



NATIONAL  
ASSOCIATION OF  
REALTORS - INDIA



Association of Property Professionals,  
Delhi NCR

# realtalk

JUNE - JULY 2023

AN INITIATIVE BY ASSOCIATION OF PROPERTY PROFESSIONALS, DELHI NCR

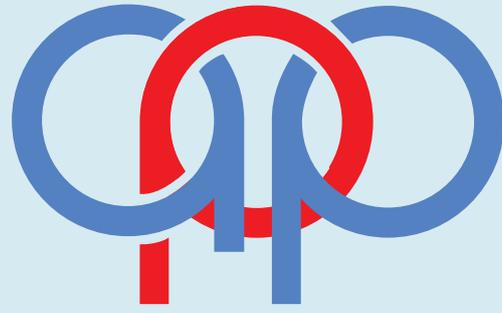
## DIGITAL DISRUPTORS

“NAVIGATING THE FUTURE  
OF TECHNOLOGY in REAL ESTATE”

**Are Your Fellow  
Realtors Crushing It  
with Social Media?  
Here's How You Can Do it Too**

**How Realtors are  
Leveraging with AI**





**Association of Property Professionals  
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The Association of Property Professionals Delhi NCR (APP Delhi NCR) is the Delhi NCR chapter of NAR India which aims to enlighten Indian realtors and train them to imbibe and adhere to international best practices which in turn inspires confidence in investors and consumers. This core focus of NAR-India is to elevate the standards of Practice of the real estate brokerage business to a global level by promoting ethics, transparency, accountability and respect for rule of law and good governance.

---

Infrastructure & Investment as one of the seven top priorities have a large multiplier impact on growth and employment” as quoted by Ms. Nirmala Sitaraman, Finance Minister, Govt. Of India (1st Feb 2023, budget speech).

For India to be a five trillion economy by 2030, Real Estate & infrastructure will continue to be a growth pillar.

APP, Delhi NCR (Association of Property Professionals , Delhi NCR) will continue to play its role as a mentor for all the stake holders of the real estate industry.

RealTalk magazine is one of such initiatives by APP, Delhi NCR to educate and collaborate with the major stakeholders of the industry (especially Real estate developers and channels partners).

RealTalk offer comprehensive and insightful coverage of the real estate market to all our readers about the present day trends, news and developments and opportunities.

We would like to invite you to come and join us a partner in growth and showcase your past achievements, latest developments, future opportunities. Our team will be happy to guide you multiple opportunities available with us in our upcoming edition of RealTalk magazine. It could be an excellent opportunity to showcase your work to an extensive PAN India audience of Realtor's, investor's and buyers.

Thank you once again!

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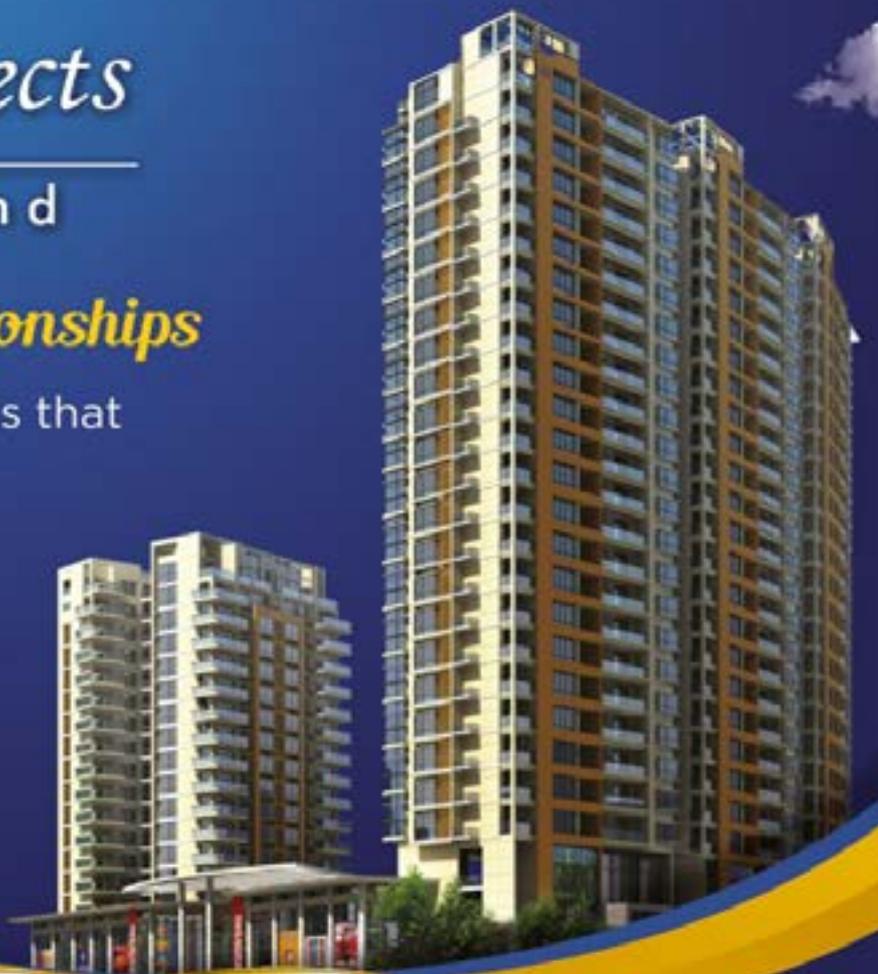
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# APP GOVERNING BODY ELECTIONS 2023-24

## AN EVENING TO REMEMBER

**H**eld on April 12th, 2023, at the TT Hall, Panchsheel Club, the APP Governing Body Elections 2023-24 was an evening of celebration and anticipation, as the members of the association came together to elect their new representatives.

Garnering a turnout of 65 members, with 63 casting their votes, the event began with a presentation by the outgoing President, Mr. Ricky Sharma, who shared the details of the activities and accomplishments of the association during the past year.

This was followed by a recognition ceremony, in which the members of the Governing Body were recognized and appreciated for their contribution towards the association.



The highlight of the event was the introduction of the nominated candidates, who had the opportunity to present themselves and ask for votes. The anticipation was high as the members of the Governing Body cast their votes for the next President and elected members.

Towards the end, Mr. Parvinder (Timmi) Budhiraja emerged as the incoming President for the upcoming year, while Mr. Gaganpal Singh was elected as the President-elect for the year after that.

With the election of a new President and the appointment of elected members, the association is all set to embark on a new phase of its journey.



