



& Associates

SAHI PROPERTY - SAHI DAAM

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Post-lockdown 2021
Impact on Indore Real Estate

CONSUMER SENTIMENT SURVEY





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Post lockdown, there has been a positive shift in the real estate market trends in Indore, which has come with increased awareness about real-estate as not only end-use but for investment. Though the city is shifting towards normalcy in these unprecedented times, homebuyers have become more concerned with security and builder-to-consumer trust.

To better understand their perspective and preferences, we tried to find out the sentiments of the prospective homebuyers and analyze what they choose post-lockdown. This survey found out the following as key positive shifts in the real-estate world:

- **Homebuying decision hinges on builder trust, even more than attractive deals and lucrative prices.**
- **More than 70% of homebuyers prefer a real estate service provider to help them buy a home.**
- **Another shifting trend is the desire for bigger spaces; those are homes more than 3BHK.**
- **The homebuying budget has tremendously increased; buyers are ready to invest more than 60 lakhs on homes!**
- **Bypass is the most preferable location for homebuyers due to its convenience, connectivity and rapid development.**

As per the findings, most participants believe real estate is the best asset class for investment and consider 'now' as the right time to buy property. To highlight, the immediate buying decision is the builder trust. In addition to this, we have marked several other interesting facts, which I hope you enjoy reading in the survey.

