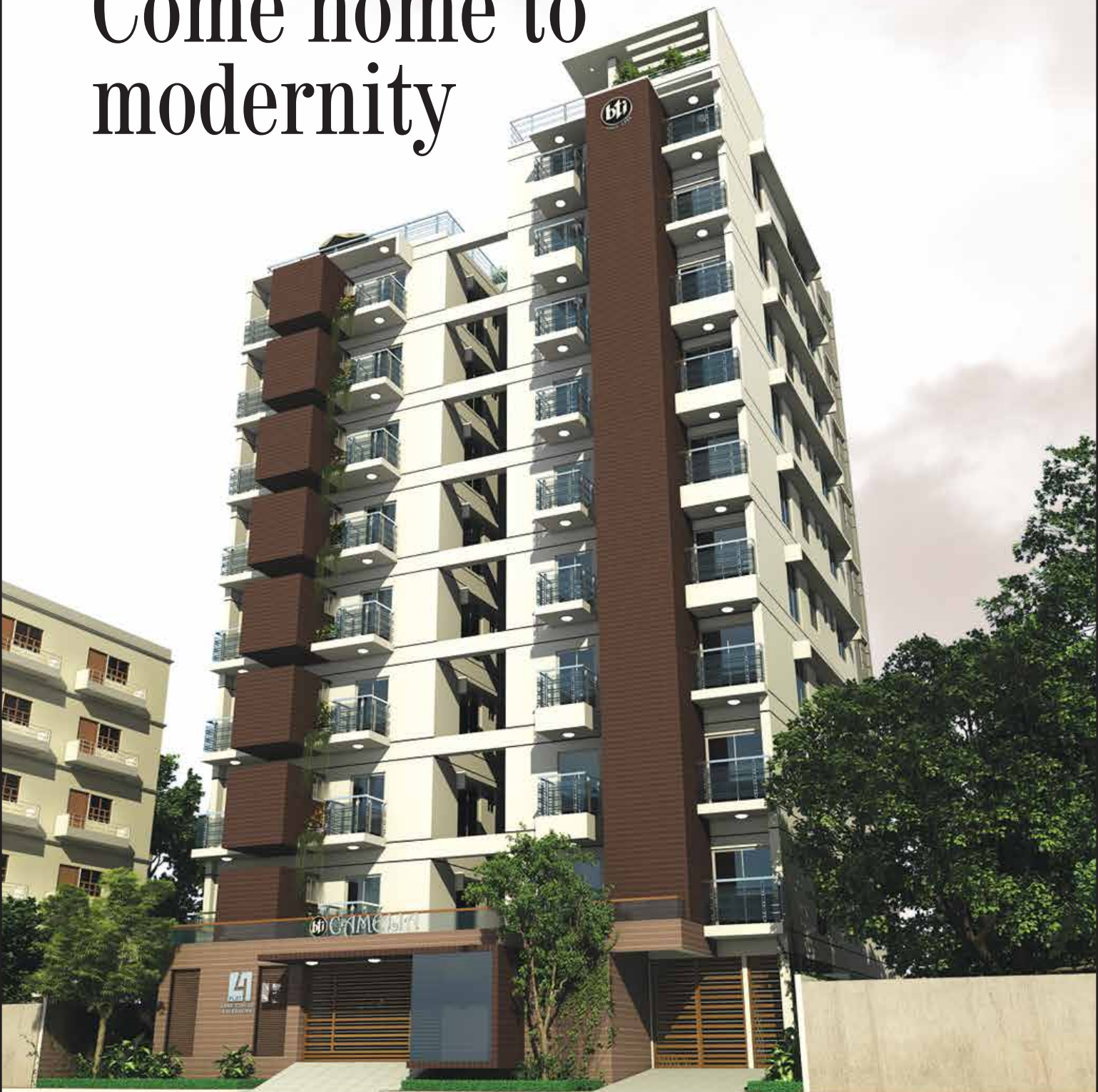


Property in Focus: Camelia
**Come home to
modernity**





Building
homes &
creating
happy memories for

35

YEARS
IN DHAKA

14

YEARS
IN CHATTOGRAM



Index

6T Newsletter

- Introduction
- Interview with Classic Collection Team Leader
- Home Buying Guide
- Property in Focus
- Customer Testimonial
- Upcoming Project
- Launching Fair
- Joint Venture Agreements
- New Face