# 5 Ways Realtors are Using ChatGPT to Strengthen their Marketing Game

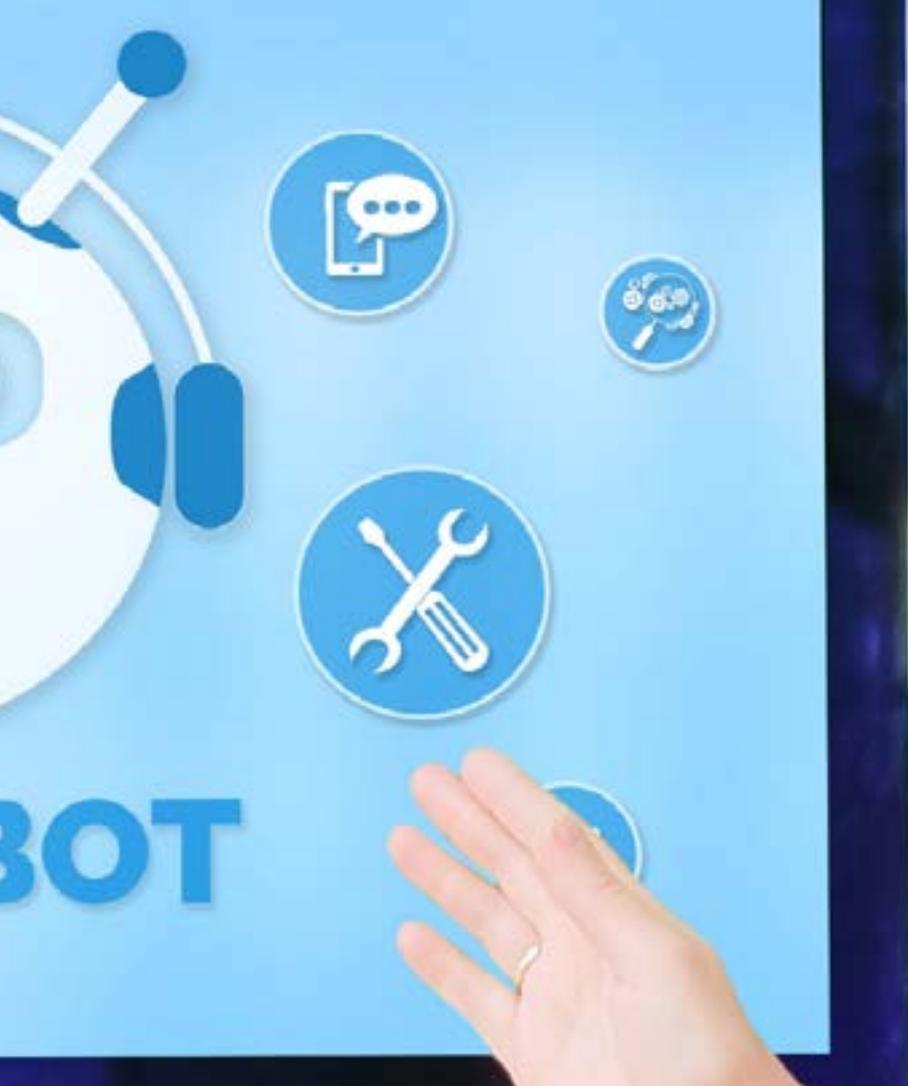
**C**hatGPT, the AI (artificial intelligence) powered chatbot, has taken the world by storm and is all set to bring some transformative changes to the world as we know it. Almost everyone

seems to be talking about this powerful tool that continues to amaze users across the globe. In fact, the AI chat tool has set a world record by reaching 100 million users in just 2 months, and to put things into perspec-

tive, it took the Internet major Instagram about 2 years and 6 months to reach that figure.

All in all, it wouldn't be an overstatement to say that ChatGPT is revolutionizing the way businesses function the world over. From automating mundane tasks to streamlining operations to improving customer service, the AI powered chatbot is helping businesses across industries.

One such industry that has been disrupted by ChatGPT is real estate, with several Realtors across the globe using this viral tool to their advantage. For instance, Realtors are using ChatGPT to generate interesting blog ideas, write personal-



ized emails, and create compelling copies for their digital marketing campaigns. And, that, like they say, is just the tip of the iceberg.

Continue reading to learn some of the common ways in which Realtors are leveraging the power of ChatGPT.

## Email marketing campaigns

Email marketing is one of the most cost-effective methods used by Realtors to connect with potential clients. That said, running an email marketing campaign can be quite overwhelming as it involves numerous time-taking and tedious tasks such as creating engaging content, designing



an eye-catching layout, segmenting the email list, sending emails, and monitoring the campaign's performance.

But that was then.

Many digitally-conscious Realtors are now turning to ChatGPT to streamline the entire email marketing process, which frees up their time and allows

them to focus on other critical aspects of their business. ChatGPT not only helps them create accurate and impactful email copies, but also helps them optimize their email marketing campaigns without having to invest extensive hours.



## SOCIAL MEDIA MARKETING

In today's internet-driven world, the power of social media couldn't be emphasized enough, which also makes it an essential component of any realtors marketing strategy. While social media marketing may seem simple on the surface, getting the elements could be challenging, especially if time is a scarce commodity.

Besides, you also have to keep producing interesting content on a regular basis, and stay abreast with the latest best practices and any change in the algorithms used by social media platforms.

ChatGPT, once again, is enabling Realtors to navigate the tricky mazes of the social media world. It allows Realtors to generate high-quality and personalized content for social media marketing, that too in a fraction of the time it would have otherwise taken.

## WEB ARTICLES

Writing articles that not only appeal to the target audience but are optimized for search engines can be challenging. It not only requires identification and incorporation of relevant keywords and phrases to improve search engine rankings, you also have to ensure that it has informative and purposeful content.

Adding to the challenges, are the regular changes in the algorithms used by search engines, which basically means



that the search optimization strategies that worked yesterday may not be effective today. Overall, writing an effective web article requires careful planning, research, and a deep understanding of SEO best practices. Once again, ChatGPT can be a great aid in your content production.

That said, you have to remember that ChatGPT cannot substitute human expertise, and its outcomes, to a large extent, depend upon the accuracy and detailing of the inputs you provide. If done right, the AI tool can be remarkably helpful in creating outlines for articles, providing important facts and data, and performing other research tasks.

## PROPERTY DESCRIPTIONS

Every Realtor knows the importance of a well-written property description. It not only helps attract the attention of potential buyers or renters, but also allows them to envision themselves living in the property, which in turn can lead to more inquiries and views.

However, writing compelling property descriptions that stand out could be challenging, especially for those who are just getting started. In fact, it would be safe to say that many Realtors struggle to craft basic property descriptions that accurately highlight the features and USPs of the target property.



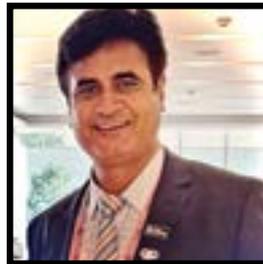
By using ChatGPT, Realtors can easily create engaging and optimized property descriptions that resonate with their target audience and drive more leads and sales.