Survey Methodology and Aim

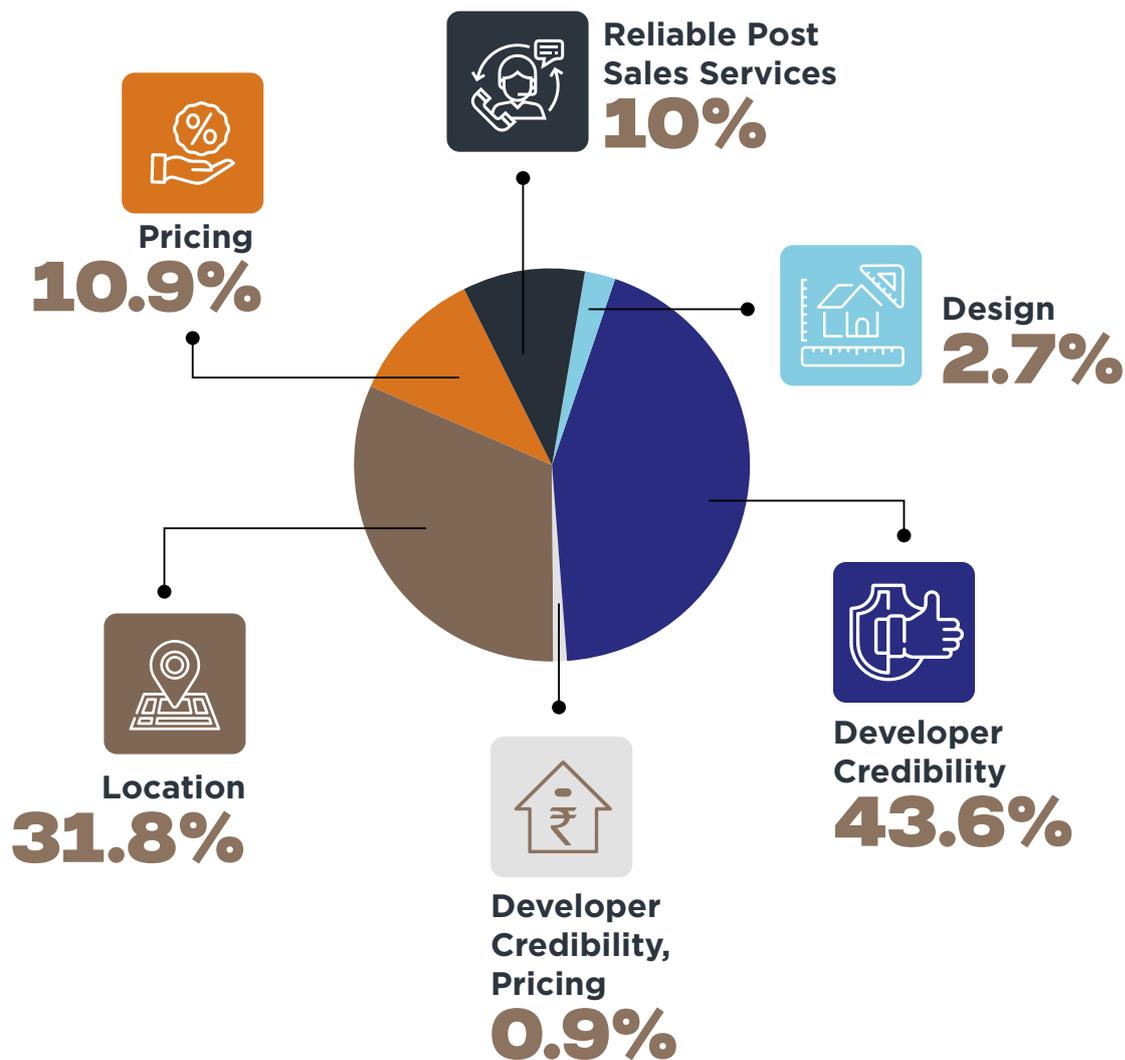


This survey is to find out the sentiments of the prospective homebuyers and analyze their home buying preferences in the present on-going pandemic situation. To see what have changed and what remains the same on and post lockdown. The responses are likely to be considered as the emerging trends in the INDORE Real Estate Market.

The survey aims to provide all stakeholders – consumers, developers, investors, sellers and owners including local and expatriates – deeper insights into the INDORE property market purely from a consumer perspective in the post-lockdown scenario. This survey was conducted by Sunil Agrawal and Associates (SAA) (in 2021). It was an online survey in which participants responded via different digital sources including email campaign, web link and messages. The sample was carefully selected so that it would give a relatively fair representation of the overall population. Thereafter, the answers collected were analyzed in-house and data was correlated to the present economic conditions. The views expressed in the report are completely

Question wise response analysis (10)

1 In the present scenario, which of the following attributes are important to you when buying a home?

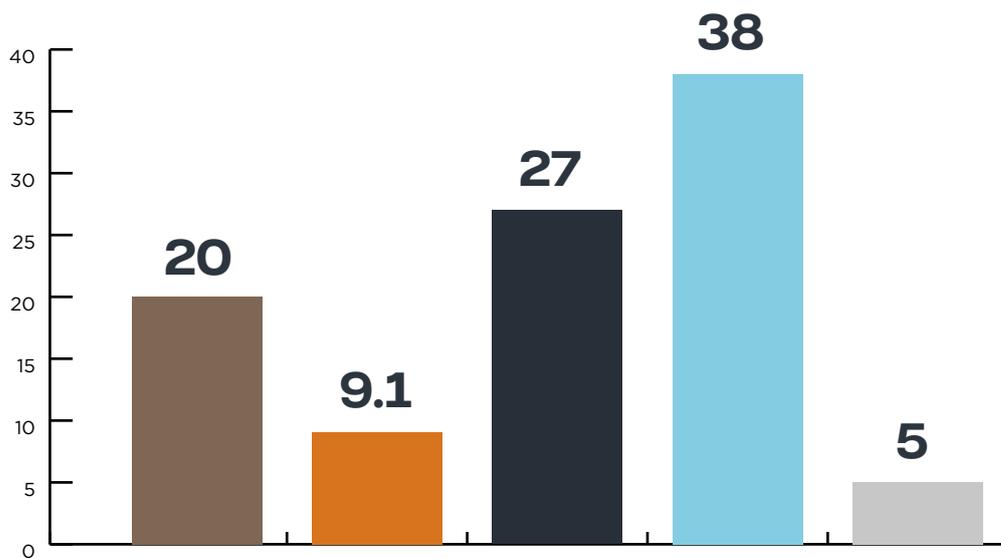


Around 44% of homebuyers prioritized having a trusted and credible developer as the essential attribute. This clearly shows that trust, quality and deliverance are the most important values for the homebuyers. Followed by choice of location- around 32% gave importance to where their house will be. Undoubtedly connectivity, convenience and comfort are essential.



