a party for your friends and family. Silverene has been designed thoughtfully to give you an epitomized urban living experience.

<b>Location</b>	Sector 1, Road 12, Plot 13, Uttara, Dhaka
<b>Type of Project</b>	Residential
<b>Built Up Area</b>	5 Katha
<b>Number of Floors</b>	8

<b>Apartment/Floor</b>	1	<b>Collection</b>	Classic Collection
<b>Size</b>	2012 sft	<b>Launch Date</b>	July 1, 2015
<b>Bedroom</b>	3	<b>Completion Date</b>	December 31, 2017
<b>Bathroom</b>	3	<b>Status</b>	On-Going



# Handover Ceremonies

The handover day is a very special day in the lives of our customers. At bti, we try to make it a memorable one for our customers by not only delivering the home on time as promised but also by holding a special handover ceremony so that the customers can treasure the memory for many years to come.

Here are a few snapshots taken in the happy days of our customers receiving handover.



*Md. Kyser Hamid and family receive handover of apartment unit in Astoria*



*Mr. Kamal Hossain receives handover of apartment units in Bella Gardenia*

# Post Handover Meeting

We care about our customers even after they have received handover of apartment. Post handover meeting is a tradition to ensure that even after handover our customers are living happily in their new bti homes.



Post handover meeting with apartment owners of Halcyon

# Joint Venture Agreement

Our landowners are invaluable to us for their trust and confidence in us. We always endeavor to maximize the value of the land and give the right value for the asset.



Land Signing Ceremony of a 5 Katha Land in Uttara

# Upcoming Project

## The Sanctum @New Eskaton

The Sanctum from bti Classic Collection is situated in the convenient area of Dilu Road, New Eskaton. New Eskaton offers easy connectivity to the rest of the city being connected to thriving areas like Moghbazar, Old Elephant Road, Mintu Road, Shahbag and Farmgate while the presence of Hatir Jheel link road makes it easy to commute to Tejgaon, Gulshan and so on.

The Sanctum is a 9 storied residential building having only two units per floor. The main advantage of The Sanctum is that it is in a corner plot location with south west facing ensuring all the apartment units are brightly lit and airy for a comfortable and healthy living space. Both the apartments have 1698sft and you can choose from floor types D & E to suit your lifestyle. Each apartment has 3 bedrooms and bathrooms and all the bedrooms have an attached balcony so that you can have a comfortable slumber space.

Apart from its carefully planned architecture, The Sanctum comes with 2 lifts, modern fire protection system, CCTV monitoring as well as a spacious rooftop with garden, sitting area and BBQ zone for serving as a great recreation space.



bti, one of the co-sponsors of REHAB fair 2017 showcased 46 ongoing and ready projects and 485 modern homes in Dhaka, Chittagong and Comilla. The fair was held from 21 December to 25 December at 9am to 8pm in Bangabandhu International Conference Center (BICC). Some of the highlighted projects from bti at the fair included The Address at North Gulshan, Silverene and Paradiso at Uttara, The Crescent and Orlando at Bashundhara.

The five day apartment fair was organized by REHAB with an aim to help prospective home buyers find homes and plots at an affordable price. The fair had a total of 203 stalls set up in this year including stalls of real estate companies, building materials manufacturer and financial institutions.



*485 modern homes*  
*Crafted for you*

in Dhaka | Chittagong | Comilla

*Select your perfect home !!*



Building technology and ideas ltd. arranged a three-day apartment fair, “Chayabithi Abashon Mela” from 8 December to 10 December at 10 a.m to 6 p.m in Chayabithi Project situated at Uttar Khan Mazar Road. The fair had several special offers including up to TK 3 lac discount, long term installment facility, attractive home loans with leading banks, etc to facilitate property buying for prospective homebuyers. A huge crowd of people gathered at the fair who commended the arrangement.

Chayabithi offers affordable luxury apartments with 935sft to 1065sft and 2-3 bedrooms. It is a one of a kind property for the middle income people as it includes several luxurious lifestyle features, such as community hall for special get-togethers, outdoor children’s play area, gym space for staying fit and healthy, prayer room for spirituality, BBQ space and rooftop garden for recreation and much more. Situated on an expansive 48 katha land, Chayabithi gives you a break from the city skyline and offers you a safe haven with modern amenities like 4 high quality lifts, ample parking space, modern fire protection system, etc for a comfortable lifestyle.

## Affordable Luxury Homes with Special Offer

**ছায়াবীথি**  
আবাসন  
মেলা

৮-১০ ডিসেম্বর ২০১৭, শুক্রবার-রবিবার  
সকাল ১০টা থেকে সন্ধ্যা ৬টা

**৩ লক্ষ টাকা**  
পর্যন্ত ছাড়!



# Up to **Tk. 10 Lac** Discount & other offers on Ready Flats in Bashundhara and Uttara

As a year ending gift to our valued patrons, bti is giving a special offer of Tk 10 lac off on ready flats in Bashundhara and Uttara. All the projects are brand new completed projects ranging between 1500sft+ to 2000sft+. Most of the apartments are single unit homes with 3 bedrooms and bathrooms. The offer also includes free kitchen cabinet and kitchen hood and is valid till 15 January 2018.





# 2017 Year in Review

Here is looking back to the big moments and achievements of bti in the year 2017. Our brand promise is to deliver apartments with superior construction quality and on time. We successfully completed 13 projects on time and ahead of time in 2017.



**13**  
PROJECTS  
COMPLETED

AHEAD OF TIME &  
ON TIME in **2017**

**THANK YOU**  
our valued patrons for  
**YOUR TRUST,  
CONFIDENCE & SUPPORT**



Pickle Fest

Some of the special moments we shared with our valued customers as well as employees.



Boishakhi Mela



Pitha Utshob



Children's Art Competition

## Dhaka Office

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