

# Real Estate Investment Trends Among Indian Millennials: Drivers, Challenges and Financial Strategies

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## ABSTRACT

Real estate investment has become a major financial choice for Indian millennials (Generation Y) owing to changing economic situations, lifestyle desires, and investment consciousness.

This research discusses the most influential factors behind millennials' real estate investment choices, such as financial stability, market trends, government policies, and technological progress. In contrast to earlier generations, Indian millennials are characterized by a change in taste, with preferences for urban homes, green homes, and digitalized investment websites.

The study discusses the effect of income levels, access to loans, employment stability, and return on investment on decision-making. It also investigates how social influence, affordability, and risk perception shape their investment decision. With increasing disposable incomes and a greater tendency towards asset-building, millennials are changing the trends in real estate investment. Despite this, difficulties such as high property prices, loan constraints, and economic uncertainty detract from their investment capabilities.

With a mixed-method design, this research seeks to offer insights into the motivations, expectations, and constraints of Indian millennials in the real estate market. The research findings will enhance knowledge of the changing real estate market and provide valuable suggestions to developers, financial institutions, and policymakers to meet the needs of this emerging investor class.

India's housing realty sector recorded yet another record during FY23 as the value of home sales rose to Rs3.47 lakh crore (US\$42 billion), growing at a 48% on-year basis. But that's not all; volumes increased by 36% to reach 379,095 units.

**Keywords:** Real estate investment, Indian millennials, Generation Y, property buying decisions, financial planning, market trends, investment behavior, homeownership, affordability, risk perception, digital real estate platforms, economic factors, mortgage accessibility, sustainable housing, urban real estate.

## INTRODUCTION

Real estate is a globally recognized sector that categorizes four main segments or sub-sectors: housing, retail, hospitality, and commercial. It has been triggered positively towards the growing corporate ecosystem and demand for office spaces as well as house demands in urban and semi-urban areas. In

direct, indirect, and induced effects on the economy, construction happens to be the third among the 14 major sectors.

Real estate is the second biggest employment generator in just one country, India—after agriculture. Most NRI investments appear to be headed into this space both, in the short term and long term. This is an investment by property and the favoured city for NRI property investment, followed by Ahmedabad, Pune, Chennai, Goa, Delhi, and Dehradun.

The real estate industry in India contributes one of the central pillars for the country's economy, making good contribution towards GDP and employment. The industry, in 2021, contributes approximately 6-7% to the GDP of India and would reach 13% by 2025. There is a clear signal on the industry growth from a market size of USD 200 billion in 2021 to close to USD 1 trillion by 2030. This obviously would project in its growth rate on account of urbanization, economic development, and various government initiatives, which might give a fillip to the sector.

### **MARKET SIZE:**

The real estate market in India is predicted to be worth Rs. 65,000 crores by 2040, as against Rs. 12,000 crores in 2019. By 2030, the market is likely to reach a market size of US\$ 1 trillion from an estimated US\$ 200 billion in 2021, contributing 13% to the country's GDP by 2025. Other sub-sectors like retail, hospitality, and commercial real estate are also proliferating to provide necessary infrastructure to the needs of the growing country.

India's real estate sector will grow to US\$ 5.8 trillion by 2047. At that time, it will contribute 15.5% to the national GDP against its current share of 7.3%.

India's residential property segment reported another record in FY23, with the amount of home sales totaling Rs3.47 lakh crore (US\$42 billion), recording a 48% growth on-year. That's not all; the sales volume rose by 36% to hit 379,095 units.

Close to 558,000 units are likely to be completed by developers across big cities in the calendar year 2023. Residential demand in the top eight cities found an increase led by the mid-incoming, premium, and luxury segments, though headwinds continue on account of amazingly high mortgage rates and property prices. For the retail real estate of this country, there is massive growth on the cards as almost 41 mn sq ft of retail space is set to get operational in the top seven cities from 2024 to 2028, covering projects from in-the-works to the planning stage.

For the first time in history, the gross leasing in key seven markets crossed the 60 million sq. ft mark and amounted to 62.98 million sq. ft, a surge of 26.4% from the preceding year. It was the busiest during the December quarter at 20.94 million sq. ft consequent to the report.

The biggest market share of the leasing activity was taken by BFSI at 22% in 2023, followed by technology companies at 21%. Engineering and manufacturing companies accounted for 15%, while the flexible space operators took 14%.

Savills India says that the rise of 15-18 mn sq. ft. in the demand for real estate of data centers will develop by 2025. Office absorption in top seven cities was of 41.97 mn sq. ft in the year with a Gross Leasing Volume of 62.98 mn sq. ft.

In the first quarter of the year 2023, fresh inventory accounted for 41% of the share in the top seven cities in India, compared to 26% during the same period four years ago. Approximately 1.14 lakh of the total units were sold in the first quarter of 2023, representing fresh launches.