2 Other influencing factors for your property purchase decisions amid COVID-19?

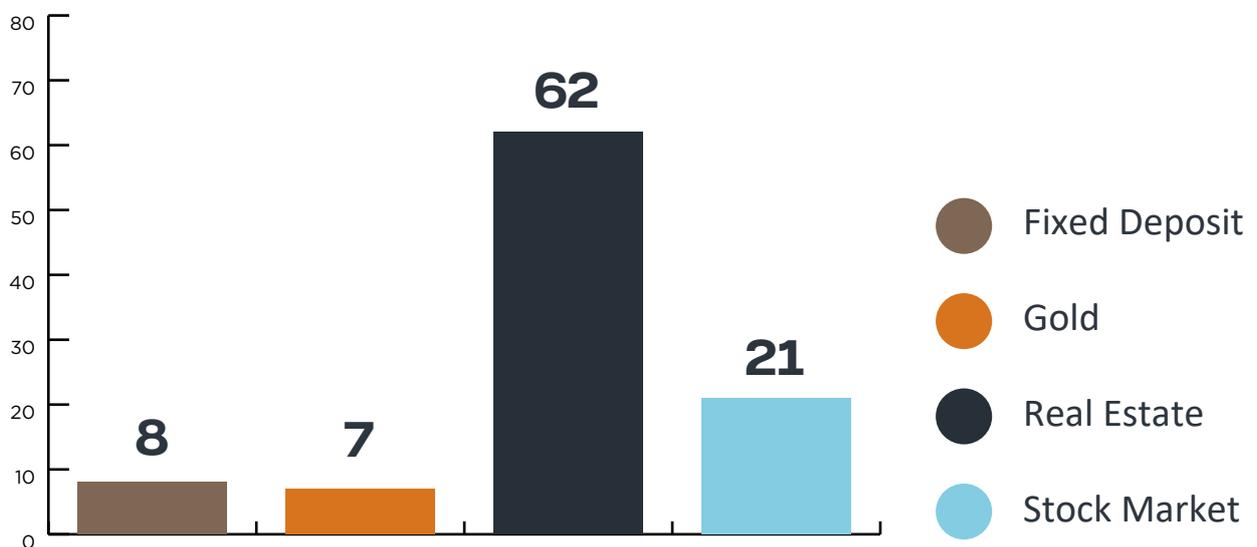
Pandemic has indeed been a tough time for everyone. The sense of insecurity is higher when it comes to a property buying decision. As per our survey, 38% of homebuyers gave priority to a sense of security that comes with owning a physical asset-followed by price appreciation and cost.



- Attractive Deals offered by developers
- Other
- Prices are at their lowest best & will only appreciate in the future
- Sense of Security that Physical Assets Provide
- Stamp-duty cut by Govt.

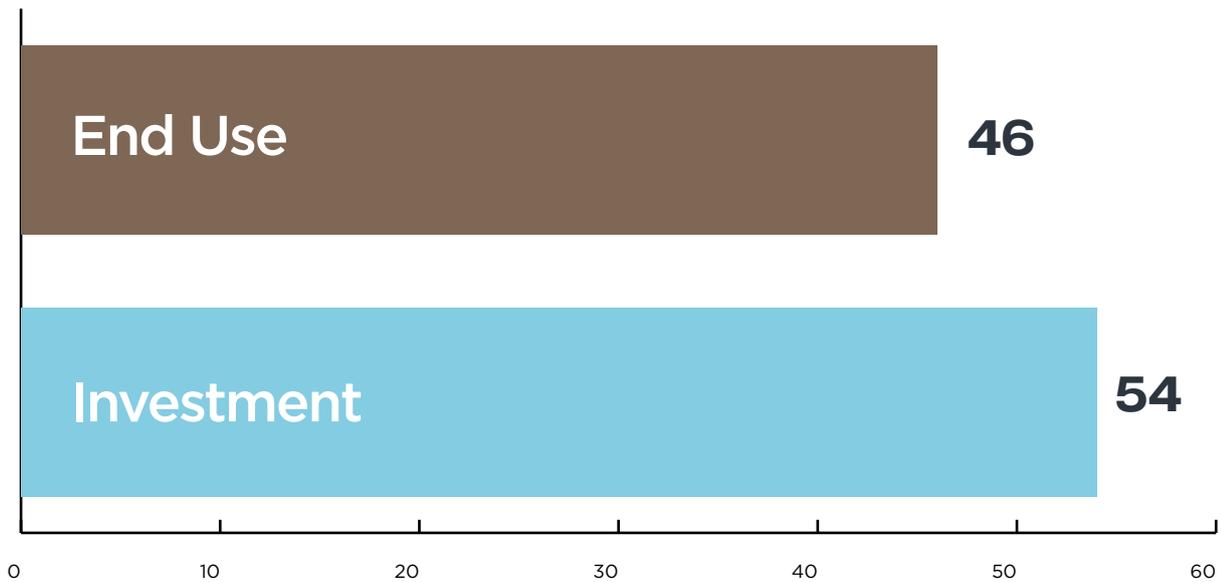
3 Which is the best asset class for investment amidst COVID-19 outbreak?

With an increased desire for security amidst the pandemic, people want to invest in things that yield appreciation and are essential to livelihood. According to our survey report, 62% of responders said they would buy real estate over gold, fixed deposit, or the stock market.



