

# Newsletter

DECEMBER | 2021



## **Aqualuna** | REVEL IN LUXURY

For those who prefer a chic residence and a destination revered by all, Aqualuna happens to be just what you want. The fair-face building towers over Dhanmondi Lake, offering a lovely open view from its 5000 sft apartments, and faces the Rabindra Sorobor.



## UNMATCHED OPULENCE

O N D I S P L A Y

The grand entrance of Aqualuna serves excellent aesthetics as well as tight security features. The double-glazed full-height windows will immediately instill in you a sense of belonging - that you deserve to be here! Witness a perfect recreation of natural beauty as a wooden bridge rests on top of the majestic water body, which leads straight to the double-height reception. While you step into the lifts or association room or the prayer space, your car can run through the driveway and park in the basement downstairs. Your children will certainly enjoy the green play area around the water body.

The elegant staircase leads to the mezzanine floor - a space dedicated to leisurely pleasure. The 'Meet & Greet' lounge and fully-equipped exercise studio are wonderful places to enjoy activities together. The landscaped rooftop also holds chic concepts. The infinity pool, green lawn and BBQ zone all work to ensure that residents have an excellent time whenever they come here.



## GRACEFUL PRESENCE OF **NATURAL GREENERY**

Standing on the spacious verandahs will allow you a full display of the natural beauty and cultural vibrance going on. You can even plant 15-16 ft height trees and yet embrace the openness. The southeast-facing strategic void in the design allows more wind flow to sway into the apartments so that you can enjoy fresh air. There is more greenery incorporated in the ground floor and rooftop.

# LAVISH LIFESTYLE

S E R V E D O N A P L A T T E R



Privacy and security measures are at an upper echelon in Aqualuna. It features one apartment per floor. Residents will use lifts with smart access control cards. There are sensor security alarms and CCTV surveillance at the point of residence entry. Each unit has two dedicated parking lots and comes with four spacious bedrooms. Full-height windows and marble floors are sure to leave you mesmerized. The most stylish imported fittings and features have been added to enhance the luxurious feel of the apartment. You can control all Smart Home features from your smartphone using a smart hub. The devices to be controlled remotely include a fingerprint access door lock, main door visual doorbell, motion sensor lights in lift lobbies, look-over camera with 2-way voice support, panic button, gas leakage detector, and remote fan & light switches. We ensured safety by installing reliable fire safety measures, central drinking water system, and a water purification plant.

HANDING OVER HAPPINESS:

## A LEGACY OF KEEPING PROMISES

2021 has been a year of great achievements for bti. Even in the tough times, we were able to make homeownership a joyful experience for our beloved customers and look forward to making more. bti has always been keen on keeping promises and this time it was no exception either.

*Take a sneak peek at our successful handovers made in 2021:*

Project Name	Location	Ahead of Time	On Time
New Haven	Chattogram		On Time
The Prominence	South Khulshi		On Time
Accolade	Wari		On Time
Belvoir Castle	Uttara	12 months	
Palacio	Bashundhara R/A	7 months	
Enclave	Dhanmondi	6 months	
Primavera	Banani	7 months	
Shopnochura	Uttara	2 months	
Lily	Uttara	10 months	
Gem Garden	Banani	2 months	
Lake Palisade	Dhanmondi	4 months	
Camelia	Kalabagan	9 months	
Pinewood	Bashundhara R/A	12 months	
Wind Flower	Baridhara	3 months	
Palm Grove	Banani	6 months	
Le-Verna	Bashundhara R/A	10 months	

# What's new in **SBU**s



We witnessed the highest number of sales this month. This success can be attributed largely to our customers and the training, hard work, and support from all those involved in bti Brokerage. We want to carry this forward into the new year, and also reach our new target. Some of our highlights include sales in Eskaton, Bashundhara & Uttara.



While concrete hollow blocks are the king of construction materials, there are some who prefer concrete solid bricks instead. We at bti Building Products know what our customers want and deliver them their preferred choices. It is because of these products that we can proudly claim of our excellent construction quality.



It is especially during trying times that we want to serve our customers even more. Whether it is the delivery of emergency documents, or approval of samples, or even the smallest issues, we are here to serve and we have proven it. It seems customers have taken notice of our immense hard work, so much so that they have been showering praises. Interior sales in Pacifica, The Destination, and a construction project in Purbachal are just some of the tasks we have been busy with this month.



Our honorable AMD recently organized a firefighting and security personnel training session in four residences in Chattogram, where delighted customers also participated. We also conducted our quarterly fire safety drill at the bti headquarters involving all bti officials and tenants of Celebration Point.



Individuals living in hostels, freelancers, small scale entrepreneurs, and especially those who are single living in rented homes do not have the necessary full-time office resources to work remotely. Now that the Covid-19 omicron variant has surfaced, working remotely has become even more essential for these people. The Business Center offers the coworking spaces that these individuals need at flexible prices and conditions. Give us a call, and we are here to help!