The space sector saw investments grow through 2021–2022. For example, in an announcement made in October 2021, the Chintels Group announced investing Rs 400 crore (US\$ 53.47 million) in developing a new commercial project in Gurugram, covering an area of 9.28 lakh sq. ft. The commercial real estate deals were said to have doubled up to 1.5 million sq ft in the first quarter of 2023.

According to the Economic Times Housing Finance Summit, India builds about three per 1,000 people annually as against the required rate of five houses per 1,000 people. In real terms, the current urban housing shortage is about 10 million units and another 25 million units of affordable houses would be required by 2030 in order to meet the needs of the growing urban population.

## Key Segments of the Real Estate Industry

### 1. Residential Real Estate:

**Market Size:** It is about USD 180 billion in size, which means it is really a driver in the real estate business. From affordable housing to luxurious apartments and villas—in all categories, the residential market exists.

**Demand Drivers** The major drivers of demand would be increasing urbanization, with India's urban population likely to touch 600 million by 2031; the nuclear family culture; and government initiatives such as Pradhan Mantri Awas Yojana, which aims to provide Housing for All.

**Key Cities:** Mumbai, Delhi-NCR, Bengaluru, Hyderabad, and Pune forms the key cities for residential property. Just take Mumbai: launches in this market are around 30,000 units in the first half of the current year, which are a healthy or stout indication of demand.

### 2. Commercial Real Estate

**MARKET SIZE - OFFICE SPACE / BUSINESS PARKS / IT PARKS :** Of this, USD 45 billion is estimated to be the size of this segment for year 2021. The demand for commercial real estate space closely follows the growth of the IT / ITeS industry and the country's burgeoning startup culture.

**Growth Drivers:** The demand for commercial spaces is further spurred on by the booming IT/ITeS sector, which is expected to hit a size of US\$350 billion by 2025, and fueled by the growth of start-ups.

**Key Cities:** Key cities like Bengaluru, Hyderabad, and Pune had seen a high momentum in the commercial real estate space. To put into perspective, Bengaluru led the way with office space absorption of more than 10 million sq. ft in 2021, mainly led by technology related and start-ups.

### 3. Retail Real Estate

**Market Size:** In 2021, the retail real estate market was about 20 billion US dollars. This category includes shopping malls, high street retailing, and stand-alone stores.

**Boost factors:** The entry of international retail brands and an increase in customer spending are expected to reach USD 6 trillion by 2030, which will give a strong fillip to the retail real estate market. It is considered one of the reasons driving the demand in retail spaces, in addition to the expansion happening in the e-commerce market, likely to grow through USD 200 billion by the year 2026.

**Key Locations:** There has been increased generation of retail space located within primary cities and tier-2 cities, including Chandigarh and Jaipur. For example, there are more than 100 operating malls within the Delhi-NCR region—therefore, the availability and accommodation of diversified needs of consumption.

### 4. Industrial and Logistics Real Estate

**Market Size:** In 2021, the sector amounted to around USD 19 bn and comprised of warehouses, logistic parks, and manufacturing units.

The Drivers: Favorable sentiments from growth pumping in from the e-commerce, retailing, manufacturing sectors, and the other drivers of the industrial and logistics real estate are supported further by various government initiatives like Make in India and infrastructural development projects.

Key Hubs: Mumbai, Delhi-NCR, Chennai, and Kolkata are key industrial real estate hubs, and the Delhi-Mumbai Industrial Corridor (DMIC) is a serious project giving a fill-up to the sector, with \$90 billion invested to create a hi-tech industrial zone.

## Key Drivers of Real Estate Industry in India

### 1. Economic Growth:

This signifies the importance and significance that the real estate sector has today in the economy and how it's further expected to rise in contribution to GDP to 13% by 2025.

This sector is fast catching up for it has garnered FDI to tune to the tune of USD 25 Billion between 2015-2020, and therefore clearly defines a high level of confidence of investors. Real estate was the third-largest sector in attracting FDI for the latest year 2020, with a share of 16% of the total FDI inflow.

### 2. Urbanization:

Urbanization will increase by 6%, with the urban population forecasted to grow from 34% in 2020 to 40% in 2030 due to rural migration into towns and cities in demand of better employment options and lifestyle.

Smart Cities Mission: The mission is for developing 100 smart cities in the country with an outlay of US\$ 30 billion to improve their urban infrastructures and boost real estate development. These are technology- and innovation-driven projects in the direction of development of sustainable and inclusive urban areas.

RERA: Transparency and accountability under this Act increase consumers' confidence in the sector. In fact, consumers now believe that the onus is on the developer to make the necessary registration of the project with the regulator and even provide regular updates on the status of the project.

Affordable Housing: Under the scheme of PMAY, it is envisaged that 20 million affordable urban houses and 30 million affordable rural houses shall be completed by the year 2022 so as to cater to the housing demand at the bottom of the pyramid. Tax relaxations were announced by the central government for affordable housing projects, while home buyers were also subsidized under the mission.

### 3. Goods and Services Tax:

The introduction of GST has made the tax structure easy and more manageable for developers; hence, easier to pass on the benefits and increase project affordability.