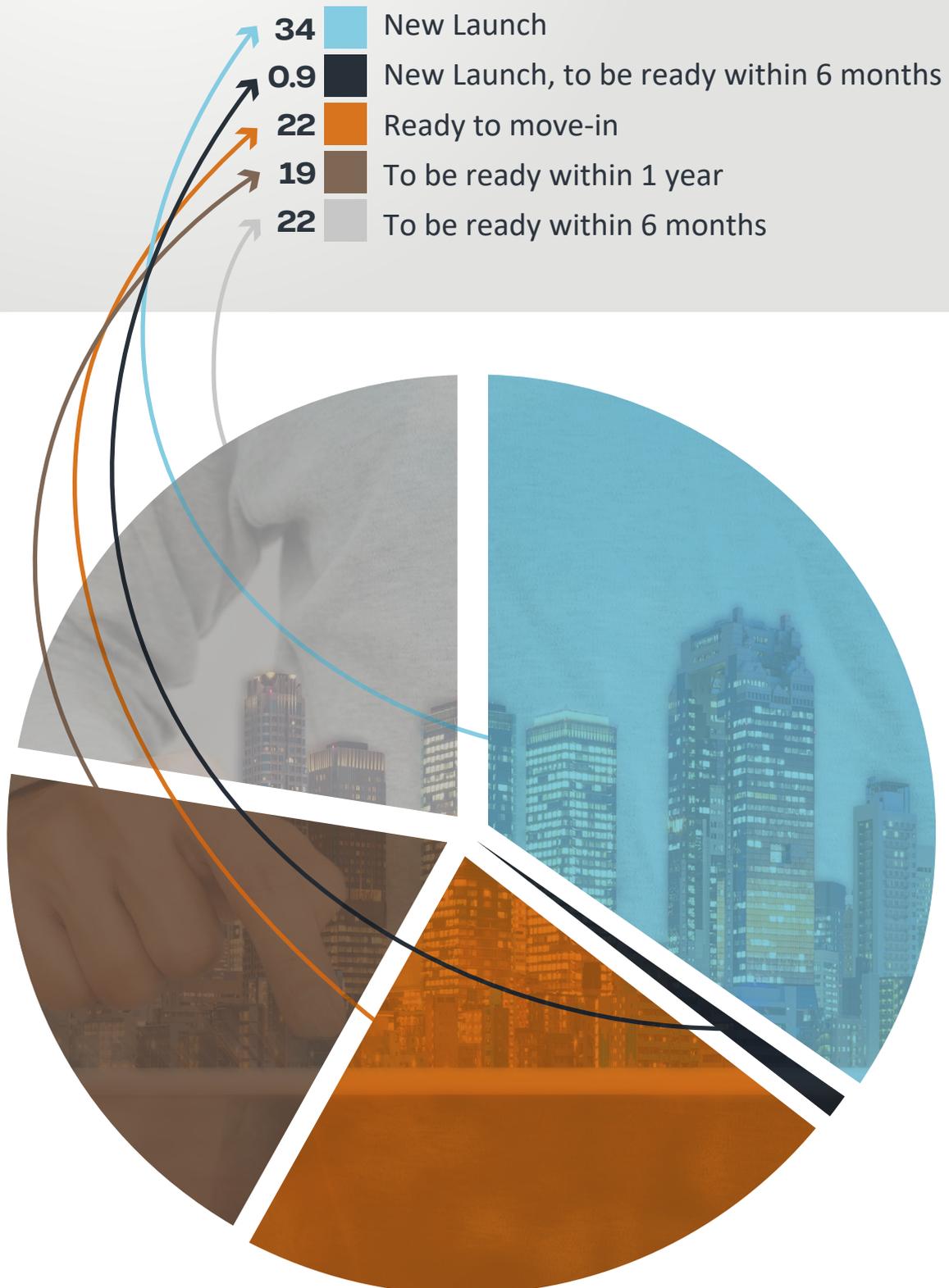
4 Given an option, will you buy property for end-use or an investment?

Real estate is an asset, whether for end-use or Investment. Amongst the homebuyers, there were more who preferred real estate for investment v/s those who wanted it for end-use. The ones who want it for investment are 8% higher than end-users.



