



# Newsletter

JULY 2017



PROPERTY IN FOCUS  
**SHOPNOBILASH**



Building  
homes &  
creating  
happy memories for

34  
YEARS  
IN DHAKA

13

YEARS  
IN CHITTAGONG

4

YEARS  
IN COMILLA



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# 34 Glorious Years of bti

Welcome to the first issue of bti newsletter. The purpose of this newsletter is to keep you, our valued patrons of bti, informed about our latest updates, our culture and celebrations as well as to give you insights and advice from real estate experts.

Building Technology and Ideas Ltd. (bti) is a pioneer real estate company in Bangladesh established in 1984. It has been in the real estate business for over 3 decades and all these years of experience have established bti as a brand name in this sector.

Our accolades include being one of the founder members of REHAB and the first real estate company in Bangladesh to be awarded the internationally recognized ISO 9001-2008 certification for quality in Service, Design and Construction of Buildings. Over the years, we have expanded our operations from Dhaka to Chittagong to Comilla and our vision is “To build a world class organization”.

Apart from our strength in construction and design, bti also understands the importance of customer care and implements it at an unparalleled level in the real estate sector, which is why our mission is “To make home ownership a joyful experience” and we always live up to it.

We hope you enjoy reading this newsletter about our journey.



# In Talk with

## Mr. F R Khan

### Managing Director at bti

The role of a Managing Director in a leading real estate company is a highly complicated one with lots of responsibilities. In a brief conversation with Mr. F R Khan, here is a glimpse into his journey with bti, his experience and insights on the current real estate market.

## How long have you been with bti?

Other than a gap of 5 years, I have been with bti for 21 years.

## Please tell us a bit about your journey with bti.

After completing my Masters in Engineering abroad and upon my return, I decided to pursue my career in the real estate sector. I formally joined bti as a Director Design in 1990, thus starting a long term relationship with the company that I have spent over 21 years with.

In 1994 I started to oversee both design and construction segments as Director Design & Construction. In 1996, I was happy to be promoted and became the Deputy Managing Director. In this period I looked after design, construction, MIS, some segments of marketing and sales. It was no doubt a huge responsibility.

Another key point in my journey was in 1998, when the company received ISO 9001-2008 certification in Design, Construction and Services. I was the ISO representative from the company to receive this certification.

In 2004, I shifted to another reputed company as Managing Director. However, I was very happy to return to bti as the Managing Director in 2011. I believe the change has been a part of a learning process and beneficial to my career.

## How has been your experience of working with bti?

When I returned in 2011, I was already familiar with the way things were working and also knew many of the individuals. However, the company had grown a lot and there was a change in the company culture, a completely new set of dynamism which I was excited to be a part of.

bti over the years has become a decentralized organization with individual head of departments and my main task is to help in any way that I can for the smooth running of operations in certain areas. Since I am primarily a people's person, I love to meet up with our customers and landowners to show the customer centricity of bti.

Overall, it has been a fulfilling journey.

## What is your opinion about current real estate sector of the country?

The sector has definitely stabilized after the dire condition in 2010-2013. Apartment prices were way too high. Corrected pricing is now prevalent in the industry and the market has been able to retain this pricing without further decrease. A normal increase in pricing commensurate to inflation is in the trend but it is not that high.

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I think if customers are handled with transparency and honesty, it can solve many problems as the customers in our country are very understanding and considerate.

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## bti is a leading real estate company, what do you attribute its success to?

I will have to say its reliability, commitment and transparency as well as the customer centricity that has constantly kept bti at the forefront. This is why it was able to survive the terrible market conditions during 2010-2013 also.

I think if customers are handled with transparency and honesty, it can solve many problems as the customers in our country can be understanding and

considerate. Many companies try to hide facts and this only complicates matter and drives the customers into panic mode.

bti is one of the rare companies that emphasizes on customer centricity extremely seriously. It's not just the customer service department, all other departments resonate this important core value: 'Win the customer's heart'. That singularly outweighs all other real estate companies in Bangladesh.



For a company to be successful, it is also important that everyone in the organization hierarchy from top to bottom is well aware of the company culture, values, mission and vision. This is something very unique at bti. As everyone is aligned with the company culture, values and norms, it becomes easier to achieve organizational success with team effort and common goals.