In the Interim Budget of 2024-25, the Union Finance Minister has given another push to the affordable housing segment in India with an expectation to add 2 crores more houses under the flagship scheme PMAY-U.

The government has also announced that it will provide Rs 79,000 crore US\$ 9.64 bn this time around in pm awas yojana, which is up by 66%.

In October 2021, the RBI decided to keep benchmark interest rates unchanged at 4%, which most of the major countries feel will give a big real estate fillip. As a result of this, housing demand and consequent sales are expected to go up by 35-40% during the festive markets of 2021.

Under Union Budget 2021-22, income tax deduction of up to Rs 1.5 lakh (US\$2,069.89) on housing loan interest and tax holiday for affordable housing projects has been extended up to the end of the fiscal year 2021-2022.

Atmanirbhar Bharat 3.0 package—Income tax relief measures announced for developers and homebuyers on the primary sale or purchase of residential units of value up to INR two crores between November 12,

2020, and June 30, 2021, Finance Minister Nirmala Sitharaman.

The Union Cabinet has approved the setting up of about Rs 25,000 crore (US\$ 3.58 billion) alternative investment fund to kick-start about 1,600 stuck housing projects across top cities in the country.

The government set up an Affordable Housing Fund in the National Housing Bank, with an initial corpus of Rs 10,000 crore (US\$ 1.43 billion) out of the priority sector lending shortfalls of banks/financial institutions, for the micro-financing of the HFCs.

According to the latest information available, obtained by The Finapolis under the Right to Information Act, the government has formally approved 425 SEZs in India till December 31, 2022, and as many as 270 zones are in operation as of January 2023. All SEZs put together, the highest number would.

#### **4. Infrastructure Development:**

**Connectivity Projects:** The Bharatmala program for road development and the Sagarmala initiative for port-led development are projects likely to keep improving connectivity, adding to the growth potential for real estate. These projects envision building better road and port infrastructure that will also aim at reducing logistics costs and giving a fillip to industrial and residential real estate.

**Metro Expansion:** The development of metro rail projects in cities like Bengaluru, Hyderabad, Pune, etc., has substantially improved urban mobility; hence, these cities have become better investment destinations in real estate. For example, Delhi Metro has now reached a total length of over 390 km, bringing about phenomenal improvements in city connectivity, which is further driving real estate demands along its corridors.

### **Challenges Faced by the Real Estate Sector**

#### **1. Regulatory Challenges:**

**Approval Processes:** Approval processes are long and tedious. This tends to bring in delays in the execution of projects. Due to this, it impacts the time lines of the projects and the costs. It is highly challenging for the developers to secure multiple clearances from various government departments.

**Compliance Costs:** Developers have very high compliance costs post RERA, which impacts smaller developers in a disproportionate way that makes it really impossible for them to adhere to exacting regulations.

#### **2. Economic Slowdown:**

**Decreased Demand:** A recession in a country means a reduction of human disposable income and hence downward pressure on real estate demand. An illustration lies here in the fact that the state of the real estate market has slowed down tremendously due to the Covid-19 event, which affected a decrease of its sales and new launches of projects.

**Fluctuating interest rates:** Whenever interest rates fluctuate, even the borrowing costs and purchasing powers of consumers will fluctuate; hence, these will be reflected in demand for housing and commercial spaces.

#### **3. Land acquisition issues**

**Legal Challenges:** Ownership of land and compensation are conflicted areas which have taken, more so, considerable time on the project orphans. The processes involved in land acquisition are embroiled in legal challenges between the acquiring agency and the local communities.

**Social Issues:** The community in a locality and other stakeholders may strongly oppose, hence it would be very hard to actually acquire the land, hence delaying a project and add to its cost.



#### 4. Delays in Construction:

**Resource Availability:** The most common causes of project delay are a shortage of labor and raw materials. The construction sector usually grapples with a deficit of skilled labor and raw materials like steel and cement.

**Impact of the Pandemic:** The COVID-19 pandemic significantly affected and interrupted the schedule, bringing workforce cutbacks to availability and also affecting supply chains because of the lockdowns and other rigid movements it encouraged.

#### Future Prospects

SEBI has cleared the platform of Real Estate Investment Trust to invest, which will provide an opportunity to all categories of investors in the Indian real estate. It can be easily expected to open an opportunity of Rs. 1.25 trillion in future close. On account of more aware market and influence of globalization, Indian Real Estate developers have now changed their course from family-owned businesses to professionally managed. Nowadays, processes of sourcing material, manpower, and engagement of projects expert, architects, and engineers are developed centrally for multiple projects dispersed geographically over cities. The ambitious scheme of the central government, Pradhan Mantri Awas Yojana, will definitely cheer up intensive residential development with a target to construct 20 million affordable houses in urban areas by 2022. The rising number of housing units in the urban vicinity is likely to increase demand in commercial and retail office spaces. The total shortage of housing in urban areas is assessed to be of the order of about 10 million units, to be supplemented by another 25 million units of affordable housing by 2030 to cater to emerging demand from the growing urban populace.

