



Property in Focus:
Shopnobilash at Nabinagar, Savar

Live in a gated community
residence



Building
homes &
creating
happy memories for

35

YEARS
IN DHAKA

14

YEARS
IN CHATTOGRAM



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Luxury that is affordable

bti, one of the leading real estate companies of Bangladesh established in 1984, started with only Classic Collection apartments in highly accessible areas. However, to fulfill the dream of homeownership of everyone, we have slowly expanded our collection and one of the collection we launched a few years back is the Standard Collection which aims to provide middle income people of the country with modern apartments with lifestyle features for a comfortable lifestyle in developing areas. We have also seen quite a success with the launch of this collection as most people in our country belong to the middle income group and cherish the dream of owning a modern home from a brand company.

In this month's newsletter, we have included an interview with our Standard Collection Team Leader Md. Ashrafur Islam – General Manager at bti. Under “Property in Focus” you will get to know more about a much-loved project of ours – Shopnobilash at Nabinagar, Savar. Apart from these you can also safeguard yourself when buying a property with Home Buying Guide on 5 Real Estate Scams to Watch Out. There is also a segment on our Upcoming Project, Handover Ceremonies and much more to keep you updated with the latest happenings at bti. Hope you enjoy reading the content.

In Talk with

Standard Collection Team Leader Md. Ashraful Islam General Manager at bti



Although many people in Bangladesh dream of homeownership, for many middle income people buying a good quality home from a reputed real estate company remains an elusive dream. To fulfill the homeownership dream for this huge segment of our country's people, bti launched Standard Collection few years back to provide affordable luxury homes. In this issue of newsletter, we converse with our Standard Collection Team Leader Md. Ashraful Islam – General Manager who tells us about his team, its function, our Standard Collection homes and much more.

Please give a short overview of the Standard Collection Team.

To cater to all segments of people better with their real estate needs, we have different Collection Teams and one of them is the Standard Collection Team. Our aim is to provide middle-income people of the country with affordable luxury homes in developing areas within Dhaka or nearby such beside Metrorail, Elevated Express way, and so on. The team consists of everyone who is concerned with the Standard Collection product segment including Business Development Team, Design Team, Procurement Team, Construction Team, Sales Team, Customer Service Team, and others.

What are the responsibilities of the Standard Collection Team?

Our key responsibilities include procuring land in developing areas where demand of project is greater, ensuring project is designed according to customers' taste, getting materials on time, commencing construction as scheduled, etc. The Standard Collection works to ensure we work as a team so that we understand customers' wants and needs and deliver a project based on their demand and expectation so that there is no room for any buyer's remorse; after all, winning the customer's heart is our no. 1 core value.

How does each department fulfill the requirement to deliver the end product?

All the concerned departments work together to make sure that the project is completed and handed over on time. As a result of working as a single entity, it reduces miscommunication, makes the process faster, and serves the customer better as customers get instant response, feedback, and results. Be it a design related work, procurement related work or anything else, everyone is involved as a team so we can resolve the issue speedily, thus ensuring customer satisfaction. For instance, if customer wants

an apartment customization, we work together to ensure it is done at the earliest and without any hassle.

What do you think are the benefits of having product category-wise team?

Working as one team has a multitude of benefits. We can identify problems early on and solve them. For instance, if a column in a certain project needs to be moved or replaced, being one team, our designers quickly ensure that it is done following all rules and regulations. If customer has an issue, we can also resolve them faster by taking it up with the concerned person.

Having one category as a team also means everyone involved with business development, design, construction, customer service etc. are better aware of what customers want out of it and we can customize the product accordingly as we are focused

on one category. This helps us ensure we take up projects in areas where people actually want to settle down and incorporate the right specifications, and so on. For instance, recently we had launched a Standard Collection project Shopnochura in Diabari which sold out really fast. It helped us understand demand. We will be soon launching Shopnochura 2 in the same area.

“Winning the customer's heart is our no. 1 core value.”

What can buyers expect from a bti Standard Collection home?

A bti Standard Collection home will provide our customers with an affordable home with lifestyle features to ensure comfortable living in developing areas. Even if the apartment size may be small, which many first time home buyers look for, we try to accommodate modern lifestyle amenities such as children's play area, amphitheatre, gym space, sauna, walkway, community hall, bar-b-q zone, prayer space, shops, pharmacy, ATM booth, etc to make apartment living seamless. For instance, in Shopnochura 2, it will also have daycare facility so that working mothers can leave their homes and work stress-free and comfortably using the child daycare facility.

5 Real Estate Scams to Watch Out



Over the years, the real estate sector of Bangladesh has been growing and there are thousands of companies operating in the country. Although home buyers nowadays are much more informed, still scammers and frauds find their way to loot people of their hard earned money and put a dent in the cherished dream of homeownership. Real estate scams comprise legal discrepancies, delayed handover, disputed lands, false promises and tempting offers to lure the novice home buyers. Here is a list of common real estate scams infesting the real estate sector that home buyers need to be aware of.