## VIDEOS SCRIPTS

In today's digital age, many real estate buyers and renters turn to social media platforms like YouTube and Instagram to supplement their property search, taking cues from Online videos to get a better sense of the property's layout, features, and condition.

This trend has led to an increased demand for video content in the real estate industry. That said, creating impactful videos calls for impactful scripts, which could be a tough nut to crack for many. Many Realtors, therefore, are using ChatGPT to come up with interesting video ideas and write compelling and informative scripts for their YouTube videos and Instagram reels.

All you need to do is provide accurate inputs of the kind of script you want, and ChatGPT can produce highly impactful video scripts in virtually no time.



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## TIPS TO FOLLOW WHEN CREATING CONTENT USING CHATGPT

Using ChatGPT for content creation is undoubtedly a surefire way to improve your brand's marketing communication. However, here are a few tips you must follow to get the best results.

1. Clearly define the purpose and target audience of the content you want to create. This, in turn, will allow you to choose the right prompts and questions from ChatGPT so that the generated content is relevant and useful.
2. Be specific in your requests and provide as much context as possible. Use keywords and phrases related to your topic or industry to help guide ChatGPT's response.



3. Review and edit the content generated by ChatGPT to ensure its accuracy and quality. While the tool can help you generate valuable insights and ideas, it's important that you review and refine the content to ensure its quality and that it meets your specific needs.
4. Besides using ChatGPT to generate ideas and inspiration for your content, you must also incorporate your own knowledge and expertise. That's because the best content comes from a combination of AI-generated insights and human insight and creativity.
5. Finally, stay up-to-date with the latest trends and news in your industry to ensure that your content remains relevant and engaging.



## LAST WORD

ChatGPT is bringing radical transformations in the way Realtors communicate with potential as well as existing clients, and if you haven't jumped on to the bandwagon already, now is the time. Not only can ChatGPT be used to communicate better with your clients but will also save you a significant amount of time that you can spend on your core business. Just make sure you follow the aforementioned tips while using ChatGPT or for that matter any other AI powered language model. Hope this helps.



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# Realtors are Crushing it with Social Media: Here's How You Too Can Do It!

According to Statista, there are close to 4.8 billion social media users worldwide, and needless to say, the number is increasing at a phenomenal rate. As a result, social media has become a remarkably powerful marketing tool for all types of businesses to engage and connect with potential and existing customers, and the real estate industry is no exception.

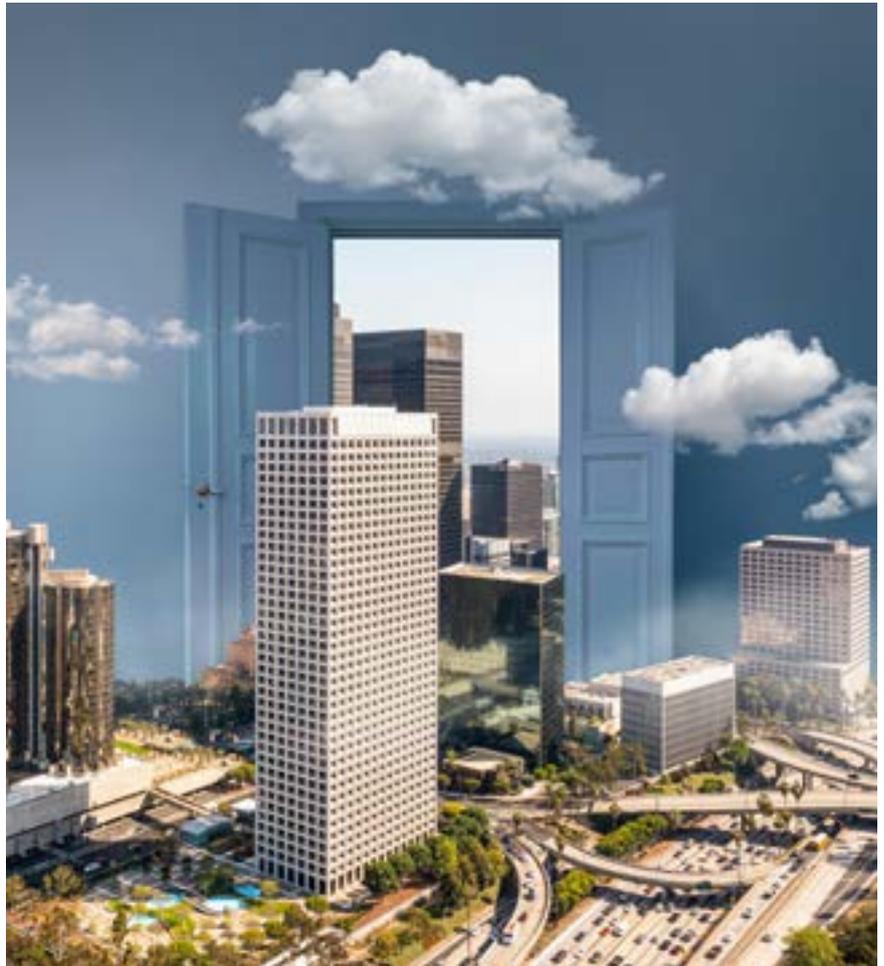
Realtors all over the world are increasingly leveraging social media to reach out to potential buyers and renters, and many of them are seeing great results. What's even better is the fact that you don't have to be an expert to get started.

If you want to harness the power of social media, this one's for you. Read on as we present a step-by-step guide on how to build a solid social media presence.

## **STEP 1: IDENTIFY YOUR AUDIENCE**

The first step to building a solid social media marketing strategy is defining the target groups. Take the time to garner a fair understanding of your ideal customers, including their needs and wants. This step is imperative to creating targeted content that resonates with your target groups and helps drive conversions.

To identify your target audience, start with determining your niche.



A realtor, for instance, may specialize in luxury properties or commercial real estate. Whatever the niche, it is important to define it clearly, which in turn will help you identify your target audience and create effective communications.

## **STEP 2: ANALYZE YOUR COMPETITOR**

Given the increasing use of social media as a marketing tool, many of your competitors may already be leveraging social media platforms to reach their target audience. That, however, doesn't mean that it's too late for you. In fact, you can drive value from their efforts.

Whether you are creating a social media strategy for the first time or having a



relook at your existing strategy, it is important to conduct an in-depth analysis of your competitor's social media efforts, to gain an insight into what's resonating with your audience and what isn't.

The findings of the competitor analysis will also help you identify the most effective media types and formats you can use to connect with your target audience.

## **STEP 3: CHOOSE RELEVANT PLATFORMS**

First of all, it's not necessary for you to be present and active on every social media platform you can find. For instance, if you are targeting senior citizens for a particular

project, pushing your communications on TikTok or Snapchat will not be the most effective use of your time.

In general, realtors must maintain a solid presence on at least three major social media platforms - Facebook, Instagram, and LinkedIn.