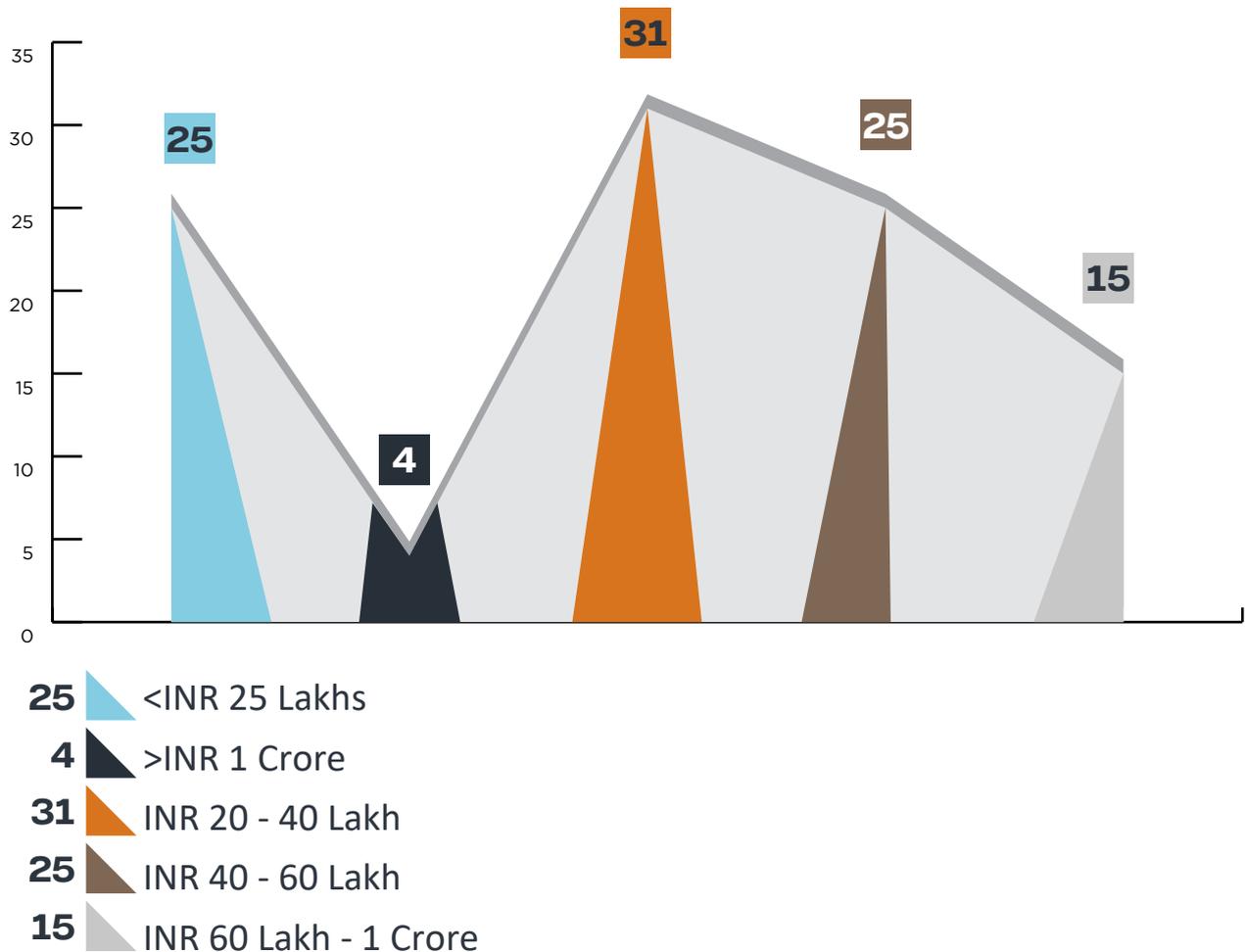
5 What stage of property would you prefer?

It is pretty clear from the survey response that homebuyers prefer the latest properties that are a new launch. No one wants to get to the hassle of building from scratch, so most desire either ready to move in or complete within six months. The ones who wish to new launch was 34% followed by 22% for ready to move-in.



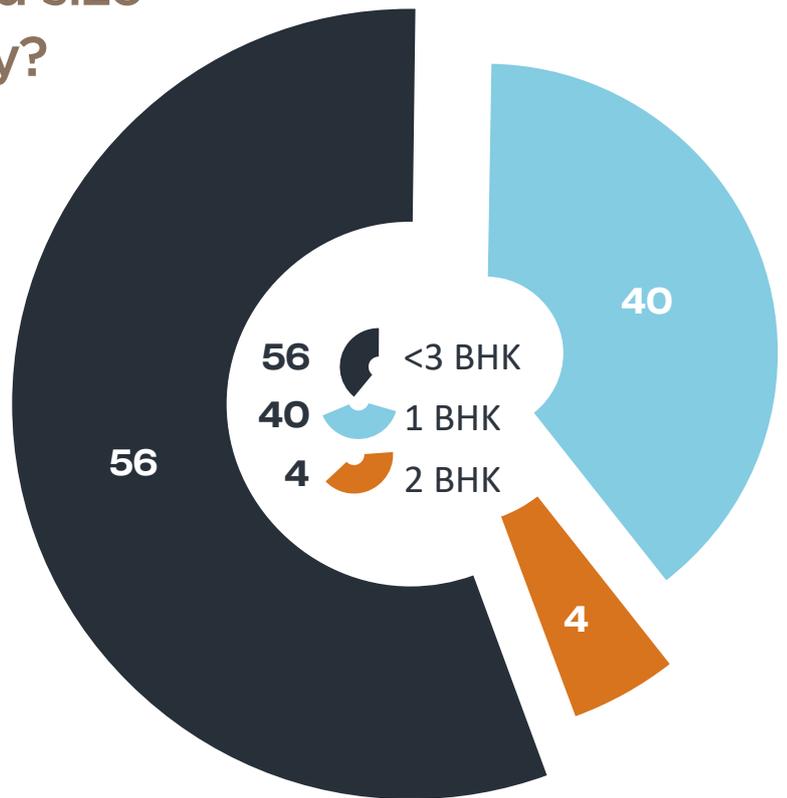
6 What is the budget for your investment?