"The steady flow of FDI into Indian realty is encouraging greater transparency. In the context of attracting the funds, the accounting and management systems of the developers are being upgraded to meet the stipulations of due diligence." Coupled with the need for a new infusion of funds, significant FDI inflows into Indian realty were expected to occur, projected at US\$ 8 billion of capital inflows by FY22.

The realty market in India is pretty buoyant and a few of the important trends and developments that are charting its growth in this scenario can be enumerated as follows:

**Sustainable and Green Buildings:** The thrust is to make the construction industry in India environment friendly. Growth in the greening process is expected to further improve, sustaining and growing at a CAGR of 10% between 2021 and 2026, supported by improved awareness on environmental sustainability and energy-efficient building regulatory incentives.

**Technological Advancements:** The advent of PropTech, AI, and virtual reality is altering the very nature of property management and sales, beyond recognition of course, where customer experience is concerned. It is most probably going to increase the size of the PropTech market in India by 15% every. This includes greater affordability of housing in order to meet rising demand. Driven by government initiatives, it is likely that the affordable housing market will grow at an 11% CAGR from 2021 to 2026, increasing middle and lower-income group demand.

**Real Estate Investment Trusts:** Offer a whole new investing opportunity. The Indian REIT market can attract investments of USD 10 billion by 2025. This is, without a doubt, an opportunity for a retail and institutional investor to have liquid and transparent investing.

The \$200 billion sector in 2021 will grow to \$1 trillion in size by 2030, which will get to Rs. 65,000 crores by 2040 from Rs. 12,000 crores in 2019. It would account for 13% of the country's GDP by 2025. The

real estate sector will likely touch US\$ 5.8 trillion by 2047, which in percentage terms would be nearly 15.5% to the GDP compared to the current contribution of 7.3%.

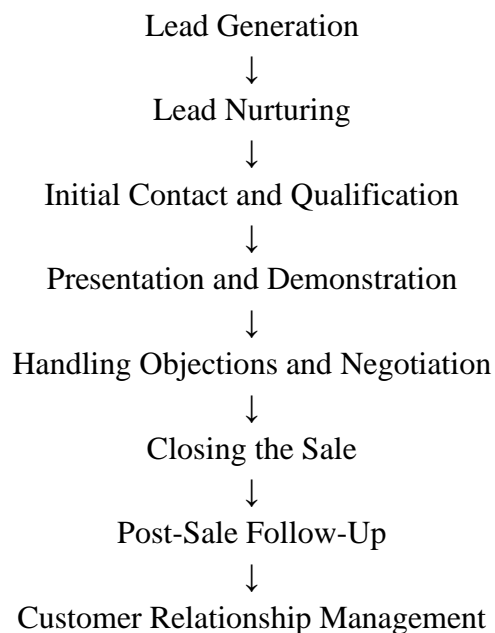
House sales in the financial year 2023 touched a record high of Rs 3.47 lakh crore or almost US\$ 42 billion, an increase of 48% over a year ago. Volumes grew 36% to 379,095 units compared to the year-ago period. Data shows developers located in big urban centers will complete almost 558,000 homes by the year 2023. According to the report, demand for residential property in the top eight cities in India is rising on the back of high-speed growth, largely due to higher absorption across mid-income, premium, and luxury segments, despite high mortgage rates and soaring property prices.

Now that the top 7 cities are set to see nearly 41 million sq. ft getting operational between 2024 and 2028, the run-up in India's retail real estate space is only set to get better. Gross leasing in the top 7 markets has touched 62.98 million square feet in 2023, marking a rise of 26.4% on a year-on-year basis. As reported, the highest shares in leasing came from the BFSI sector at 22%, followed by business worth 21% from the technology companies.

Data centers will buttress this momentum, as demand for the space is estimated to skyrocket to 15-18 million sq. ft by 2025, Savills India said. Fresh Real estate Launches across the top seven cities in India accounted for 41% in Q1 of 2023, trending up from 26% during the same period four years ago.

The future of the Indian real estate sector is painted in very strong economic fundamentals, enabling policies, and changing market dynamics as a period of huge growth. But even in this scenario, the long-term outlook for the industry will turn positive, with colossal development and investment potential.

## WORK-FLOW MODEL



### 1. Lead Generation

Objective: Identify and attract prospective customers.

Activities: Digital campaigns, social media, and traditional advertising for generating leads.

Tying up with the real estate portals and online platforms for a wider reach.

Virtual tours, webinars, and informational sessions to engage prospects.

Output: List of qualified leads.

## **2. Lead Nurturing**

Objective: Engage cold prospects and move them along the sales cycle toward WB.

Activities: Create and publish relevant and informative content on a timely basis.

Nurture leads through email campaigns for seven months and more.

Connect and re-connect via phone or email to establish rapport.

Output: List of warm leads.