# What's new in **Real Estate**



## Investment in **LUXURY HOUSING** **BOOMING**

The US-Bangla Assets has decided to offer housing plots in the Purbachal area, situated in the northeast of Dhaka. The cost of the plots range from 25-52 lakh per katha. The pricing strategy indicates that they are targeting the upper-class customers.

In the recently held REHAB fair, The US-Bangla assets have already received positive responses as they have got 35 bookings. It is noteworthy that the customers are seen being interested in choosing the suburb areas to live in as these areas offer plenty of amenities that are needed to lead a luxurious life. Their main attractions to reside include the newly suburban outskirts of Dhaka city such as Uttara, Purbachal, Dhanmondi, Gulshan etc.

The demand for luxurious housing is also on the rise even though the price is increasing simultaneously. Thus, the other real estate companies are also targeting rich clientele to attract customers with enchanting offers.

*(Paraphrased, The Business Standard 26.12.2021)*



## FLATS TURN DEARER FOR MIDDLE CLASS **AS COST ESCALATES**

The rising price of the properties and building materials have made it extremely steep for the middle class groups to afford better housing. The REHAB fair, although displayed a significant number of projects, still not even 10 percent of them was within their reach. The continuous escalation of the price is making it very hard for the middle-income groups to find a better housing option. However, it was known from the fair venue Bangabandh International Conference Center that no flat below Tk 4,500 per square feet was found. The assistant manager at Sky View Foundation Ltd, Mahmuda Ziben Anamika, opined that the real estate company is now offering flats ranging from 700 sft-3,000 sft, keeping in mind the affordability of the middle class to upper class people.

The high-range flats come in sizes between 1,700 sft and 2,000 sft. AKM Rafiul Islam, a senior assistant general manager of Sheltech said "the middle and high-middle-class prefer this type of flat." People want luxury flats with quality construction. According to Mamun Hassan, manager for sales at Rangs Properties Ltd, the majority of real estate companies build flats primarily targeting the high income class. Of them, 80 percent is semi-luxurious and 10 percent is luxurious. Commerce minister Tipu Munshi, addressing the realtors said, "People buy a flat with all their savings of life to find a little place to live with their families. When deceived, there is nothing left. So, developers need to play a responsible role in protecting the interests of buyers."

*(Paraphrase The Daily Star, 24.12.2021)*

ANNUAL FLAT SALES TO CROSS

## **10,000 UNITS FOR THE FIRST TIME**

As many seem to surmount the Covid-19 fallout, Bangladeshi realtors have been able to sell approximately 10,000 flats so far this year, as per the data of Real Estate and Housing Association of Bangladesh (REHAB). Since the demand for new homes has escalated and the Covid-19 fallout is under control, the prices of flats are also on the rise. According to Mahmud, manager director of Skiros Builders, the price of flats has surged around 8 to 10 percent in the last one year. The reason might be due to the price hike of steel, bitumen, stone chips, and cement. "Despite higher prices of flats, there is no ready flat in the market.

Customers expect the prices to go up further in the coming months, prompting them to purchase properties. As per my assessment, sales have increased around 6 percent this year as the demand has risen since last September when the Covid-19 situation started to improve," said Faizur Rahman Khan, Managing Director of Building Technology and Ideas Ltd. (bti), one of the top real estate companies in Bangladesh. Although the rising demand of raw materials have pushed the price hike of flats, bti did not increase the price of their projects, he added.

*(Paraphrased, The Daily Star, 22.12.2021)*



## DAP WILL PUSH UP **FLAT PRICES**

The increasing price of the building materials including the proposed Detailed Area Plan (DAP) has become a matter of concern for the real estate developers. Alamgir Shamsul Al-Amin, president of REHAB said "I fear the price of flats will go up in the future if the cost of construction materials, especially rod and cement, continues to rise and the proposed DAP is implemented". If this situation continues, housing, a vital part of human needs will go beyond the reach of the common people. Al-Amin discussed the issues in the forthcoming REHAB Fair during a press conference at Sonargaon Hotel in Dhaka. "So, this year's fair could be a golden opportunity for buyers as various companies will be offering relatively special prices for flats from previously initiated projects," he said.

Since the new DAP is being devised by the Rajdhani Unnayan Karttripakkha from 2017-35, the Dhaka Building Construction Rules 2021 are also being framed. If such rules are finalized and imposed, the size of building approved for construction will shrink by approximately 33-53 percent in comparison to the current standards while the cost of flats will increase 50 percent at least.

*(Paraphrased, The Daily Star, 20.12.2021)*

## BTI ORGANISES **MEGA SALES EVENT**

The Building Technology & Ideas (bti) Ltd has organised the end-of-the-year "bti Mega Sales Event 2021" at Celebration Point at Gulshan-2 in Dhaka recently.

The event showcased more than 800 apartments from 44 projects across 30 different locations in Dhaka and Chattogram respectively. The event was designed so that customers can gain valuable insights and learn about a number of exciting offers from the company's home-loan partners.

A "Knowledge Session" was also conducted by renowned industry experts on tax issues, construction, and customer service excellence of bti. Approximately 400 people attended the event, including bti's bank partners.

*Source: The Daily Star, 21.12.2021*

