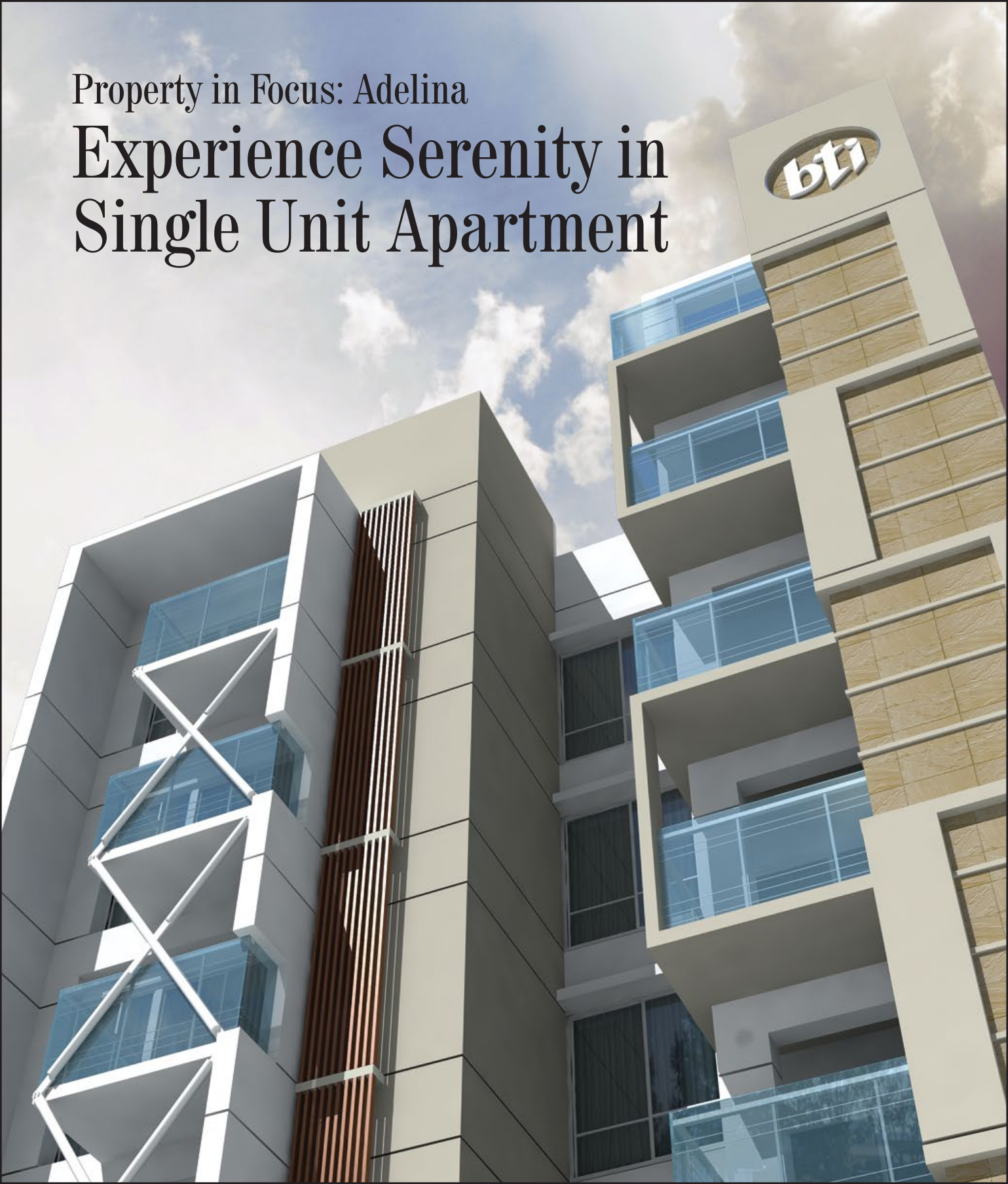


Property in Focus: Adelina

# Experience Serenity in Single Unit Apartment





Building  
homes &  
creating  
happy memories for

35

YEARS  
IN DHAKA

14

YEARS  
IN CHATTOGRAM



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# To New Beginnings



Firstly, happy new year to all our lovely readers.

In 2018 we have continued our pursuit of excellence and winning your hearts through arranging various programs, introducing new products and services to strengthen the bond that we share with you. The last year was a great year for us filled with many new beginnings, facing new challenges and growing together and we hope to continue the trend in 2019 too.