According to the survey response, most people (31%) chose a mid-range of investment of 20-40 lakhs. They are followed by those who prefer less than 25 lakhs, or in the ranges 40-60 lakhs, 25% for both. That has shifted from the earlier trend of having only a lower budget. With rising awareness regarding the real estate's importance, people are ready to invest more.



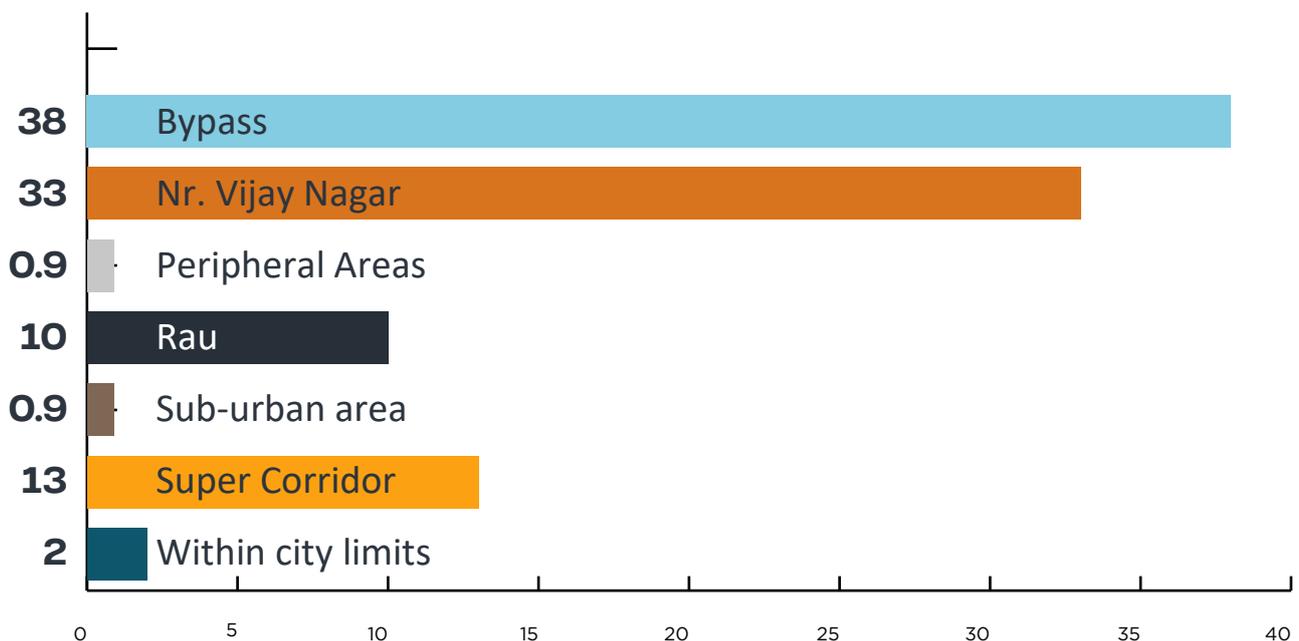
7 What BHK-type and size are you looking to buy?

The pandemic has changed housing needs. People need larger spaces because they spend the most time at home, work from a home model, and eventually, families expand. The survey response shows that 56% of homebuyers preferred more than 3 BHK flats. Unlike before when people preferred smaller homes keeping budget constraints in mind, or maybe the requirement was less.