Fulfilling the cherished dream of homeownership since 1984

Owning a home is a lifelong cherished dream of many people in Bangladesh, especially the desire to own a flat in Dhaka is a very common dream among Bangladeshis and most people spend their hard earned money into fulfilling this dream. Since its establishment, bti has strived to make homeownership a joyful experience with quality in design, service, and construction which is why it is the first real estate company in the country to be awarded with ISO 9001:2008 certification for our exceptional quality in all aspects. One of our core products is the bti Classic Collection which offers modern apartments in the most accessible areas of the city, ensuring a comfortable lifestyle in a location that has it all. In this month's newsletter we have a chit-chat with our Classic Collection Team Leader Mr. Liakat Hossen who shares his insight on our Classic Collection projects, their features and the overall Classic Collection Team. Under Property in Focus, you will get to know about one of our recently launched Classic Collection projects - *Camelia* in the accessible area of Kalabagan. Apart from these you will also find a home buying guide on 5 Mistakes to Avoid while Buying a Home, our upcoming project as well as latest events and happenings at bti. Hope you will enjoy reading the content as much as we enjoyed creating it for you. Happy reading!

In Talk with

Classic Collection Team Leader Mr. Liakat Hossen

Deputy General Manager at bti



Homeownership is a lifelong dream of many. Most Bangladeshis aspire to buy a home in a well developed location for a comfortable lifestyle in the city. bti Classic Collection aims to provide a modern apartment with impeccable design and modern amenities in the most accessible areas of the city. In this month's newsletter, we talked with our Classic Collection Team Leader Mr. Liakat Hossen who tells us about the team, its functions as well as the product category, and what buyers can expect from our Classic Collection homes.

Please give a short overview of the Classic Collection Team.

The Classic Collection Team is one of our four existing Business Teams at bti. The team consists of everyone who is responsible for our Classic Collection product segment. It includes concerned people from the Business Development Team, Design Team, Procurement Team, Construction Team, Sales Team, and Customer Service Team. The Classic Collection Team ensures that all the Classic Collection project related work, starting from land procurement to project delivery are carried out seamlessly and efficiently, keeping in mind the concept of lean in order to best serve our customers, and at the same time contributing to organization growth.

“ bti Classic Collection provides our customers with a comfortable and modern home in locations that are highly accessible. ”

What are the key responsibilities of the Classic Collection Team?

Our key responsibilities include procuring land in accessible areas, ensuring design and construction are carried out on time, prepping sales team with appropriate sales tool prior to launch of the project, and so on.

Our Classic Collection segment comprises around 70% of our portfolio so we have to work in sync to ensure everything is carried out on time and properly. The projects cover a large zonal area in Dhaka City including Uttara, Moghbazar, Wari, Eskaton, Lalmatia, Kalabagan, Elephant Road, Farmgate besides others. These areas have high demand when it comes to buying flats in Dhaka. For instance, just a few months back we launched a project Sunflower at Elephant Road which was sold out in a month. We

have to ensure everything - be it design, marketing or sales related work are done properly and efficiently before the launch of the project.

We are also inclining towards procuring bigger sized lands of around 7 katha or more so that we can add value to the project, thereby benefitting both the landowner and customer. We are emphasizing on market survey, pricing, and product quality so that our customers get something extra with every project which is a benchmark of a bti Classic Collection home.

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

All the concerned departments work as a single entity to make sure the project is ready and delivered on time. Since we work collaboratively, it makes the whole process smooth, easy, and fast as working together eliminates miscommunication, removes superfluous work, and speeds up the process. For instance, we hold periodic meetings to ensure we are all on the same page and solve any issues instantly - be it design related, construction related, or customer service related.