**If someone wants to be a real estate investor, what would be your no. 1 advice to him?**

Many investors jump into this business thinking it is a fast profit making sector but it is quite the contrary. Even if the return is slow, the turnover is high and so is the stability. If someone wants to be a hotshot in this industry within a short period of time, then that perception is wrong. Before starting, the person should also have high financial back up. As an example, one should have in hand, double the amount of what he originally invested as a cushion for risk management.

# The Ultimate Home Buying Guide

Buying a home can feel like a daunting task for first time home buyers. Our Ultimate Home Buying Guide will guide you through every step on your home buying journey. Get tips and tricks from real estate experts so that you are prepared and well informed when it comes to making one of the biggest decisions of your life.

You need to have a plan to buy your home, figure out your expenses and set a budget to buy a home.

- Monthly Income
- Number of people dependent on you
- Current expenses
- Any loans you currently have

**Real estate expert tip: Save up to 20%-30% for down payment.**

Determine  
Your Budget

Having a home loan can greatly aid in fulfilling your dream but how to decide which is the right loan for you?

- Compare interest rates
- Decide between Fixed interest rate vs Floating interest rate
- Choose loan tenure

**Real estate expert tip: It is better to choose long term tenure like 25 years to reduce financial stress.**

Find the Right  
Home Loan

Prepare a checklist of what your home must have versus which features you feel are nice extra features.

- Must have features may include: number of bedrooms, bathrooms, location to work
- Additional features: Bathtub, swimming pool, marble floors etc

**Real estate expert tip: Comparing this list when searching for home will help you make an objective decision.**

Features  
You Must Have Vs  
Can Do Without



While looking for an apartment , don't forget to evaluate these:

- Location
- Neighborhood
- Apartment features
- Floor plans

**Real estate expert tip: Make sure all the factors go with your lifestyle and makes your life easier.**

Search for homes

Do a background check on the company including:

- Years of experience
- Number of projects completed
- Number of projects handed over
- Customer Testimonials /Facebook reviews

**Real estate expert tip: You really do not want to skip this step to prevent getting scammed by fraud companies.**

Select the Right Developer Company

Learn about current real estate market condition and apartment price in the locality.

- See the specifications and brand value
- Ask about any hidden costs

**Real estate expert tip: Set a realistic value that is neither too high nor too low.**

Make an Offer

Make sure you go through each and every clause and understand them before signing. You should be familiar with:

- Apartment facilities included in the project
- Handover schedule

**Real estate expert tip: Make sure you do not get scammed through apartment reselling or transfer of unit.**

Review the Deed of Agreement and Sign

These final steps are very important for apartment buying.

- Inspect the final product
- Register and mutate your apartment
- Receive handover keys and document

**Real estate expert tip: Don't forget to verify the authenticity of the documents.**

Complete final formalities

# Customer Testimonials

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The greatest achievement we can receive for all our hard work and endeavor is appreciation from our customers. Here are some of our customer testimonials attesting our brand value:

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‘We trust the name bti for their excellent quality in construction and reliability, it was easy to choose to buy an apartment from bti.’

Md. Monzurul Islam & Family  
*Rio, Uttara, Sector # 6*

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‘Thanks to bti for helping us find our dream home. They are indeed a top notch developer company with their quality in construction and a plethora of apartment features and facilities.’

Rajib Barua & Family  
*The Sapphire, Jamal Khan, Chittagong*

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# Property in Focus

# Shopnobilash

bti , for the first time, is developing a gated community project in Nabinagar, Savar. Part of Standard Collection, Shopnobilash is another initiative of bti to provide modern apartments at an affordable price. The project situated over 90.75 kathas will have 228 apartment units in 7 towers.



The gated community will include recreational facilities and conveniences such as children's play area, indoor games room, gym space, community hall, grocery shops and much more. The project will also have facilities such as fire protection system, car parking facilities, greenery and walkway.

Md. Ashraful Islam, General Manager, Sales of Standard Collection said, "This is a one of a kind project from bti. It will give middle income people a chance to own a modern apartment from a brand company like bti at a highly affordable price, starting from only Tk 35 Lac."

The apartment size in Shopnobilash ranges from 783sft to 1308sft and each unit has 2 to 3 bedrooms and bathrooms along with living room, dining room, kitchen and balconies.

“

This is a one of a kind project from bti. It will give middle income people a chance to own a modern apartment from a brand company like bti at a highly affordable price, starting from only Tk 35 Lac.