Activities: Filter the leads in on parameters such as interest level, budget, and preferred location.

Send emails regarding relevant information and despatch personally to their needs

Fix up virtual meetings/calls to clarify regarding any specific queries and give detailed information.

Output: Interested leads to show enhanced interest in the project

## **3. First Contact and Qualification**

Objective: To get in first contact with a lead and qualify their readiness to buy.

Activities: Call, email, or engage on social media prospects to give an introduction to HoABL and the projects available.

Do the initial qualification of the lead's needs, budget, and time frame

Secure an appointment for a virtual tour or site visit, if possible.

Output: Qualified leads prepared for further presentation

## **4. Presentation Demonstration**

Objective: Describe and demonstrate the benefits, as well as selling features of the project of HoABL.

Activities: Detailed presentations and virtual tours with respect to plots and amenities.

Highlight tech-driven procedures, transparency, and investment potential.

Clarify any queries that the lead may have

Output: Informed leads with a crystal clear understanding of project value.

## **5. Objection Handling and Negotiation**

Objective: Resolve any objections and finalize terms

Activities: Listen to the objections by the lead and respond clearly and to their satisfaction.

Offer easy financing options and flexible payment plans with applicable incentives.

Negotiate terms and conditions until one party comes to a mutually agreeable arrangement.

Output: Ready-to-close leads.

## **6. Closing the Sale**

Objective: To close the sale by finalizing the deal.

Activities: Preparation and despatch of documents associated with the transaction, such as booking forms and contracts.

Assist the customer in processing the payment and obtain an initial payment.

Provide digital receipts and allotment letters on payment.

Output: Closed sale properly documented

## **7. Follow-up After Sale**

Objective: Ensure satisfaction to the customer and long-term relationships are built.

Activities: Confirm reception of all documents and receipts by the customer.

Update on project progress and projects in the pipeline.

Offer other services such as plot maintenance, resale assistance, or upgrading plots.

Output: Satisfied customers and possible repeat business or referrals.



## 8. Customer Relationship Management

Objective: Retention of customers over a continuous period.

Activities: From time to time, get in touch with the customer to update them on their needs.

Gather feedback for improvement of services and customer experience.

Keep them updated on new projects, investment opportunities, and company news.

**"Strategic Analysis of The House of Abhinandan Lodha (HOABL): A Study on Its Market Position, Success Factors, and External Influences"**

## PESTEL ANALYSIS

A PESTEL analysis considers the elements of the external environment that would impact HoABL's corporate environment. It comprises political, economic, social, technological, environmental, and legal elements.

### 1. Political Factors:

Government Policies: Amendments to real estate regulations, acquisition of land, and urban development policies may impact HoABL's activities; the policy changes can benefit in case of their being favorable to the business, otherwise unfavourable policy can pose a threat.

Political Stability: The political stability of countries in which HoABL has the maximum stake is crucial. Political instability will hinder smooth running of the activities and discourage potential investors.

Taxation: This would comprehend real estate taxes, GST rates, property registration fees, and all that has an impact on the pricing and profitability. A change in taxation policies or other changes could alter the affordability and attractiveness of land investments.

Infrastructure Development: Government initiatives regarding infrastructure development can increase the value of the projects by HoABL.

### 2. Economic Factors

Economic Growth: The general economic climate impacts consumer spending and investment patterns. An expanding economy enhances demand for real estate investments.

Interest Rates: Housing loan and other funding scheme interest rates impact customer buying ability. Lower interest rates may assist in demand creation, while high rates tend to scare away investments.

Inflation: Inflation impacts the cost of construction and price of land. HoABL has to keep its costs in order to retain its profitability.

Employment Levels: The more affordable and more desirable land investments are, the high employment levels and rise in income.

### 3. Social Factors

Demographics: Basically, changes in population growth, process of urbanization, and demographics affect demand for land and real estate. Younger generations may want tech-driven and much more transparent ways of buying land.

Cultural Trends: Cultural attitude towards; land ownership and real estate investment propagates through consumer behavior. Land, in India, is traditionally viewed as a very valuable and secure asset.

Lifestyle Changes: Increasing interest in sustainable living, second homes at beautiful locations, could be the demand generators for HoABL's projects in Alibaug and Goa.

Education and Awareness: A greater degree of awareness and education on real estate investments will foster customer confidence and gain in sales.

#### 4. Technological Factors

**Digital Transformation:** Tech drives land buying through online transactions and virtual tours to set HoABL apart from traditional companies operating in the real estate space.

**Innovative Construction Technology:** Innovations in the field of construction technology can facilitate projects to be more efficient and sustainable with reduced construction costs.

**Cybersecurity:** Since HoABL is an intensive user of digital platforms, it requires strong cybersecurity to safeguard customer data and money transactions.

**Data Analytics:** Data analytics will help HoABL understand the trends in the market and customers' inclinations towards them, and enable them to optimize their marketing strategies appropriately.