Lucrative offers

As the real estate market is filled with several real estate companies, scammers try to lure in buyers with lucrative offers and false promises such as low price, buy one get something free, quality fittings and specifications, and so on. Some fraudulent realtors will also embezzle hard earned money of the buyer and go missing after they have made some quick cash while homebuyers are left pulling their hair out as their homeownership dream crumbles to pieces.

Title Deed scams

Homebuyers can face this type of scam when they buy both from individual sellers or real estate companies. What the scammers do is they forge title deeds of disputed or non-existing projects and sell these to novice home buyers. Before buyers get a whiff about the scam, the frauds escape with the innocent buyer's hard-earned money.

Delayed handover

Delay in project handover and companies folding their businesses are common scenarios in the real estate market. Some real estate companies intentionally delay project construction until they

gain number of buyers. Some sellers will also use money from one project and use it in another project to get more buyers while delaying both the projects. Many buyers are victims of such unscrupulous sellers and are kept hanging indefinitely to receive the handover.

Not sticking to approved design

Several real estate companies deviate from approved plan when constructing the building, some of which can even deteriorate construction quality. Homebuyers also find out that they are not given promised facilities, specifications, and sometimes basic amenities like parking space for which they have already paid a hefty amount.

Delay in approvals

Sometimes, even after receiving handover, homeowners are left stressed as they do not get electricity connection, water supply, and so on. Issues like deviation from approved design plans, violation of BNBC code, FAR, etc can also lead to hassle when registering the apartment to get final possession.

How to avoid such scams?



Before signing the deal, ensure all the approvals and property related documents are authentic. Hire a legal advisor if possible to avoid any chance of scams.

Check company profile to ensure they can be trusted. With technology at the tip of your fingers, it is easy to find information online – go to company website, Facebook reviews, project portfolio and look for personal references to ensure you can really trust the company.

Before signing on the dotted line, make sure you go through all the points on the Sale Deed. Make sure the agreement gives accurate detailed description of the project, amenities, and specification. Note the terms, conditions and delay clause, and keep a tab on construction progress by visiting site personally.

Homeownership is a beautiful experience as it is the fulfillment of a lifelong dream. Make sure before buying you steer clear of these fraudulent practices to get the best deal.

Property in Focus: Shopnobilash at Nabinagar, Savar

Live in a gated community residence

Situated over an expansive land of over 90 katha, Shopnobilash is a gated community residence from bti Standard Collection at Nabinagar, Savar. It is in close proximity to Metrorail and Elevated Expressway, making it easy to travel from here to Dhaka.



Shopnobilash is a project that will allow middle income people to buy a modern apartment with luxury features like gym space, children's play area, BBQ zone, grocery shop, ATM booth, etc within an affordable price. The project will also include modern features such as modern fire protection system, car parking facilities, generator back up, greenery and walkway for a seamless lifestyle. Apart from these it also comes with 10 high quality lifts including 9 stretcher lifts for tackling any emergency situation. For uninterrupted water supply, there are also standby water pump and a deep tubewell. Shopnobilash ensures everything you need is covered within the vicinity of your gated community residence.

The apartment size in Shopnobilash ranges from 783sft to 1308sft and each unit has 2 to 3 bedrooms and 2-3 bathrooms along with living room, dining room, kitchen and balconies to suit your lifestyle. Whether you want a small apartment as a first time home buyer or an adequately sized apartment for comfortable living, Shopnobilash has it covered.



Customer Testimonial



“When searching for a safe haven for my family, I chose to put my trust in bti. Their excellent customer service and superior construction quality convinced me to purchase an apartment from bti. Now I can rest assured that my family will have a safe haven to call home.”

Dr. Md. Murad Hossain
MBBS (CMC), MBA (MKT & HRM)
Rosemary, Aftab Nagar, Dhaka

Upcoming Project: Sorrento

A Serene Sanctuary at Nasirabad, Chattogram

Sorrento, tucked in the well connected area of Nasirabad, is a 10-storied modern residential building in the Port City of Chattogram. A trademark of bti Classic Collection home with modern design and contemporary features, Sorrento gives you more than just a place to call home. Over here, you will find a great location, a secure home, a comfortable lifestyle, and a community of like-minded people suited to your urban life.

Well-designed and spacious, Sorrento offers 3 apartment units per floor and having 1987 sft, 3bedrooms and 3 bathrooms for living comfortably. Care has been taken to ensure all units receive ample light and ventilation for healthy living. Endowed with modern amenities such as two high quality lifts, modern fire protection system, generator back up, and much more, Sorrento is the perfect place to call your dream home resonating urban lifestyle.



Handover Ceremonies

Here are snapshots of our happy customers receiving the handover of their dream home from bti, on time, as promised.



Md. Shahjahan receives handover of apartment unit in Haque Palace.



Syed Md. Samshur Rahman receives handover of apartment unit in Crescent.

New Face

Mr. Rafayatul Islam has recently joined as Business Team Leader, Chattogram.

Mr. Rafayatul Islam has an experience of more than 15 years in Sales and Marketing. He completed his Masters of Business Administration with major in Marketing from South East University. Prior to joining here, he worked in Navana Real Estate Ltd, Anwar Landmark Ltd, Concord Real Estate & Development Ltd, besides other reputed companies.



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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