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# Handover Ceremonies

The handover day is a big milestone in the lives of our customers since they officially receive possession of their new homes. It is an important day for the bti team as well since we strive to make homeownership a joyful experience and with each handover, we keep our promise to our clients to deliver their home right on time.

Here are a few snapshots of the happy moments in the lives of our customers during handover ceremonies:



*Gazi Altab Hossain and family receive handover of apartment unit in Orchard Park*



*Md. Farouq Ahmed and family receive handover of apartment unit in The Aspen*



*After handover meeting with The Supreme apartment owners*



*After handover meeting with Lavender apartment owners*

# Post Handover Meetings with customers

At bti, we ensure that our customer service is a lifelong service which does not end right after a sale. We hold regular discussion with our valued bti clients post handover, one after 3 months of apartment handover and another after a year has passed.

The main purpose of these meetings is to ensure our bti homeowners are happy in their new homes. We receive customer feedback on design, construction and service. If the apartment owners face any issues, problems are discussed and resolved quickly and amicably to ensure customer satisfaction.

# Upcoming projects

Two new projects are scheduled to be launched in this month. The projects are The Sunrise and Pine Ridge which both belong to bti Classic Collection.

## The Sunrise

The Sunrise, conveniently located at Block # D, Bashundhara R/A, is a spacious south-facing apartment with 2480sft. It comes with 4 bedrooms and bathrooms. The single unit apartment per floor allows privacy and comfortable living. Special consideration has been given to architectural design to ensure a healthy living atmosphere with 3 south-facing balconies.

A highlighting feature of The Sunrise, apart from its meticulously designed exterior façade, is the embellishment with full-height grill in the verandahs which adds to the design as well as security. The Sunrise also takes care of community bonding and relaxation through features such as community hall, rooftop BBQ area and greenery with sitting arrangement.



# Pine Ridge

Pine Ridge is a uniquely designed building suitably located at Block # D, Bashundhara R/A . With 2039sft, Pine Ridge comprises of three bedrooms and bathrooms. The whole building is south-facing to ensure maximum ventilation and two of the larger bedrooms and balconies are south-facing for comfortable interiors. For relaxation and entertainment, the rooftop is the perfect spot with spacious community hall, BBQ corner and landscaping with garden lights and sitting arrangement. Each floor has single unit for ensuring a small, peaceful abode. It also includes the option to choose from Typical floor plan and Flexi floor plan to suit individual lifestyle needs.





# Joint Venture Agreements

The landowners are an integral part of bti family since they trust us with their most valuable asset- their land. And with our expertise and experience, we make sure that they receive the right value for their asset.

Here are a few snapshots of land signing ceremonies with our recent joint venture partners:



*Land signing ceremony of Cosmpolis, a 47-katha plot at Mirpur DOHs, with Dr. Md Nurul Islam and others*



*Land signing ceremony of Adriana, a 6-katha plot at Bashundhara R/A with Mrs Sarah Asefa Zaman and others*

# Project Fair in Chittagong



A two-day project fair was arranged by bti at Ispahani Regal, South Khulshi, Chittagong. Ispahani Regal, situated in a corner plot location, is part of bti Classic Collection. It has apartment size ranging from 1593sft to 1908sft. The project features ready to live in apartments with 3 bedrooms and bathrooms. It also has lifestyle features such as community hall, gym space, prayer room and much more.



The fair was attended by several prospect clients as well as bti sales team who were present to answer any queries regarding the project and assist in the home buying process. The fair also included special offer of free kitchen cabinet on spot booking.



## New faces

Joining our leading team this month is Mr. Goswami Ashim Ranjan who has joined as General Manager in Brand and Marketing Department.

He has an experience of 14 years. He did his MBA in Marketing from ULAB University and Advance Certificate in Business Administration (ACBA) from IBA, University of Dhaka. Prior to joining here, he was the AGM and Head of Marketing of Runner Automobiles Ltd. He also worked in Nitol Motors and Rahimafroz.

# Employee Engagement Programs



Our employees, being part of bti family, are no less important to us than the customers. We understand the importance of employee engagement events to ensure all of us are motivated to give our best in the relentless pursuit of excellence. We try to reinforce this in our work environment by holding regular employee engagement programs both for refreshment and learning purposes to keep everyone aligned with the company's vision, mission and core values.

Some of our employee engagement programs include regular knowledge club sessions, sports events such as badminton, carom board competition as well as cultural programs and celebrations.

## Corporate Office

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