

Thane's Real Estate Market Dissection by Mr. Jithin Daniel

It is important to understand Industry trends regarding the price of properties in a city like Thane so that buyers & investors can identify the right time to buy or sell.



Mumbai, Maharashtra Oct 22, 2022 (Issuewire.com) - Mr. Jithin Daniel is a founder of [Ace of homes](#) a real estate consultancy firm located in Thane, Maharashtra, and a competent professional with more than 10 years of experience in Domestic & International Business, B2B Sales, technical sales, and knowledge of International Markets. He has extensive exposure in managing business operations through business development procedures, sales channels & different strategies, channel/distribution standards, and guidelines; he has experience operating each designated franchisee/territory/cluster as a separate profit centre and is a known figure and is recognized as highly resourceful in streamlining sales operations in various regions to ensure the effective delivery of solutions, considering the pre-discussed parameters for different segments, and ensuring consistent achievement of marketing targets. He also holds expertise in developing relationships with key decision-makers in large corporations and enterprises for business development, suggesting the most viable services & cultivating healthy relations with them for repeat business. This interview gives a brief sneak peek into the real estate industry from Mr. Jithin's professional perspective and highly regarded experience. The insights from such an industry leader help our readers to streamline their viewpoint around the contemporary real estate industry scenario.

Question 1: Will this festive season see a positive sentiment in Homebuyers and a boost in Home Sales?

Response: Despite global uncertainty, real estate in India remains the prime avenue to safeguard investments among people.

I recently read an article posted by Credai MCHI that reported 47% of Mumbaikars are planning to buy a house in the coming months despite an overall dip in buying sentiments. According to the market pulse, Tangible assets like real estate are much more stable than current stock market fluctuations. Ace of Homes operates now in the Thane market, and I feel Thane buyers are more resilient toward planning purchases than the rest of Mumbai. Thane is a budding cream market because of various infrastructure developments coming on its way. Diwali is an auspicious holiday profoundly ingrained in our nation's vibrant cultural culture. Working in the Thane market, I could already see a boost In Home Sales. This is definitely because of the developers' many attractive payment schemes and plans. Upcoming Metro lines and other development leading to better connectivity across the city has already attracted homebuyers to invest in a booming market like Thane.

Question 2: What are some of the company's Distinct Projects in Thane at Present?

Response: We work in both primary and secondary markets. Primary Market offers you under-construction properties with good propositions. Here you have some options one may look at, attractive payment plans, choice of inventories to select from, etc. We currently have leading brands: Lodha, Piramal, Kalpataru, Godrej, Hiranandani, Rustomjee, Seth Developers, Runwal, Risland Icon, Raunak group, Dosti, Puraniks, to name some. Also, our team is focused on the resale (secondary) market due to the high demand for Ready Move in units under the above brands.

Question 3: Tell us about your background and what made you get into the Real Estate business.

Response: After completing my Master's in International Business, I worked with a few corporates where I used to a part of the Business Development team. Sales have always been my passion ever since then. My Real Estate journey started with Macrotech Developers (also known as Lodha Group),

where I learned about the market and gained good knowledge. I always wanted to create a company of my own and run my own business like most of us dream about.

Just remember one of the famous Bollywood dialogues here – *“Kehte hain agar Kisi cheez ko dil se chaaho to puri kayanat use Tumse milane ki koshish main lag jaati hai.”* – Om Shanti Om, 2007

Question 4: Where do you think the Mumbai market is heading?

Response: There is an Upswing in Q2 this year. As per the latest data, around 20,000 new units were launched across the region, with the highest demand in the Rs 60 lac to 1 Cr category. Demand is strong of late after the pandemic time. Mumbai is still showing a growing demand for the supply of new residential units.

Question 5: How feasible is it for someone to think of setting up their own real estate business?

Response: I believe the real estate biz is one of the most exciting industries with a stupendous potential but many ups and downs. It is always said a well-planned job is half work done. So you should know everything from A to Z about establishing a business in this industry. When you start real estate, the focus should be on good planning. Keep a specific niche. It could be either residential, commercial, land deals, etc. Your startup cannot work in all these niches together initially simultaneously. The best advice would be to choose the field you have worked in or where you gained the best knowledge. Do extensive market research before starting, and have a good business plan. I guess the sky is the limit if you get your finances right and have a good sales team.

Final Question: Any advice to young agents out there in the market?

Response: First and foremost, find a good Real Estate Mentor. Stay Organized and continue learning every single day. NETWORK everywhere and understand clients' requirements well to provide the best service to them. Stay up to date with your local market and invest in Real Estate marketing.

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