Start by gaining a thorough understanding of the unique features and limitations of different platforms and how they fit into your marketing strategy. Instagram, for instance, is perfect for visually showcasing your listings, while Facebook is great for community building and engagement.

Twitter, on the other hand, is ideal for discussing industry news and insights.

Make sure the platforms you choose suit your marketing goals, approach, and target audience.

#### STEP 4: DEFINE THE KPIS AND GOALS

When setting goals for a social media marketing strategy, it's important to consider both short- and long-term objectives. Short-term goals could include increasing engagement on social channels, driving traffic to your website, or/and generating leads. Long-term goals could include building a strong online reputation and establishing thought leadership, which can play an instrumental role in driving long-term business success.

When setting goals, clearly define the KPIs (key performance indicators) for each goal on which the performance of your efforts will be measured. Make sure you monitor the KPIs

regularly, so that you are able to identify the improvement areas and make the required changes to your strategy, as and when needed.

#### STEP 5: CREATE CONTENT BUCKETS

Content buckets can easily be regarded as the engine of your social media strategy. In simple terms, it is a selection of the types of communication you can use to engage your audience.

Every digitally-conscious realtor uses social media to



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showcase available properties, but that should not be the end of the line. Though it's true that the end objective of all marketing efforts is to bring more business, there are many catalysts that you can use to foster the relationship needed to drive sales.

### **The first being - “delivering value” to your audience.**

As an industry insider, you represent an ocean of information that your audience can use, and if you are willing to give it out in their interest, it can go a long way in garnering their trust and establishing authority in your domain.

In addition, topical communications

(marking special days such as national holidays) and trending communications (read: moment marketing) should also be in your content buckets.

### **STEP 6: PREPARE A CALENDAR**

The next step is creating a content calendar, which is also an ongoing activity. A content calendar encapsulates summaries of the various communications you will push through your social channels, along with their posting schedule.

Creating a calendar helps you plan and organize content creation and distribution while minimizing any delays and last-minute rush, ensuring a steady

flow of content on all platforms.

When preparing the content calendar, include a mix of content buckets, such as property listings, industry updates, informative content (related to real estate), and of course, any topical or trending post that you may find suitable during the period.

### **STEP 7: CREATE CONTENT**

It's no secret that creating high quality content is the key to social media success, and in the world of real estate, appeal matters a lot. It is, therefore, important to use high-quality images and videos to create posts for property listings.

In addition, while creating content, make sure that some of the communications



showcase your expertise, which you can achieve by sharing expert insights and tips to help wishful buyers/investors/renters.

Do remember to include Instagram Reels and YouTube Shorts, as both the mediums are highly effective in driving engagement and reach.

You can also consider using scheduling tools, such as Hootsuite to automate posting, and ensure that they go live at the right time, even if you're not available to post them yourself.

### **STEP 8: ENGAGE WITH AUDIENCE**

Social media is all about building relationships, and therefore, the significance of regular engagement cannot be overemphasized.

Make sure you respond to any comments or direct messages you receive as soon as possible. This will help garner the trust of your audience, and subsequently, increase the chances of them choosing you as their Realtor.

For generic/repeat queries, you can



create a response database, which will not only help save time but will also help ensure prompt response is sent to all contacts made by your audience.

The key to effective engagement is staying authentic and genuinely caring for your audience.

### STEP 9: MEASURE THE PERFORMANCE

Being active on social media is one thing, harnessing its true potential is another. To ensure you are not wasting your efforts and that your strategy is working as per expectations, it is important to measure the performance on a regular basis, and optimize the strategy, if needed.

To measure performance, you can either use native tools, such as Facebook Insights and Instagram Insights, or if you need advanced analytics, you can also consider third-party tools such as Sprout Social, Buffer, and Hootsuite.

Find out what posts outperformed and replicate their success in future content, while removing the ones that didn't perform too well. By analyzing your results, you'll be able to continually improve your social media strategy.

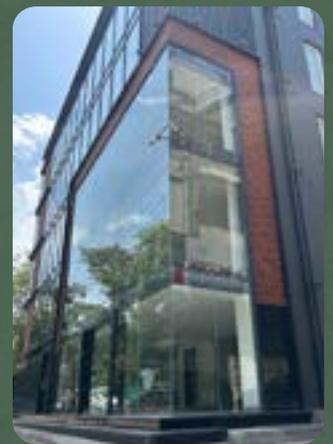


### CONCLUSION

As a Realtor, your ultimate marketing goal could be increasing sales, but when it comes to social media in particular, instead of focusing only on sales, it is advisable to focus on building relationships and a community of engaged brand advocates. It might take time, but having a solid social media presence and strategy can help your business achieve continued growth and success.

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# Lets Connect with Capital Developers An Amalgam of Global, Local, and Social



**Capital Developers**, one of NCRs leading commercial and retail infrastructure company with more than three decades of experience in delivering high-performance landmarks across the breadth of NCR in residential, commercial, and retail sectors, recently unveiled their latest and most ambitious concept project - Capital One Global at a glittering ceremony in Gurgaon. The event was graced in strength by the leading members of the APP fraternity and other realtors to celebrate the launch of this globally contemporary trend, making its debut in NCR.

## About Capital One Global

Capital One Global is a breakthrough urban landmark that redefines conventional commercial and retail spaces. Designed by ACPL in sync with global standards, Capital One Global brings in Sociozone™ - A Global architectural placemaking concept. A mixed-use development spread over 7.40 acres combines contemporary high street retail architecture sensibilities with wide open interaction spaces, a vast and expansive 1.14-acre waterbody and sit out spaces to encourage community and social interactions and stimulate positivity which translates to quality footfalls.

Unlike conventional SCO propositions, Capital One Global has many advantageous factors that make it a class apart and of add tremendous value to the project. Set in the upmarket vicinity of Gurgaon in Sector 73, on the Southern peripheral road, Capital One Global is part of a larger ecosystem that includes a state of the art commercial tower and a five-star hotel; a triumphant combo that assures an affluent demographic catchment, which compliments the success of any retail infrastructure.

Designed to optimise the FSI value, these retail plots offer 5 levels (Ground + 4) along with a

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basement and terrace for yield maximisation. The design efficiency ensures maximum usable space; thus the units offer better ROI for investors and maximised spaces for occupiers and tenants. The site is oriented in a manner that all plots enjoy openings on both the sides, with ample parking spaces and are easily accessible from multiple entry/exit points from the three wide roads (90mtr/60mtr/24mtr) that run along the periphery of the

project, thereby making it a breeze to visit.

Capital's two-decade-long partnership with leading brands and deep relationship with MNC blue chip corporates have ensured that top-notch retail and commercial customers have always preferred Capital projects for their infrastructure needs. Even in the case of Capital One Global, there are early expressions of interest by marquee brands for looking at expanding their retail footprint and being part of a one-of-a-kind retail destination in NCR.