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

It has several benefits. As aforementioned above, working under a single team makes the whole process efficient as it identifies problems and resolves them quicker. It also aligns everyone to individual product category as everyone focuses on one type of product instead of several products. As a result, they understand the product better. It also motivates the team to perform well as we have three other teams inhouse.

What can buyers expect from bti Classic Collection ?

bti Classic Collection provides our customers with a comfortable and modern home in locations that are highly accessible for a seamless life. We also try to ensure that our projects stand out in the area – be it in the design aspect or construction quality or project specifications. Our Classic Collection is sure to have something for everyone.

5 Mistakes to Avoid while Buying a Home



When you are buying a home, especially for the first time, it is likely to be an emotional experience for you, which is why you may end up making unforeseen mistakes. First time home buyers, who are often enticed by offers, discounts and freebies, tend to forget their actual requirements and hence, make mistakes. We list the common mistakes that you can easily avoid with a little guidance and information when buying a home to prevent irreparable losses.

Mistake 1

Paying signing money for buying a home, before the loan is approved

First time home buyers may end up paying the signing money before getting a loan just to ensure their apartment is not sold off to someone else. However, real estate experts advise to take the plunge, only after ascertaining that the loan has been approved. First, make sure you are financially solvent to afford a home. Otherwise you may have to take undue financial stress or even cancel the apartment booking due to insufficient funding.

Mistake 2

Not reading the purchase agreement before signing

It is a very important piece of document and if you sign without reading or understanding then you make yourself vulnerable to fraudulence and scams. You might also take the help of a lawyer who will read the document and look for any discrepancies.

Mistake 3

Buying a home in an area that faces problems

Sometimes you may be tempted by low price offers and as a result not pay attention to the condition of the location. For instance, even if the location is

well-developed, there may be problems like electricity shortage, water crisis, crimes and so on. This can end up being a long-term problem as you cannot change the location once you have bought the home. Such issues may also occur in urban areas, so before buying, evaluate the location properly.

Mistake 4

Not being aware of hidden costs and charges

If you are not aware of the expenses that you have to incur then buying an apartment may prove to be a huge financial burden for you later on. So make sure you are aware of all the other expenses like maintenance, service, and other charges in advance.

Mistake 5

Not researching who you are buying from

Every market has its share of scammers and fraudulences, so it is imperative that you research from authentic source about the real estate company or seller you are buying your home from. Although you may research online, it is nonetheless best if you can get references about the company or seller from people you actually know and trust.

Although you might have several misgivings and misconceptions about many things when buying a home, with the correct research and a little guidance, your homeownership can be a hassle free and joyful experience.



Property in Focus: Camelia at Kalabagan

Come home to modernity

Camelia from bti Classic Collection, is a 9-storied contemporary residential building situated in the well-connected area of Kalabagan.



The neighborhood is a well developed area encompassing all the required amenities for a smooth life including reputed schools, renowned hospitals, and several recreation centers suited for your urban life. The area connects you easily to nearby areas like Dhanmondi, Lalmatia, Panthapath, Farmgate, Karwan Bazar and so on. You will find within the vicinity schools such as Sunnydale, Dhanmondi Tutorial, hospitals such as Lab Aid Hospital, Square Hospital, and Bashundara City is also just around the corner.

As you step into the building, you will be greeted with lush greenery and elegant reception lobby. The outlook of the building is stunningly designed with a modern exterior façade. To give you flexibility, Camelia lets you choose from three floor types- A, B, and C with apartment sizes ranging from 1407 sft – 1640 sft. It is also a south-facing structure ensuring your home receives gentle cross breezes and natural light. The apartment layout has been designed to ensure functionality of every space – be it the master bedroom or living spaces or kitchen.

Apart from well designed apartment interiors, the rooftop of Camelia gives you a private retreat, where you can relax amidst natural greenery or celebrate special occasions with your loved ones in the community hall. Camelia promises to be a safe abode for your family with security features like CCTV monitoring, modern fire protection system, and much more so that you live with the assurance of utmost safety in a contemporary home. Come, experience a home that is contemporary in the truest sense.

