

Newsletter

JANUARY 2020

In Focus:

bti Premier Shopping Mall






Building
homes &
creating
happy memories for

36 | 15
YEARS
IN DHAKA | YEARS
IN CHATTOGRAM



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bti is always striving to be the best in the industry, providing benefits. Dive into this month's newsletter to know how we keep up with the latest trends of the industry in an informative interview with FR Khan, Managing Director – bti.

Spring is almost here, so we have a few helpful tips for you in the feature section. And also check out the projects featured in the issue as well!

Happy reading!

In talk with Faizur Rahman Khan

Managing Director – building technology and ideas Ltd



Luxury home is one of the hottest trends in the real estate industry. Bringing in futuristic design to the homes is a huge challenge taken by the real estate developers and at the time same time, it is also a necessary step. In this month's newsletter, we had a conversation with our honorable Managing Director FR Khan about luxury homes and their different perks.

What luxury means to you?

Rather giving any academic definition, I will tell the meaning of luxury in a more realistic manner.

Whenever we use a product which is not a necessity at that point of time, but attracts attention of others in whatever way can be considered as a luxury product.

With the passage of time and increase of use, soon that product may become a necessity. Therefore the product which has not become a necessity can be termed as luxury.

For example, refrigerator was a luxury in 1960's in Bangladesh. But as time has passed, it gradually became a necessity. Similarly, it was not long ago, when air conditioner was termed as luxury, but today it is definitely a necessity. Thus, to me, luxury means when we give value added facilities to any product which is still not a necessity, but might become one in the near future.

Would you give an example of luxury home features which might become necessities?

Firstly, I will talk about the security features of the entire apartment complex. At a luxury home, the number plates of all the cars approaching the complex should be readable. The cars with authorized nameplates can enter automatically.

Secondly, we have the gas and water leakage devices. A lot of accidents happen due to gas and water leakage and these devices can alert you to help in preventing the accidents. Besides, there are some other features as well, such as entry by face recognition, thumb reading, and also remote control

curtains in bedroom. The use of a calling bell will soon become obsolete as attending to these frequently can be irritating at times. With the modern features, you can open the door with the help of remote control facilities even for guests. After you enter into the apartment, the motion sensor light creates a welcoming vibe.

I can share one of my own experiences here. I feel like my car talks to me, whenever I am within five feet radius of the car, the lights inside the car glow up without any key or touch. This gives me the feeling of welcoming and belongingness. This is actually quite relatable with those lights of the luxury apartments.

Your spouse might not welcome you when you come home, but your home certainly will!

What changes are needed, both in products and services, in order to reach the luxury level?

The products have to be structured by maintaining all the architectural demands while considering the economical sides. It is very significant that the mechanical and engineering feature designers are given full liberty to carry on with their work. For instance, many of the modern homes have audio/video systems today. Depending on the space of the room and position of the furniture, the Architects/Engineers can arrange those systems. The placement of the speakers from where the sound will be enjoyed the best. If the advice and guidelines of the designers are followed, there is no reason not to get the expected ambience.

“

Luxury means when we give additional facilities to any product which is still not a necessity but might become one in the near future.

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Now if we interfere at their professional activities and go for a normal sound system rather than the designed ones, we cannot get the vibe which we were supposed to get. The art of luxury is to blend the changes as beautifully as we can. Timing is the most important factor in our success for bringing in luxury products. When are we thinking and when are we implementing has an impact on our success. For instance, the people who are still thinking about buying a hybrid or full electric car are already lagging behind, whereas who have already bought one are already a step ahead.

Are these goals achievable?

Definitely. If we are completely focused and committed as well as have the willingness and ability to foresee we can surely achieve these goals. Use of all the professional and personal aspects of futuristic products and services is a must. However, if we are afraid of failure, not sure or not willing to take the chances, we cannot achieve the goals.

How the present players have already achieved the goals of a luxury home?

The major step to achieve the goals of a luxury home is taking risks. The present players who have achieved these goals have taken these risks and have intended to introduce features which might not be necessities right now, but soon will be. A few developers have taken the courage to adopt the futuristic features so that they do not fall behind when these features become trends.

The future-thinkers have entered into the niche market, the customers of which are the ones who do not really have any budget issue for the commodities or services which they would really like to possess. Top rated real estate developers operating in the luxury market have been successful to introduce those features by taking that risk.



Property in Focus

bti Premier Shopping Mall

Accessible, Convenient, Profitable

bti Premier Shopping Mall, a prime commercial property for you to start your business in. The ready-to-move-in shops are a good investment due to the quick return and increase in value over time.

Located in the bustling industrial location of Progoti Shoroni, bti Premier Plaza is on a highly accessible road connected to areas like Baridhara and Gulshan 2 through Kamal Ataturk Avenue and Madani Avenue and Tejgaon, Mohakhali and Gulshan 1. You can also reach bti Premier Shopping Mall via Gulshan Link Road and it is also easy to reach through Progoti Shoroni from Rampura, Banasree, and Bashundhara. There is a need for shopping malls catering to the middle and upper-middle class demands in the neighborhood, so it is the perfect place to set up shop and start rolling in the profits.