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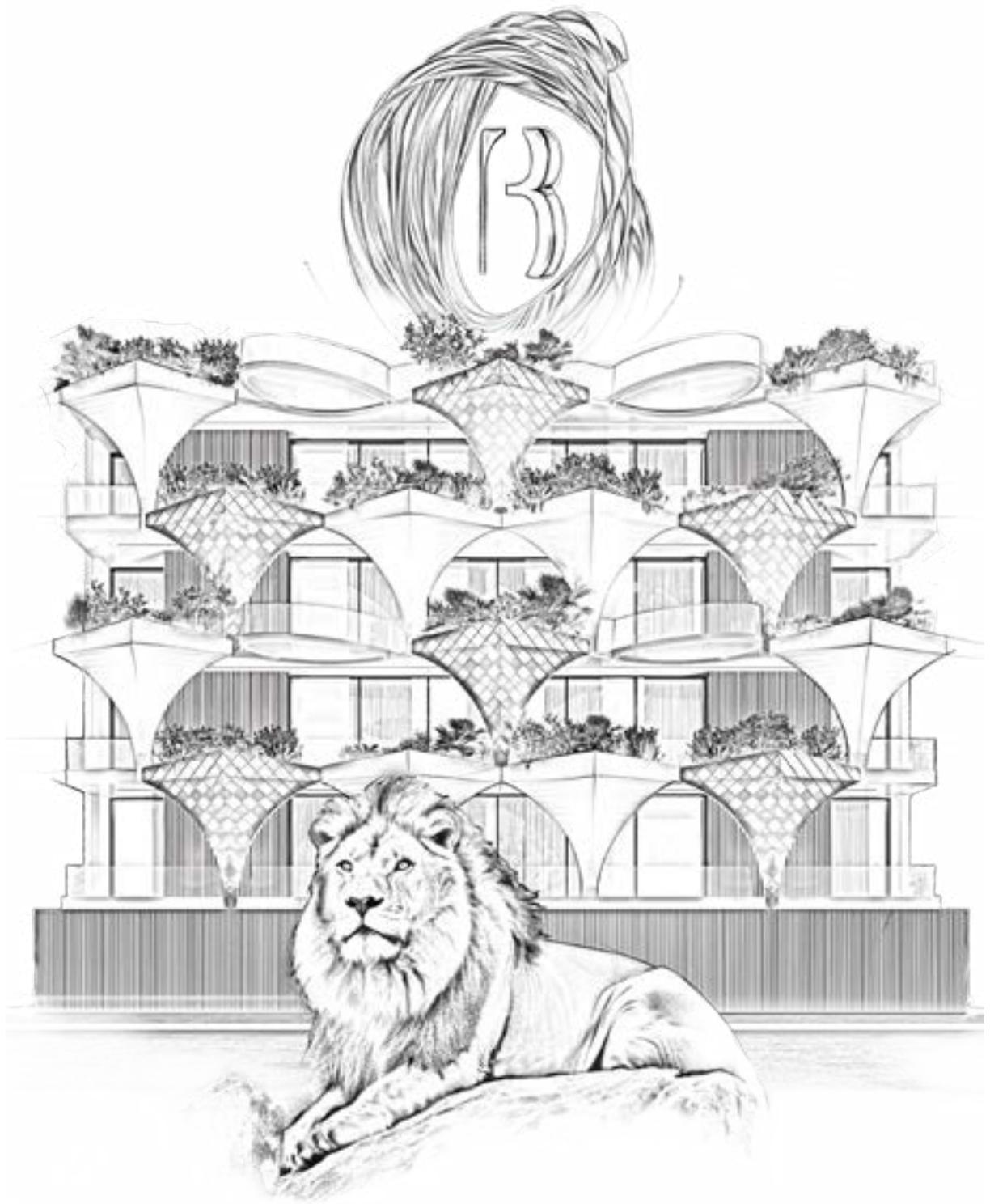
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H O M E S

# Top **AI TOOLS** for Realtors to Help Create a Solid Digital Presence

Graduating from the long-standing notion of being in “early” stages, Artificial Intelligence has now taken the world by storm, and has revolutionized the way businesses interact with customers and prospects. Today, AI is helping businesses foster innovative marketing strategies, and improve their efficiency, reduce costs, and boost their revenues. The real estate industry is no exception to this paradigm shift. Moreover, with the Realtor industry getting increasingly competitive, it’s become imperative for Realtors to start embracing this remarkable technology in every way possible.

AI has many possible applications in the real estate industry. AI tools, for instance, can help Realtors automate their marketing processes, analyze market trends, and improve their customer experience. With the right set of AI-powered tools, Realtors can streamline their marketing efforts, automate ad creation, create and enhance their brand content, and even improve their visibility in relevant web searches, and gain a competitive edge.

In this article, we’ll discuss some of the best AI tools Realtors can use to enhance their marketing efforts, and in turn, their business. Let’s take a look.

## ChatGPT

If you are someone who likes to stay on top of technology trends, chances are that you would’ve already heard of ChatGPT, if not used it.



For starters, Realtors can use ChatGPT to quickly generate detailed descriptions of any property, complete with all the relevant information that potential buyers will want to know, and even include search phrases to improve their visibility in web searches.

In addition, Realtors can use ChatGPT to compose emails, create content for their websites, generate blog post ideas, and even create the initial drafts of blog posts. They can also use it to generate social media captions and posts for platforms such as Facebook, Twitter, and Instagram.

The best part about ChatGPT is that its basic version is absolutely free!

Pricing: Chat GPT is a language model developed by OpenAI and is currently available for free public use through various online platforms and applications. That said, the pricing of the paid version of the tool, called 'ChatGPT Plus' starts at a humble US\$ 8 per month.



## Jasper

As a Realtor, having great content on your website and social handles is essential to attract potential buyers and sellers, but writing high-quality content could be easier said than done, especially when it comes to creating large volumes of content.

Jasper is a highly effective AI tool that allows you to create high-quality content, quickly and easily. It can be used to create content for a variety of purposes, including, brand website, articles, and of course, social media content.

To use Jasper AI, all a user needs to do is enter a keyword, and Jasper AI will provide a list of related topics. From there, the user can choose the topics they want to write about, and Jasper AI will generate a list of ideas. Moreover, you can also set the tone of voice as per your requirement, which can go a long way in establishing brand identity and striking the right chords with your target customers.

**Pricing:** Jasper AI's basic plan is available for a monthly fee of \$39. It is designed to assist freelancers, marketers, and entrepreneurs who are looking to automate their daily tasks using generative AI while retaining a personalized brand voice.

## Scalenut

Having high organic rankings in web and social media searches is a prerequisite to acing any industry, with real estate being no exception.

Scalenut is a powerful AI marketing tool that allows you to not only identify the best search terms to include in your content, which you can select based on your area of expertise, it can also create highly optimized content that can do wonders for your business' organic search placement.