#### 5. Environmental Factors

**Sustainability:** More emphasis on sustainable development and eco-friendly projects would strengthen HoABL's initiatives for maintaining and increasing green spaces.

**Climate Change:** The impact of climate change and environmental regulations reflect in the manner in which projects are conceptualized and developed. HoABL should be concerned with environmental risks and mitigation strategies.

**Resource Management:** This makes efficient use of the available resources together and waste management critical for sustainable development. HoABL's projects would therefore focus on minimal environment impacts.

**Green Certifications:** Obtaining green certifications and adhering to environmental compliance standards would aid HoABL in brand building and attract socially responsible investors.

#### 6. Legal Factors

**Real Estate Regulations:** HoABL must adhere to the provisions under RERA or other local regulations. Failure to do so would result in the loss of customers' faith in the business and the eventual loss of "license to operate."

**Land Acquisition Laws:** Changes in land acquisition laws impact how HoABL acquires new projects that help the company expand its portfolio.

**Contract Law:** Clear and transparent contracts with the customers are a must to be free from any legal litigation and to develop trust in the mind of the customers.

**Intellectual Property:** If the digital payment processing or the treatment of customer management consists of any proprietary technology or processes, it is very vital to protect the same to prevent competitive advantage of the company.

### SWOT ANALYSIS

#### Strengths

1. **Seamless and Intense Integration of Advanced Technology:** HoABL stands apart because it rigorously uses advanced technology in the land-buying process. This makes it absolutely transparent, secure, and effortless in transactions—much unlike the traditional real estate developers who are not very much avowed to the use and adoption of conventional methods of transaction. Its only online transaction model brings down the transaction costs and instills more trust among its customers.
2. **Branded land focus:** Unlike most of the competition, HoABL focuses on the development of branded land. It can thus bring secure and fluid land investment products tailored to meet the modern needs of any investor who is in search of transparent and reliable investment opportunities.

3. **Robust Market Demand:** HoABL's projects have been the topics of quick sell-outs and have elicited high interest from customers. For instance, the group's offerings in Konkan and Ayodhya got sold out easily. This reflects a strong market demand, smart position.
4. **Customer-Centric Approach:** HoABL commitment to seamless and transparent buying experiences via its online platforms makes it quite popular amongst young, tech-savvy demographics who begin their purchase journey online. In what is seen as a smart move, the company insisted all transactions be hosted digitally to enhance ease and efficiency for its customers.
5. **Sustainability Efforts:** HoABL is devoted to carbon-neutral projects and keeping greenery. Their focus on sustainability adjusts to the rising demand for environmentally sensitive investments. This approach attracts 'green' investors besides adding to the reputation for the company.

### **Weaknesses**

1. **Low Geographical Presence:** HoABL participates in some very strategic locations. However, compared to its bigger competitors, who have established countrywide or even global presence, its geographic presence is relatively low.
2. **New Market Player:** Being a relatively new market player in the real estate business, HoABL faces a challenge in terms of long-term brand trust and brand recognition. Thus, established competitors will have an edge through historical credibility and customer stickiness.
3. **Technology Dependence:** Though HoABL's tech-driven model constitutes a strength, it equally could be a source of weakness. The strong dependence on technology may scare away customers who wish to deal face-to-face or are less comfortable in their dealings with the internet.
4. **High Initial Investment:** Setting up state-of-the-art technology while being highly rated in terms of sustainability considerations is very capital-intensive. Such higher operational costs may lower short-term profitability.

### **Opportunities**

1. **Rise in demand for secure land investments:** Demand for secure and transparent land investments is on the rise. Against this backdrop, HoABL can capitalize on the opportunity. With its branding and technological integration, it will be better placed to ride the wave, hence attracting more investors in search of secure and lucrative opportunities.
2. **Geographic Growth:** Finally, HoABL could expand its already successful business model to new geographic markets in India and other countries. Entry into emerging markets in this respect could be very growth-enhancing.
3. **Growing Interest in Sustainable Development:** The trend toward sustainable development and green building across the globe has opened up a wealth of opportunities for HoABL. With its continuous focus on eco-friendly development, it can attract the growing number of environment-sensitive investors.
4. **Government Initiatives:** Government policies and initiatives are supportive, including the Pradhan Mantri Awas Yojana and various other schemes on real estate development, that can offer additional growth opportunities. These kinds of initiatives may support demand for land and housing companies like HoABL.

## Threats

1. **Increasing Competition:** The real estate market is very competitive, with established players like Godrej Properties, Mahindra Lifespace Developers, DLF Limited, and Tata Realty continuously bringing in innovation and expanding their offerings. HOABL has to innovate or come up with differentiators in business constantly in order to stand out from the competition.
2. **Economic Uncertainty:** The real estate sector remains vulnerable to the turbulence that characterizes economic fluctuations, changes in regulations, or market instability. Economic downturns, interest rate changes, or maybe even policies from the ruling administration may turn against them and hamper HoABL's growth prospects.
3. **The Technology Risks:** Although HoABL's dependency on technology is its strength, it exposes it to risks such as cybersecurity threats or technical failures. A disruption to the digital transaction process would affect customer trust and so the business operations.
4. **Saturation of Markets:** By continuous entry of more and more enterprises into branded land and tech-driven real estate, the market will get saturated. If competition increases, growth rate and profitability will fall, making continuous innovation and differentiation necessary for HoABL companies.