As is important for a commercial property, it is in a very advantageous location as mentioned before. Being amongst the highly populated zone of professionals living and working in Baridhara & Baridhara J Block, it sits on the road on which people travel via Rampura

to Bashundhara. The various schools, colleges, embassies along with other offices boost the chances of this shopping mall acquiring a great clientele. It has the added advantage for shopowners; the sizes of the shops can be made larger as per requirement, thus providing flexibility. The shopowners association can also earn revenues for shopowners from paid parking space.

Whether you're a businessman or a job holder looking for a second source of income, looking to gain financial stability, start your business at the bti Premier Shopping Mall.



Welcoming Spring into our Home

Who doesn't love spring? For, after all, this is the time of the year when the weather is at its best and there are flowers and flowers everywhere. This is the time when we finally get to see the sun but do not actually have to feel the heat. We can put away those heavy winter clothes and try on chic lighter ones. Spring brings out the artistry and fun vibe from everyone. Just like our outfits and accessories, our homes deserve a spring décor as well and here are some ideas which can surely add the flavor of this beautiful season to our home-

Flower power

Never underestimate the power of flowers! Having so much fresh blooms around in this season, we can easily adorn different corners of our home with different kinds of flowers. This very inexpensive trick can change the entire look of our home and bring in a brighter tone to it. Fresh flowers in the mornings can enliven the atmosphere of the home as well as help everyone to greet the new day with a fresh mind.

Colorful Carpets

Some color on the carpets can surely be another way to welcome the queen of seasons. This is the time of the year when you can replace the old plain rugs and carpets with the colorful and vivid ones. Use the opportunity and decorate different rooms with vibrant carpets. Dramatic flowery wallpapers can be another good pick for this season.

Lighter fabrics

Put away the dark and heavy fabrics for furniture. This is the season of color, so welcome the cheeriest colors to your home too. To be honest, darker tones in fabrics of furniture and accessories of the house do not actually scream spring. Soft-tuned fabrics bring an eye-soothing touch to the home.

Brighter paints

The color of the paints can carry big differences. Murky and dark colors might suit winter but at spring pastel and lighter-toned paints will give your home a refreshing and welcoming ambiance.

Mirrors

Huge mirrors here and there can also bring a spring-y look to the home. The sunshine coming from the doors and windows and reflecting on these mirrors would instantly make the rooms even brighter.

It is said that nature is reborn with spring. Spring is meant to be celebrated, so celebrate it. Adorn your home with colors and flowers. Get rid of the dark winter weather and open and embrace the fresh spring air.



Customer Testimonial



“ The service we received from bti was unmatched in terms of customer service. Even though we were new homeowners, the process seemed so seamless that it felt like we had gone through all of it before. ”

Kazi Shaela Akhter and family
Chayabithi, Uttarkhan Mazar Road, Uttarkhan

Upcoming project: Montpellier

Rejoice the harmony of living

Nuzzled in the prime location of Uttara Sector 3, Montpellier is a new addition to bti Classic collection homes. The 7-storied Montpellier is a standard home offering every contemporary services and facilities to its residents. Attention has been given to detail while the apartments of this building were being crafted. The rooms are open and large enabling you to have ample space to decorate your home according to your taste and preference. The designs of the apartments have been done astutely so that all the rooms get ample ventilation and light. The fittings and fixtures of the bathrooms and kitchen of Montpellier are of supreme quality making it an ideal find for a home. The rooftop of this project has been aesthetically designed with abundant greenery. Besides, you can also arrange occasional house parties at the community hall and BBQ corner of this rooftop.

Montpellier can give you the experience of staying at a place so close to all kinds of civic facilities while being located at one of the most unruffled locations within the city. A number of good eateries, prominent educational institutions, hospitals, super shops are just around the corner and you can avail of these services at any hour of the day. Montpellier is an ideal nook for people who want a modern lifestyle amidst an unperturbed location.



Handover Ceremony

We always arrange a handover ceremony so that the memory of the homeowner receiving their apartments are forever with them.



Mr. Asif Zaman is handed over his apartment in Casafeliz, Uttara.

New Face:-

Mr. Md. Alinur Rahman

Executive Director - bti Brokerage



Mr. Md. Alinur Rahman has an experience of 22 years in the real estate industry on construction, customer service, and sales. He did his Civil Engineering with an MBA from a reputed university. Prior to joining here, he worked as Head of Corporate Sales in bproperty.com ltd. He also worked in building technology & ideas ltd, Asset Development & Holding Ltd., Assurance Development Ltd, Sheltech (Pvt) Ltd, and BRAC Bank Ltd.

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