In this month's newsletter, you will find a conversation with Md. Mahmdudul Kabir, Executive Director – Sales & Marketing who shares his expert insights. Under Property in Focus, you will get information about one of our Classic Collection projects – Adelina at Bashundhara R/A. In apartment living section, you can learn useful tips on how to promote wellness at your home. Apart from these, you will also find in this month's issue one of our upcoming Premium Collection projects – Primavera at Banani as well as our latest events and offers, which we hope you will read with much enthusiasm.

Happy reading!

WINNING YOUR  
**HEART**  
IS OUR PASSION



THANK YOU  
for helping us grow into a family of over

**5000**  
happy customers

# In Talk with

## Md. Mahmudul Kabir

### Executive Director – Sales and Marketing



The real estate industry plays a pivotal role not only for the developer companies but also for the homebuyers as well as the country's overall economic growth. In this month's newsletter, we had a talk with Md. Mahmudul Kabir, Executive Director – Sales and Marketing at bti. He shared with us his insights on the current real estate market, bti real estate products, buyers' expectations and much more.

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

I think the real estate market is quite stable right now in terms of price and market. After a lot of turbulence in the past, the real estate sector is currently on revival due to factors like increase in per capita income, rise in demand for housing, low interest rate and so on. However, even with the ups and downs, bti has maintained stability in terms of sales as it has always remained true to its philosophy of pursuing excellence and achieving more. Over the years, the real estate

sector has also seen the growth of apartment culture and emergence of new customer groups due to change in lifestyle and people buying flats at a younger age.

#### What do you think are the current challenges in the real estate sector?

Although the sector is reviving, there is still a lot of room for improvements. Right now, the main concern is tackling the hike in price of construction materials which increases construction costs, thereby increasing apartment price. Another perennial issue in the real estate sector is the high registration cost in our

country compared to neighboring countries. In our country, it is around 14%-16% whereas in other SAARC countries, it is 4%-7%. Also, although currently home loan interest rate is low, it may increase. This will again dampen the real estate market, so initiatives have to be taken so that it can be maintained at a steady rate.

Another challenge infesting the real estate market is the presence of subpar real estate companies who compromise with quality and service, and this damages the reputation of the entire industry. In this case, REHAB can play a more active role so that customers can put their trust in the sector.

### **bti recently launched The Platinum Collection, can you tell us what sets this Collection apart?**

The Platinum Collection is our finest collection till date. It introduces a new line of homes that offers superior luxury apartments with smart living concepts. It is geared towards making the life of the apartment dwellers easier and comfortable. For instance, smart hub allows residents to have remote control access to lights, fans, TVs, curtains so that residents can enjoy living in customized living spaces. Security is another feature that is well taken care of in these projects with the incorporation of automated garage shutter, fingerprint access door lock, video door bell and so on.

As Dhaka is a crowded city, we have designed the homes with ample open space and greenery so that residents can stay close to nature. Space in the apartments is well-connected to ensure functionality and good air flow. The projects also include extravagant lifestyle features like infinity lap pool, yoga studio, equipped gym, etc so that the entire apartment offers a lifestyle and not just a building to live in.

### **What do you consider the three pillars of a successful real estate sales team?**

To be a successful real estate sales team, it is important for the team to be customer centric. When the customer is at the core of everything you do, it is very easy for the team to succeed. At bti we practice customer centricity religiously. That is why we can

boast of an unparalleled customer service.

Emotional intelligence is another important factor to be a successful real estate team. It is essential for the team to understand that buying real estate is not like going into a shop and making a onetime purchase. It is a relationship building journey for both the buyer and seller so the sales team needs to have emotional intelligence to be able to win the customer's trust.

It is also important for the team to be aligned to the company's vision, mission and core values. When the entire sales team works in accordance to those, success is guaranteed as the whole is always greater than the sum of its parts.

The sales team also needs to have a great deal of personal discipline, perseverance and a hunger to grow continuously to be successful.

### **As a leading real estate company, how is bti working towards fulfilling the homeownership dream of the people?**

As a pioneering real estate company established in 1984, bti has always strived to make homeownership a joyful experience for our customers. As apartment buying is a huge financial investment, we work towards making the buying process as hassle free as possible from start to end and even beyond that. We believe in providing our customers with products of the highest standard and an unparalleled customer service in the real estate sector.

We also aim to cater to real estate demand of all segments of people which is why we have 4 different collections. The Platinum Collection and The Premium Collection offer luxury real estate properties in premium locations whereas The Classic Collection offers modern projects in locations that are high in demand and The Standard Collection offers compact apartment living at affordable cost for the middle-income group.

Additionally, in alignment with our slogan "in pursuit of excellence", we have in-house R&D where we consult with industry experts to bring innovation and improvement in our products and services.

We also stay up-to-date with the current demands of homebuyers, for example, homebuyers today do not only look for functionality but also design aesthetics which we try to accommodate in our projects.