Realtors can use Scalenut to create a comprehensive content marketing plan that is in line with their organic search objectives, and in turn, attract potential buyers and sellers, and ultimately boost their sales.

In addition, Scalenut allows Realtors to uncover industry insights and semantic key terms that can help them outpace their competition.

Scalenut also offers 40+ AI copywriting templates, which Realtors can use to write persuasive branded content,



including property descriptions, website copy, and marketing emails.

**Pricing:** Scalenut's starting plan (Personal) is priced at \$39 per month and it offers various features, such as 40+ AI templates, SERP Analysis, and NLP key terms .

# Synthesia

Synthesia is another great tool for Realtors to improve their sales and marketing efforts. It is no secret that videos are gradually replacing textual content, especially in the marketing realm.

Synthesia allows Realtors to create engaging and personalized videos to attract potential clients without breaking a sweat. Besides allowing Realtors to create branding videos to showcase who they are, the tool gives them an easy way to create various types of videos, including virtual tour videos of properties, video testimonials, and educational videos.

In addition, the tool's machine learning algorithms enable Realtors to create virtual presenters or customized avatars that can speak directly to potential clients, build trust, and establish a connection.

Overall, Synthesia AI is a versatile and effective tool for Realtors looking to create compelling videos that can help them stand out in a competitive market. By using Synthesia AI, Realtors can save time and resources that would otherwise be spent on traditional video production, while still being able to create impactful video content.



**Pricing:** Synthesia's entry-level plan, which includes 90+ AI avatars, an AI script assistant, and a built-in screen recorder, is priced at ₹1,999 per month.

As the real estate industry continues to evolve and become more competitive, it goes without saying that Realtors who embrace technology and AI tools will have a significant advantage over those who don't. By utilizing the right AI tools, Realtors can improve their marketing efforts, streamline their workflow, and provide a better experience to their clients, which can play an instrumental role in enhancing their bottom lines.

Invest in the right AI tools, stay abreast with the latest trends, build strong relationships with your clients, and you'll be well on your way to success in the much promising world of real estate. Hope this helps.



# REALTORS DEMONSTRATE DYNAMISM

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Connect. Collaborate. Create.



The NAR-India's annual convention was held at a glittering ceremony in PSG Convention centre in Coimbatore on March 18 and 19. Hosted by COAREA, Narvigate 2023 opened amid pomp and splendour with dignitaries from all over India descending to the South India's Manchester city, Coimbatore, to get a glimpse of the memorable and indomitable occasion. The chief

guest for the occasion was Isha Foundation's Sadhguru besides Pushyamitra Bhargav, Mayor, Indore, Madhya Pradesh, and Vanitha Mohan, Managing Trustee, Siruthuli.

In a ceremonial event, the outgoing President, NAR-India Samir Arora handedover the charge to the incumbent C R Shiva Kumar for the year 2023-24.





Complimenting the organisers for the selection of the convention venue as the best one held so far, Ravi Varma, Chairman of NAR-India, said that the first batch of people from NAR's training and education programmes and certificate courses vi IIRE, has come out successfully. He felt it would be a revenue spinner for the realtors association in the coming years. "I request all the members to carry as much visiting cards to interact with fellow members of the association to generate business," said Varma.

Stressing the importance of sustainable living, Vanitha Mohan, Managing Trustee, Siruthuli, said there is a paramount need to work together to ensure that we all have a sustainable place to live. "A number of ways and means are available on how to make this environment sustainable," said Vanitha.

Taking pride to participate on the occasion, M N Arun, founder and managing director of Casagrind, said that property development business starts with land. "From realtor to developer, I am part of your fraternity and I am very happy to be part of this occasion and sponsor the event. Throughout the journey, I am happy to see that realtors move professionally and I never knew such organised events happen in the realtor fraternity," said Arun.

Chief guest Sadhguru Jaggi Vasudev, founder of Isha Foundation, a non-profit spiritual organisation, which focuses on human empowerment and social revitalisation, said realtors need to influence developers as the world has only 4% of the area but 17.5% of the world's population which is going to reach 20% in a matter of 15 years time need for basic shelter. Land is not growing and in this

4% area, how do we build in the smartest possible way, he asked. "During my visit to Mumbai and some parts of Bengaluru, I found real estate prices more expensive than Manhattan. In a situation where India's 50% population live in slums, the situation calls for a drastic change. In the US, we are building an international city on 22,000 acres. Unlike in other countries, checking out the building to ensure that everything is as per the prescribed code is all that is needed and one can occupy. It is sad that we have to get 14 NOCs for one building permission here. There is a need to do the right thing to minimise the hardship," said Jaggi Vasudev.

In anticipation of growing migration from villages to cities, Sadhguru stressed the need to provide requisite infrastructure and housing facilities in rural areas. Only then the migration of villages can be

tackled as otherwise it has been estimated that 220 million people might migrate in less than 10 years. In a remarkable turnaround for any city, Pushyamitra Bhargav, Mayor, Indore, Madhya Pradesh, has rivetted the attention of audience on what makes Indore tick in India? Indore was declared as the cleanest city in India for the sixth consecutive year, and Madhya Pradesh the best performing state in the Swachh Survekshan 2022, the central government's annual cleanliness survey of urban areas



## Two-day conference of realtors takes off

**The Hindu Bureau  
COIMBATORE**

More than 1,200 participants from different parts of the country are deliberating on "Inclusivity of all stakeholders" at a two-day convention of realtors that took off here on Saturday. A 22-member delegation from Thailand is also attending the national conclave of the National Association of Realtors - India.

Delivering the keynote address at the inaugural of the convention, Jaggi Vasudev, founder of Isha Foundation, said that despite the diversity among its people in language, cuisine, etc., the country has always been referred to as one nation. The fundamental ethos that makes it one is it is a land of seeking, with people seeking what is within each one.

Vanitha Mohan, Managing Trustee of Siruthuli, said realtors and Siruthuli are connection by Mother Earth. "Let this connect grow, let us collaborate to create a sustainable environment," she said.

Pushyamitra Bhargav, Mayor of Indore, was also present at the inaugural



Jaggi Vasudev, founder of Isha Foundation, speaking at the National Association of Realtors - India conclave in the city on Saturday.  
S. SHVA SARAVANAN

and Ms. Vanitha Mohan said Coimbatore and Indore can look at becoming twin cities.

Founder of Casagrand M.N. Arun said land is an important raw material for the sector and realtors are key for the growth of property developers.

C.R. Shiva Kumar, president of NAR India, said students should start looking at taking real estate as a profession. The Association will work towards creating awareness among students.

The convention is hosted by the Coimbatore Association of Realtors.

under the Swachh Bharat Mission.