## Success Factors

### 1. Technological Integration:

**Digital transactions:** HoABL leverages technology through online transactions, virtual site tours, and transparent documentation. This sets the brand apart from traditional practices in real estate and creates enhanced customer experience and trust.

**Data Analytics Leveraging** data analytics to understand market trends, customer propensity, and for the optimization of marketing strategy ensures pointedness and efficiency.

### 2. Branded Land-centric Approach:

**Unique Market Position:** What sets HoABL apart from all the other developers is its concentration on branded land development—most other developers are into residential and commercial development. This niche positioning, though, gets traction with a certain segment of investors interested in safe and transparent investments in land.

**Locations with high potential for growth** such as Alibaug, Goa, and Ayodhya: Selection of premium locations ensures that the HoABL projects are attractive for investment.

### 3. Consumer Centricity:

**Transparency:** High degree of transparency in transactions and land title reduces perceptions of risk, which builds trust, thereby facilitating ease in investment by customers.

**Convenience:** The unparalleled convenience and time-saving nature of the online-only transaction mechanism is most appealing to tech-savvy individuals and younger demographics.

### 4. Sustainability/Green Initiatives:

**Carbon-Neutral Projects:** Keeping the campaign of carbon-neutral developments in alignment with global sustainability trends caters to attracting environment-friendly investors.

**Sustainable Practices:** Planting thousands of trees in project areas demonstrates sensitive eco-friendly undertaking and installing a good word of mouth for the brand.

### 5. Strong Market Dynamics:

**Sell-Outs:** Most of the HoABL projects have been sold out in a very short span, and the fact that it is getting concluded essentially indicates robust market acceptance and good market positioning. E.g.: The

Konkan development being sold in a record time even during a COVID peak.

#### **6. Alliances:**

Legal and Fiscal Assurance: The tie-ups with the cream of law firms like BSK and AZB, which validate the legal title of land, further reassure the customer and assist in building confidence and credibility.

## **RESEARCH**

### **TOPIC:**

**Real Estate Investment Trends Among Indian Millennials: Drivers, Challenges, And Financial Strategies**

### **LITERATURE REVIEW**

#### **Introduction**

Generation Y, also referred to as the Millennials, include all those people born between 1981 and 1996. As one of the larger demographic cohorts, their likes and dislikes cast a big impact on most markets—including real estate. This is a literature review study that tries to understand the factors influencing real estate buying decisions among Gen Y in India. A review conducts identification and rapid appraisal of existing studies contributing to the understanding of major determinants of purchasing behaviour.

The major demographic influences on real estate purchase decisions in Gen Y are age, gender, marital status, and the number of dependents. A study by Chawla (2020) has established that young married couples with children prefer residences located in family-friendly neighbourhoods and in close proximity to good schools and recreational facilities. On the contrary, singles would be more interested in urban locations near the workplace with amenities that offer a good social life.

#### **Economic Factors**

"Real estate decisions are largely dependent on economic stability and income levels. Millennials with jobs in high-paying job sectors—such as IT and finance—have more purchasing power to be able to invest in real estate" (Kumar, 2021). "The role of home loans and the interest rates offered on these loans is very crucial. As per a study made by Singh, 2022, 70% of Millennials consider financing options and the interest rates as very critical factors in their buying decisions".

#### **Type of Property and Location**

The type of property and the location is a driving factor in the Gen Y buyer. Apartments in suburban areas are highly preferred, rightly stating affordability and the comfort of amenities. However, there is also a fast-emerging consideration for independent houses and villas for long-term investment purposes or cases of a large family size. Location preference is based on how close it is to workplaces, educational institutes, and public transport.

#### **Lifestyle and Preferences**

Millennials are easily attracted to lifestyle amenities and modern facilities. They tend toward properties which have various facilities like gyms, swimming pools, and green spaces. At the same time, with increasing awareness about the environment, the demand for sustainable and eco-friendly homes is escalating at a fast pace.

The digital revolution has changed everything in the way Millennials approach while searching and purchasing real estate. Real estate online platforms and apps on mobile gadgets have been new basics for looking for properties; they can provide detailed information, virtual tours, and customer reviews (Banerjee, 2020). Social media also plays its significant role because many people are reliable on reviews



and recommendations from peers as well as influencers (Kapoor, 2018).

### **Percepts of Risk and Investment Perspective**

Therefore the risk perception and investment view among the millennials are of great importance. Generally, they are more cautious and angle for properties with good resale value, investment potential. The other aspect that more been influenced is their risk perception and the change towards preferring properties with larger spaces and a home office due to the Covid-19 pandemic.