Your home is more than just a roof over your head. It gives you not only shelter and protection but also gives you joy and takes care of your well being by providing a healthy environment.

When you live in a city like Dhaka, chances are you live in a home where dust and pollution are rampant while light and air flow are restricted. To combat the unhealthy environment at your home, here are 6 tips to promote wellness at your home.

# 6 Ways to Promote Wellness at your Home



## Go green

Going green is more than just having a vast number of plants and greenery throughout your home. Although to promote wellness, it is essential that you are surrounded by nature, there are other things to consider too. Choose carefully what materials and chemicals you are letting into your home. For example, when painting your home, make sure you buy only low VOC paints. High VOC paints can greatly reduce air quality in your home and cause health problems like headaches, asthma, throat and eye irritation and so on. Also use light bulbs that are

modern and energy efficient like LEDs. These will not only reduce your electricity bills but also keep your eye sight good.

## Embrace nature

Even if you live in a small flat in Dhaka city, where having a backyard or front lawn is a luxury, you can invite nature into your home by some simple steps. For example, turn your balcony into a small outdoor retreat with potted plants and a chair or two. Hanging plants or large plants acts greatly as screens and gives you privacy. Also keep small vases with plants like money plant or succulents to





decorate the indoor of your home to instill some freshness.

## Tackle noise pollution

If you live in a neighborhood where traffic and noise are daily parts of your life, you might have trouble concentrating, sleeping, working, etc. It can get really stressful when you return home from work and then hear your neighbors playing loud music, or listen to the blaring noise from cars and trucks. Although you cannot make your apartment entirely sound proof, you can reduce the amount by making sure entryways of sound into your home are restricted. Sound travels in the form of waves and can pass through doors, windows, cracks, and so on. Even using heavy drapes or placing rugs and carpets can reduce sound as they act as buffers. You can also use white noise like fans to block out the external noise especially during nights or play natural sounds like waterfall or birds to mask the city noise.

## Arrange furniture to promote good air flow

Air flow is crucial to promote wellness at home. While you cannot do anything if your entire building is closed from all sides due to other buildings, you can do some simple things to alleviate the problem. For instance, arrange furniture in a way so that it does not block entryways to windows or doors. And install exhaust

fans in suitable locations like bathrooms and kitchens.

## Keep the décor minimalistic

When it comes to interior décor, less is more. It is not just the trend but interior design experts state the importance of living in a space that feels open rather than confined. So it is best to invest in a few pieces of furniture that you cannot do without. Also keep those windows clean and space free. You can create seating area near them, where you can watch the view or in case you do not have a view, simply make it a reading corner with some potted plants and comfy chair and you are good to go for a nice, quiet time.

## Let the light in

Just like air flow is crucial to wellness, so is having adequate light in your apartment. Take advantage of natural daylight by keeping doors and windows open throughout the day. And install floor or table lamps to ensure proper lighting. Make sure the areas where you spend most of the time working are brightly lit to avoid headaches and eye sight problems. Invest in task lights or desk lamps for your home workstation.

With the above tips and tricks you can promote wellness at your home easily and live in an environment that is healthy, inspiring you to live a better life.

Property in Focus: Adelina in Bashundhara R/A  
**Experience Serenity in  
Single Unit Apartment**



Adelina is a bti Classic Collection project situated in the quintessential area of Bashundhara Block C. A 9-storied residential building with only a handful of 8 single unit apartments, Adelina welcomes you to ready apartments crafted to perfection.

The neighborhood of Adelina refreshes you with greenery and vibrancy while giving you seamless connectivity to a plethora of amenities such as reputed schools, hospitals, and shopping centers to make your everyday living effortless. Around the corner, you can find prestigious universities like North South University, Independent University of Bangladesh as well as schools like Hurdc International School and International School of Dhaka. The neighborhood gives you an easy access to world-class medical facilities with hospitals like Apollo Hospitals. For unlimited shopping and recreation, Jamuna Future Park is a great place where you can watch the latest movies or dine out in a host of eateries and restaurants. Apart from the great location, Adelina endows you with a joyful homeownership experience with spacious single unit apartments of 2075 sft. Each apartment lets you dwell contentedly in bright, airy rooms and comprises three bedrooms and three bathrooms. If you would like to take a break from your daily life and find a relaxation haven, then the rooftop of Adelina is the perfect place for your peace of mind. Lush greenery and serene views from the rooftop lets you sit back and



bask in the serenity. To celebrate the special occasions of your life, there is also a community hall where you can socialize with your close-knit friends and family. At Adelina you can experience what contemporary living truly feels like.