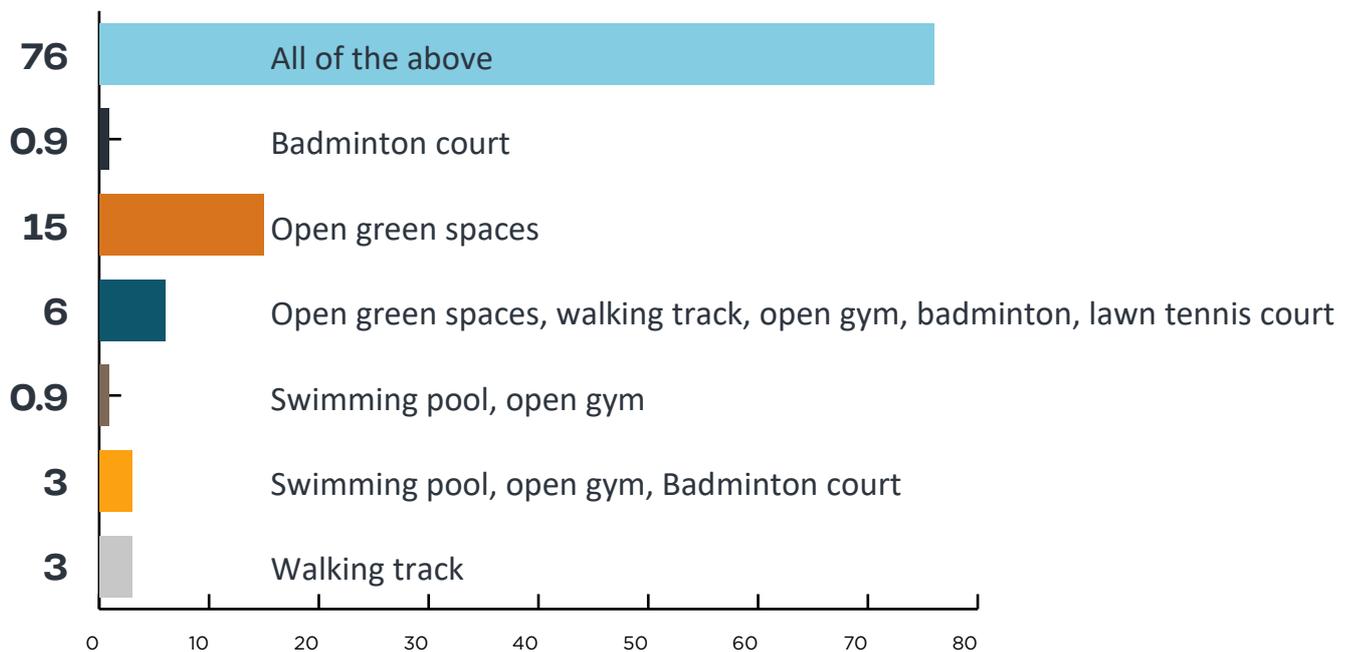
8 Where do you intend to buy your property?

No doubts there are many new developments taking place at Bypass, with new roads and flyovers. Also, there is fast connectivity to all the city's central locations, less pollution, more significant properties, and more comfort. 38% of the homebuyers choose Bypass as their destination for property buying, followed by 33% who'll choose Vijay Nagar.



9 With several activities being restricted within societies amid COVID-19 & infused lockdowns, which are the most important amenities you would prefer in new housing societies?

Amidst the pandemic, the home has become where you want to enjoy life's riches since there is less opportunity to enjoy outside safely. 76% of homebuyers said they would prefer everything from open green spaces, swimming pools, open gym, walking track to clubhouse within the new housing society.



10 With whom would you like to deal for real estate?

Buying real estate requires some guidance and handholding for ethical and authentic buying. There is a huge sum of the money involved, and also it is a long-term life decision. That's precisely why a trusted real estate service provider is a choice of many. A. fruitful handholding. In the survey response, 73% preferred "Organised Real Estate Service Provider." while only 27% of responders said they'll directly reach the builders.