Taking pride of hosting the 17th Pravasi Bharatiya Divas 2023, Indian diaspora convention in Indore, Bhargava said the state government had signed MoUs involving investment of Rs 15 lakh crore. "In sustainable development, we have our share and we are coming up with new technology in areas like STP, local community development and water reuse. We are the first city to have come up 100% CCTV and that too by public participation. As far as development of colonies and infrastructure is concerned, it is directly connected with local laws and municipal laws. The approval is given by the municipal authorities. In Indore, by the use of IT, we are giving permission within 24 hours for plots upto 1100 sqft-3000 sqft. Any architect with a ten year service record can apply. After the visit of the concerned officer, the permission will be given within 48 hours," said Bhargav.

According to Bhargav, Indore has become the first urban local body in India to issue green municipal bonds. "Within three days, we could secure Rs 720 crore and the requirement was only Rs 244 crore. It is high time the municipal bodies should come up with green bonds. Indore is also water plus city and 100% treated. Reuse of water is being developed, said Bhargav.

"Indore Municipal Corporation can host the conference if NAR-India is willing to organise the



next convention there. There is a need to make broad changes in the bylaws though RERA has come into force. In my personal view, it has become another window but the intention was to make it smooth, said Bhargav.

Sanjay Mandava, founder & CEO, Landed, spoke on the unique project to simplify property related issues. "The site has been downloaded 1.3 million times. We are available both in android and

apple store. India has faced land encroachment which is the biggest problem. 84% of the household will have concentration in real estate and 2/3 of court cases are related to property disputes. My project is supposed to make it easy in property title storage engine," said Sanjay Mandava. According to Mandava, while India has strong title system and court system, it takes nearly a month for the property to get registered. "Today, property registrations have to go fast in the interests of everybody. We are helping to do it. In order for India to really go forward, Indians should pay for software," said Mandava.

## PANEL DISCUSSION: WOMEN ENTREPRENEURS IN REAL ESTATE



With the enactment of RERA, land dealings have become transparent and landowners are educated to interact today, said Sofia Firdous. She felt that the sector needs more women entrepreneurs unlike 10 years ago. "The construction in-

dustry has become professional and there is a cycle of 5-7 years from procurement to handover. Access to industry real estate courses are not there. Even the available training options are limited to particular field only. We do not get

angel investors in the sector. It is right time for women to buy homes so that they can own property of their own," said Sofia.

According to Sara Jacob, who has completed real estate manage-



ment programme in residential and commercial real estate, certain core values are important to bring it to the industry, commitment to serve customers, country and commitment to protect environment. "My customer is the highest priority and I give priority, customer centric oriented product, design and the requisite quality. It is about scientific approach of holding Indian tradition while integrating these values with products into design, said Sara.

"While dealing with secondary market transactions and in particu-

## PANELISTS:

- PRIYA SRIDHAR, CEO, Rally one to one
- PRADNYA SABNIS, Founder, Sabnis Estate Consultants
- KIRTI BHOSLE, Founder & CEO, Kirti Associates
- SARA JACOB, Director, Trine Holdings
- SOFIA FIRDOUS, Director, Metro Group

lar with 50 per cent of NRI customers, it is trustworthiness that tilts the balance and one needs utmost patience while dealing

with certain categories of clients," said Pradnya Sabnis.

As one dealing with Pune developers, Kirti Bhosle feels if there is consistency in performance there is no cause for concern. "One developer will refer to another if there is a pragmatic approach and good performance and a realtor can break all barriers. An exclusive woman conclave is being planned in August this year, said Kirti.



# VIRTUAL REALITY IS DISRUPTING THE INDIAN REAL ESTATE INDUSTRY AND HOW



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## 50.53 CRORE VR USERS BY 2027

ABOUT 1 IN 3 INDIANS EXPECTED TO BE USING  
VR TECHNOLOGY BY 2027



# Adapting to Evolving Real Estate Buyer Behaviour





The introduction of technology in the real estate space has led to a seismic shift in real estate buyer behavior. Unlike traditional real estate buyers who relied on newspaper ads, flyers, and billboards to buy a property, the new age buyers are digitally scouting properties on a spectrum of internet-driven mediums. For instance, they are turning to disruptive avenues such as 3D walk through; something that many wouldn't have imagined in the wildest of their dreams not too long ago.

This technological revolution is spurring a change in consumer buying behavior in the real estate industry. Therefore, in order to stay competitive, Realtors must stay abreast with the latest digital trends that will continue to influence buyer behavior and shape

the future of the real estate sector. To help you embrace the change and thrive in the new normal, in this article, we share some expert tips.

## Develop Mobile Optimized Content

The widespread usage of mobile devices for browsing the Internet has made it crucial for real estate professionals to provide an optimal user experience on smaller screens. With an increasing number of potential real estate buyers using their smartphones and tablets to search for properties and gather information, Realtors must ensure their websites and online content are easily accessible and visually appealing on mobile devices.

Moreover, search engine optimization (SEO) plays a vital role in the competitive real estate market. By optimizing their content for mobile devices, Realtors can improve their search engine rankings, increase organic traffic, and gain a competitive edge. Furthermore, focusing on mobile-friendly content enables Realtors to enhance the user experience, reduce bounce rates, and increase engagement and conversions.

Lastly, by embracing mobile-friendly content, Realtors contribute to a more inclusive digital environment, ensuring that all potential buyers and sellers, regardless of their pre-



**Therefore, Realtors should place significant emphasis on creating educational and informative content that empowers customers to make well-informed decisions.**

ferred device, can easily access and navigate through property listings and relevant information. Overall, Realtors who prioritize mobile-friendly content are well-positioned to capitalize on the growing mobile user base, improve their Online visibility, and effectively connect with today's tech-savvy clientele.

### **Create Informative Content**

Gone are the days of impulsive

property purchases; customers now seek out informative content to guide their choices. This shift highlights the importance for Realtors to adapt their strategies and focus on creating educational resources that cater to the evolving needs of customers. By providing valuable and reliable information, Realtors can effectively engage and assist buyers in making well-informed decisions in the complex world of real estate.

Providing valuable resources

such as research reports, market analyses, and local market reports, Realtors can offer deep insights into the market trends, investment opportunities, and property values. Property listings and brochures serve as essential tools to showcase key features and specifications, while comparative market analysis helps customers assess property values and pricing strategies.

Additionally, investment guides and case studies offer guidance on real estate investment strategies, financing options, and risk management techniques. By curating content that incorporates economic indicators and industry news, Realtors keep customers abreast of macroeconomic factors, local market dynamics, and regulatory changes. Through these educational materials, Realtors position themselves as trusted advisors, equipping customers

with the knowledge they need to confidently navigate the real estate market and make informed decisions about property investments.

## Focus on Visual Content

Realtors should prioritize creating visual content for several compelling reasons. Firstly, visual content has a powerful impact on potential buyers, as it allows them to visually explore and engage with properties. High-quality photographs, videos, virtual tours, and 3D renderings showcase the unique features and aesthetics of properties, capturing buyers' attention and generating interest. Visual content also enables Realtors to convey the true essence of a property, providing a more immersive experience that helps buyers envision themselves in the space.