# Customer Testimonial



“When we were looking to buy a home, we were very happy that we chose to buy from bti. They made the home buying process much easier than we had anticipated. So when we were looking to buy another one, we did not hesitate to buy from bti again. We are extremely pleased with the excellent service we received from bti every single time we bought from them.”

Md. Habibur Rahman Khokon  
*Rosemary, Aftab Nagor, Dhaka*

THE  
*Classic*  
COLLECTION  
*Live in Style*

# Upcoming Project: Primavera in Banani Luxury with a New Angle



Primavera, a bti Premium Collection project, situated in the prestigious location of Banani welcomes you to a serene lifestyle while letting you stay connected to the city's finest amenities. With single and double unit apartments, you can relish the privacy and comforts of a well designed home at Primavera. Covering a huge area of 7.39 katha land, Primavera includes apartments ranging from 1904 - 3788 sft with 3 and 4 bedrooms and 3 and 4 bathrooms depending upon apartment size so that you can choose the one that best fits your needs. At Primavera you can experience life to the fullest with amazing lifestyle features like rooftop infinity pool, BBQ area and community hall. If that is not all, stay close to nature with beautiful landscaped areas and a rooftop with a view and lots of greenery. This contemporary home also comes with modern facilities like generator backup, high quality lift and modern fire protection system for a comfortable life.

# Handover Ceremony

The handover ceremony is a joyous occasion for our valued customers as they receive the keys to their dream homes. At bti, our mission is to make homeownership a joyful experience and we strive to make the handover day a celebratory one for our valued patrons.



*Md. Maminur Rahman Chowdhury receives handover of apartment unit in Haque Palace.*

## Firefighting Awareness Building Program

bti arranged 'Firefighting Awareness Building Program' for all the Apartment Owners of "The Accord" project on 29 November 2018. The program was conducted by Additional Managing Director of bti along with Executive Director- Customer Service Department and organized by bti Security Department.

In the program, the customers, their family members as well as the maid servants were educated on essential firefighting skills so that they can protect themselves during fire hazards. A fire drill was also arranged to give a hands-on training to the visitors. All the customers who attended the program appreciated this commendable initiative of bti.





## bti and SCB sign MoU for Home Loan Offer with Low-Interest Rate

Building technology & ideas ltd. (bti) and Standard Chartered Bank (SCB) signed a MoU on 6th December, 2018 at bti Celebration Point, Dhaka for home loan offer with low-interest rate for home buyers looking to buy apartments from bti. The offer will also include other benefits from SCB such as reduced loan processing fee as well as special offers from bti including free kitchen cabinet or air-conditioner. Md. Mahmudul Kabir, Executive Director – Sales and Marketing of bti and Md. Mahiul Islam, Head of Retail Products and Segments of SCB signed the agreement on behalf of their respective organizations.

## Khudro Shilpo Uddokta Mela

bti sponsored a month long fair titled “Khudro Shilpo Uddokta Mela” from 29 November 2018 to 29 December 2018 at bti Premier Plaza, Progoti Shoroni, Dhaka. The fair included various stalls selling clothes, handicrafts, jewellery, cosmetics, leather products, bags, children’s toys, etc. There were also stalls selling pithas as it is the winter season and a mandatory Bengali tradition in the winter. The month long fair was organized by Shaptak.



# Celebrating Corporate Summit 2018



building technology & ideas ltd. celebrated Corporate Summit 2018 on 13 December 2018 at Army Golf Garden where all employees of bti including high officials were present to motivate and inspire the performers of the year. It is an annual event organized by bti to recognize the performers of the year through award giving ceremony. The program also included strategy discussion for the upcoming year and a question and answer session. The summit was attended by 600+ employees of bti from Dhaka and Chittagong branches.







It's good to **MAKE PROMISES**  
It's even better to **DELIVER** on them

In **2018** WE COMPLETED **27** PROJECTS

**ON TIME & AHEAD OF TIME**

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Orlando ■ The Hillcrest ■ The Belmont ■ The Crescent  
The Accord ■ The Gift ■ Silverene ■ Good Fortune  
Paradiso ■ The Prestige ■ The Unity ■ The Comity  
Atlantis ■ Summer ■ Bonaire ■ Haque Palace  
Glendale ■ Adelina ■ Chorus ■ My Forte  
Carnation ■ Armitage ■ The Address

## Dhaka Office

bti Celebration Point  
Plot: 3&5, Road: 113/A  
Gulshan, Dhaka 1212  
email: info@btibd.org

## Chattogram Office

bti Landmark  
549/646, Zakir Hossain Road  
Wireless More, West Khulshi  
Chattogram  
email: info\_ctg@btibd.org

 16604, 096 1319 1919



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