In the survey response

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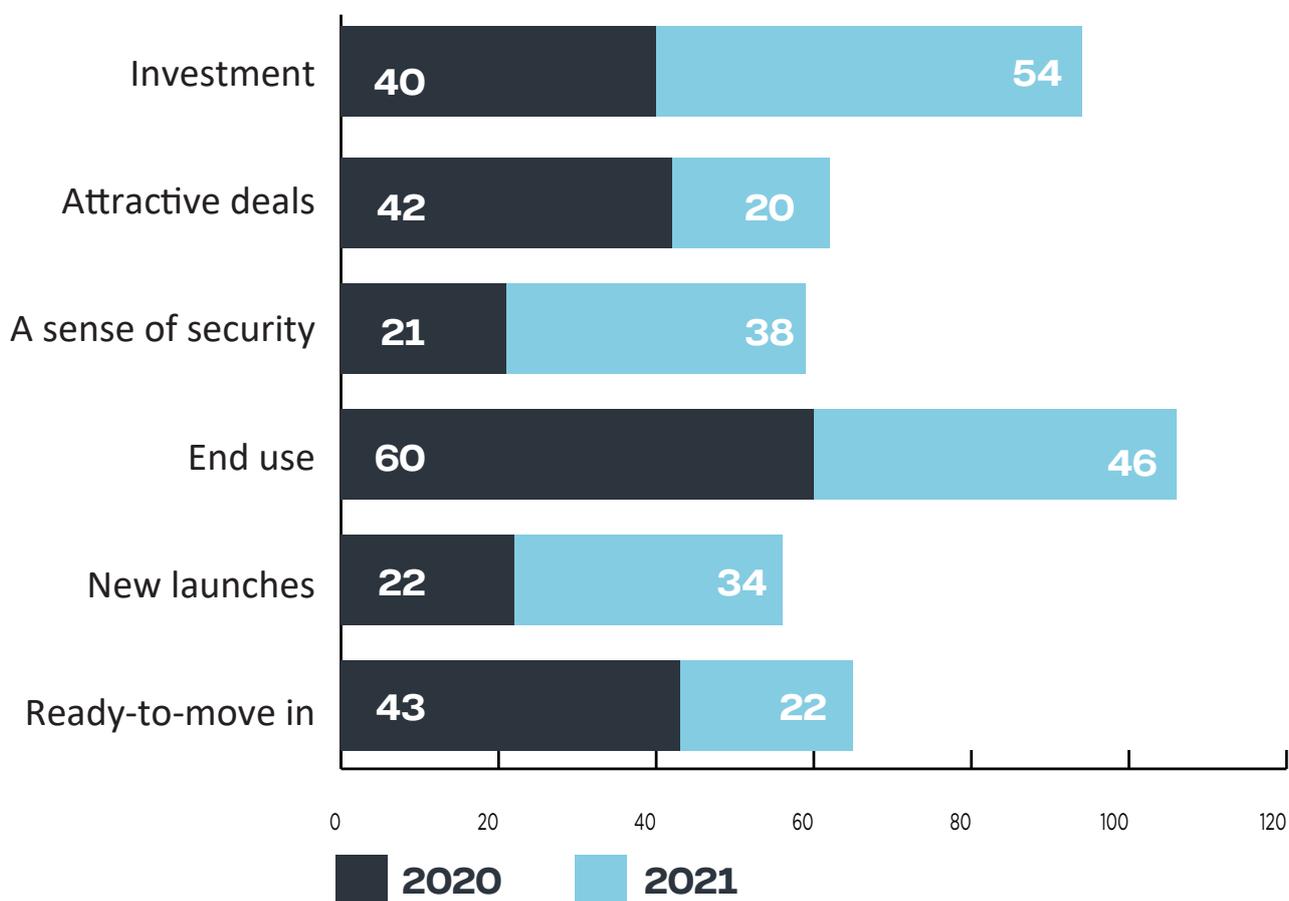
27% of responders

said they'll directly reach the builders.



What changed:

- In 2020 the most attractive factor to make a home buying decision remained deals given by builders and developers. This has seen a shift in 2021, where security remains the top priority.
- There is a shift in the purpose of buying real estate property. While more homebuyers bought property for end use in 2020 than investment, this has shifted to more people preferring it for investment.
- There was a shift in the preference, when it came to the stage of property buying. In 2020, during the lockdown most homebuyers preferred to ready-to-move in while now they prefer more new launches.



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Conclusion:

Real estate investment is the best way to invest with promising future appreciation. Though more than appreciation, homebuyers have become aware of the sense of security that comes with owning a physical asset. The survey findings have shown a dramatic shift in the real estate trends of Indore, of course in a positive direction:

- 73% of people prefer a real estate service provider rather than directly buying a home from a builder.
- People want bigger spaces now. Homes that are more than 3BHK is the preference of many.
- The housing budget has shot up. People are ready to invest more than 60 lakhs to a crore. This number has doubled over the past year.
- People value builder credibility the most over other factors. For the builder, trust is the most important while buying a house.
- The preferable location for homebuying is AB Bypass Road now. This is because of its rapid development- connectivity to the central city, comfort, prime areas nearby, new roads and flyovers.

Real estate investment has taken a new shape and touched new growth rates, making it a win-win situation for developers, customers, and service providers.





At Sunil Agrawal and Associates (SAA), we believe that no deal is good for us if it's not good for our customers. Keeping the interests of the customer ahead of everything, we strive to get the right value for their money.

An entity that symbolizes prosperity, properties and profits for all, Sunil Agrawal and Associates (SAA) is one of the most renowned and trusted name in the real estate sector of Indore. In its Twenty Four years of existence, the company has carved a niche for itself with its biggest core strength of credibility and its ability to deliver delightful solutions. Known for its landmark success in marketing and branding some of the biggest housing projects of the city, Sunil Agrawal and Associates (SAA) explores ways and means to ensure that it serves its clients in the best possible ways.

In a time span of 24 years, Sunil Agrawal and Associates (SAA) has achieved several milestones with the successful branding of the most renowned projects of Indore. Providing the best of consultancy to the end user and the best of marketing strategies to the developers, we have been able to strike a great chord with smiles on both the ends. This is the reason we count our experience in the number of smiles we have generated.

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