Furthermore, visual content en-



hances the storytelling aspect of real estate marketing. By effectively presenting the key selling points and highlighting the property's best features, Realtors can create a compelling narrative around the listing, evoking emotions and creating a sense of desire in buyers. Visuals help create an emotional connection, which can be a powerful driver in the deci-



sion-making process.

Moreover, in the digital age, visual content is highly shareable and easily consumed across various platforms and devices. Compelling visuals are more likely to be shared on social media, expanding the reach and visibility of the listings and attracting a wider audience.

## Maintain a Solid Social Media Presence

In today's digital age, maintaining a strong social media presence has become essential for Realtors. Social media platforms provide a unique opportunity to expand reach, engage with potential clients, and build credibility in the real estate industry. With a vast and active user base, Realtors can tap into a large audience of prospective buyers and sellers.

By actively participating on platforms such as Facebook, Instagram, Twitter, and LinkedIn, Realtors can showcase their expertise and establish themselves as trusted authorities. Sharing valuable content like market insights, tips, and trends helps build credibility and positions Realtors as knowledgeable professionals.

Besides, social media advertising offers targeted and cost-effective marketing options. Realtors can run highly specific ad campaigns to reach their desired demographics, ensuring their listings and services are

seen by the right people at the right time.

Lastly, social media platforms provide valuable insights and analytics. Realtors can access data on audience engagement, post reach, and follower demographics, allowing them to measure the effectiveness of their social media efforts and make data-driven decisions to optimize their strategy.

## Quick Wrap Up

By recognizing and embracing the changing landscape, Realtors can position themselves as trusted advisors and cater to the needs and preferences of today's buyers. This adaptation is crucial for staying competitive, expanding reach, building credibility, and ultimately, thriving in the ever-evolving real estate market. By actively addressing shifting buyer behavior, Realtors can forge meaningful connections, provide personalized experiences, and secure their position as invaluable resources in the modern real estate landscape.



Social media also enables realtors to cultivate relationships and engage with their audience. By responding to comments, messages, and shares, realtors can build a sense of community, foster trust, and stay top-of-mind with potential clients.



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# 3D WALK THROUGHS - THE FUTURE OF REAL ESTATE MARKETING

“Realtors who embrace this advanced technology position themselves as industry leaders, solidifying their market presence and attracting clients seeking their expertise and innovation.

Most experts would agree that 3D walkthroughs, after creating much buzz, have now evolved to a stage where they're catalyzing a radical shift in the Indian real estate industry.

Besides allowing wishful buyers and renters to explore properties from the comfort of their own homes and saving time, these virtual tours offer a realistic and immersive experience of properties. With 3D walkthroughs, buyers can virtually walk through every room, examine details, and get a realistic sense of the space, which in turn helps drive engagement and conversion.

As a result, a rapidly increasing number of developers and realtors are now leveraging 3D walkthroughs to present properties.

Let's look at some of the key reasons why more and more realtors and developers are embracing 3D walkthroughs, and



it is, in turn, bringing a transformative shift in the real estate industry.

## Establish Domain Authority

Integrating 3D walkthroughs allows realtors to demonstrate their technological proficiency and commitment to delivering an outstanding customer experience.

It establishes them as a reputa-



ble professional at the forefront of real estate innovation, giving them a competitive edge. It builds trust, credibility, and a strong reputation, which, in turn, helps attract a wider audience. Utilizing 3D walkthroughs also sets them apart from competitors.

## Provide Captivating Presentations

3D walkthroughs have the ability to make listings exceptionally appealing and welcoming to potential buyers. By offering a virtual tour of the property, 3D walkthroughs provide a realistic and immersive experience that goes beyond static images or standard videos.

The interactive nature of 3D walkthroughs allows viewers to navigate through the space at their own pace, exploring every corner and getting a true sense of the property's layout and flow. This level of engagement helps create a strong emotional connection with the space, making it more appealing and inviting.

## Appeal to Customer Emotions



In the world of real estate, emotions play a vital role in the decision-making process. 3D walkthroughs have emerged as a game-changer, as they leverage the power of immersive experiences to trigger customer emotions and influence their intentions.

By allowing potential buyers to virtually step into a property and experience it firsthand, 3D walkthroughs create a strong emotional connection, increasing the chances of conversion.

This innovative approach enhances buyer engagement, fosters a sense of ownership, and empowers individuals to visualize themselves in their future dream homes.

## Engage More Buyers

An increasing number of buyers are recognizing the value of 3D walkthroughs when it comes to purchasing a property. As a result, realtors who integrate 3D walkthroughs into their marketing strategy will be in a position to attract a larger pool of potential customers.

By embracing this innovative technology, realtors can showcase their listings in a dynamic and engaging manner, reaching a wider audience and increasing the chances of capturing the attention of motivated buyers.

## Bottom Line

3D walkthroughs have

undeniably revolutionized the real estate industry, offering an immersive and engaging experience for buyers. This cutting-edge technology has the potential to attract more customers and differentiate realtors in a competitive market. However, the true impact and success of 3D walkthroughs lie in the hands of realtors themselves. It is their ability to harness this powerful tool, integrate it seamlessly into their marketing strategies, and showcase properties effectively that will determine its ultimate impact on their business. By embracing and maximizing the potential of 3D walkthroughs, realtors can stay ahead of the



curve, provide exceptional experiences to buyers, and achieve remarkable success in the ever-evolving real estate landscape.

“With the growing demand for 3D walkthroughs, realtors who leverage this technology effectively will position themselves as industry leaders and benefit from a broader customer base.”

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# WORLD REALTORS DAY 2023



An initiative by NAR-India (National Association of Realtors, India), World Realtors Day is celebrated every year on the 21st of March, as a reverential tribute to the exceptional contributions of real estate professionals worldwide. The occasion recognizes their role in the country's economic growth and development through real estate transactions and honors their professionalism, expertise, and practices, emphasizing the value of their guidance in real estate endeavors.



The commemoration stands as a testament to the commitment, sophistication, and grace realtors bring to the real estate industry. It inspires trust, confidence, and peace of mind for those who are embarking on the journey of property ownership. World Realtors Day calls for collective appreciation of these exceptional professionals, recognizing their indispensable role in shaping the real estate landscape.

Realtors, with their unparalleled knowledge, negotiation skills, and understanding of local markets, navigate the complexities of property transactions. Their guidance ensures a seamless experience for clients, delivering invaluable expertise and a human touch that sets them apart. No wonder, a significant percentage of real estate buyers, sellers, and renters continue to place their trust in their local realtors, despite the emergence of numerous online platforms.

On that note, let's unite in celebrating World Realtors Day, honoring the remarkable contributions of realtors worldwide and their unwavering dedication to the real estate industry.



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