“
The rooftop of
Camelia gives you a
private retreat, where
you can relax amidst
natural greenery or
celebrate special
occasions with your
loved ones in the
community hall.

”



Customer Testimonial



“We are very much thankful to bti for helping us find our dream home. They listened to what would best suit our family, responded to any queries we had and made our home buying journey extremely easy and stress free. Their professional attitude coupled with fabulous customer service truly makes them a top-notch real estate company.”

Marina Sayeed
*Shopnochura
Uttara, Dhaka*

Upcoming Project: Palm Grove

Live in the Charming location of Banani

A 10-storied residential building nestled in the charming location of Banani, Palm Grove is a bti Premium Collection home which endows you with the lifestyle you have always aspired for. Spaciously designed and finessed with imported fittings, your home at the Palm Grove lets you relax in the utmost luxury and comfort. With smart architectural planning, Palm Grove has been designed to ensure you get the best of nature with ample light and gentle cross breezes while the layout of the apartment provides you with functional spaces keeping in mind your privacy and comfort. The apartments are spacious with 2600 sft and having 3 bedrooms and 3 bathrooms for comfortable living. Apart from these, the rooftop at Palm Grove serves as your own private entertainment zone with BBQ area, green lawn and sitting zone. Come, experience an enchanting lifestyle at Palm Grove.



Inauguration ceremony of bti Premier Plaza at Progoti Shoroni, Dhaka



building technology and ideas ltd. inaugurated bti Premier Plaza – a ready shopping mall situated on the main road of Progoti Shoroni in Dhaka on 4 August 2018. Mr. FR Khan, Honorary Advisor, Md. Ayub Ansary, Additional Managing Director, besides other departmental heads and officials were present in the inauguration ceremony.

Centrally located in Progoti Shoroni, bti Premier Plaza is in a highly accessible location connected to Baridhara and Gulshan 2 through Kamal Ataturk Avenue and Madani Avenue. It can also be easily accessed from Tejgaon, Mohakhali and Gulshan 1 via Gulshan Link Road connected to Progoti Shoroni. bti Premier Plaza is also just a stone's throw away from Rampura, Banasree and Bashundhara through Progoti Shoroni making it easy for commuting.

The modern shopping mall covers an expansive 68 katha land and offers ready shops for sale in Dhaka starting from 50 sft to 1500 sft. It offers dedicated zones for various product categories including clothes, jewellery, cosmetics, electronics, computer and accessories, food courts, and so on. The shopping mall includes all the modern facilities to ensure a world class shopping environment.

Some key features of bti Premier Plaza

- Wide front entrance with large staircase
- Central air conditioning system
- Segment-wise shopping layout
- Lift access from car park area to all shopping floors
- Safe and ample parking space with pick & drop provision
- Lobby for security check, bag drop off and information
- CCTV monitoring from lobby
- 2 ATM booths at the entrance
- An emergency generator to back up power outage

Joint Venture Agreements

We appreciate the trust and faith our landowners put in us. We always aim to uphold our commitment of quality and on time handover to our valued landowners who are important members of bti family.



*Land signing of The Horizon
a 9.09 katha land in Purana Paltan*



*Land signing of La Verna
a 5 katha land in Bashundhara R/A*

New Face

Mr. Masud Rana Sarker has joined as Assistant General Manager of Brokerage team

Mr. Sarker has an experience of more than 13 years in Sales and Marketing. He completed his M.Sc in Chemistry from National University and MBA with major in Marketing from Atish Dipankar University of Science and Technology. Prior to joining here, he worked in Protik Group, Rupayan Group, Bangladesh Navy besides others.



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**

Our other SBUs



**building
technology
& ideas ltd.®**

in pursuit of excellence...



REHAB MEMBERSHIP #001
ISO 9001:2008 CERTIFIED



www.btibd.com