### **Market Trends And Developer Reputation**

Market trends and the reputation of the developers have a significant influence on the buying behavior. The most important criterion is the credibility of the developer; any potential customer approaches the developer who has a proven record of quality and time-bound projects. Changes in the market and economic instability keep customers at a point of lull as to the timing and duration of their investments.

### **Socio-Cultural Factors**

Socio-cultural factors work as a background influence and help in guiding the real estate choices of the millennials. In India, the cultural practice leads to the fact that major purchasing decisions are more often carried out under the influence of family advice, property ownership is seen as a sign of stability and success.

## **RESEARCH AND METHODOLOGY**

### **Objectives of the Study**

#### **1. Identify Key Factors:**

Objective: To identify and analyse the chief factors influencing the real estate purchasing decisions of Generation Y in India.

Details: It will consist of understanding the various elements that a Millennial considers at the time of making real estate purchasing decisions, which include price, location, amenities, builder reputation, and future resale value.

#### **2. Demographic Influence:**

Objective: Research through demographic variables such as age, sex, marital status, and number of dependents of Millennial real estate purchasing behaviour.

Details: This will be done to identify the pattern or trend in their purchasing behaviour on the basis of different demographic segments.

#### **3. Economic Impact:**

Objective: The role that economic factors such as levels of income, employment status, or financing options play in real estate decisions.

Details: How financial stability, income levels, and ability to attain loans impact the capability and the decision process of Millennials in purchasing property.

#### **4. Property Preferences:**

Objective: To know the millennium's preference about property type and location of property

Details: This will include the analysis regarding which types of properties are more popular among Millennials and preferred locations for those separately.

#### **5. Lifestyle and Technological Influence:**

Objective: Understand how changing lifestyle preferences and Technology Aided-BLE options like real-estate apps and online platforms will change the way real estate will be bought.

Description: Research how modern lifestyles—aided by online resources and tools—are tweaking the Mil-

lennial approach to purchasing real estate.

### **6. Risk Perception and Investment Perspective:**

Objective: To understand the risk perception of Millennials and their attitude towards real estate as an investment.

Details: How Millennials view real estate as an asset class with respect to its inherent risk and potential gains, and how that affects their buying behaviour.

### **7. COVID-19 Effect:**

Objective: The impact of the COVID-19 Pandemic on preferences and buying decisions concerning real estate by Generation Y.

Details: Research how the pandemic has changed the preferences of the buyers, in larger square footage, a home office, or homes in less populated areas.

## **Method of Research**

### **1. Nature of Research:**

Details: The approach to be used will be a quantitative research approach through the use of a structured survey in gathering data from participants. With this approach, large amounts of data can be collected that, in turn, can then be statistically analyzed.

### **2. Sampling Method:**

Details: In this research, a stratified random sampling technique will be applied to ensure the presence of all the different demographic segments of Generation Y. This will ensure that diverse sub-element groups within the population get represented.

### **3. Data Collection:**

Details: The information will be gathered through an online surveying platform. A well-structured questionnaire prepared touching on all aspects of the Research Objectives. The online way is efficient, and the audience reached may be quite large.

### **4. Sample Size:**

Details: The target sample would be 500 respondents across different cities in India to have a fair understanding of the factors governing real estate decisions. The larger the sample size, the more reliable the results that can be obtained.

### **5. Data Analysis:**

Details: SPSS and other tools in this category will be applied in data analyses. Descriptive statistics will summarize this data, and inferential statistics, in particular, correlation and regression analysis, identify the significant factors and relationships.

## **Scope of Study**

### **1. Geographical Scope:**

Details: The research will target the urban, suburban, and rural areas of some of the major cities in India. This would also involve metropolitan and Tier-II cities. This helps get an overall understanding of real estate preferences across various locations.

### **2. Demographic Scope:**

Details: The research will target persons in their adult years that constitute Generation Y, born between 1981-1996. They will be included at all the different phases of their adult life. This is a very important group, since they are at present at the perfect age for buying real estates.

**3. Temporal Scope:**

Information: Real estate market conditions and trends for the last five years, with special attention paid to changes during and after the COVID-19 pandemic. It also has an adequate time range to confirm or dismiss any recent trends and disruptions.

**4. Contextual Scope:**

Details: The various factors that would be covered under the research on real estate buying decisions include economic, social, and technological, Risk Perception, and Investment Perspective. This holistic approach will ensure that due consideration is given to all relevant factors.

**Research Design****1. Research Type:**

Details: This will be a cross-sectional study and, therefore, can offer a snapshot of factors that influence real estate buying decisions of Generation Y at one point in time. Cross-sectional studies are appropriate to identify the association between variables.

**2. Survey Instrument:**

Tools: In this, a structured questionnaire shall be developed containing closed-ended as well as open-ended questions. Basically, the questionnaire would comprise of various sections such as demographic information, employment and income, preference pertaining to real estate, what will influence decisions, financing, and investments.

**3. Pilot Study:**

Details: A pilot testing among 50 respondents shall be conducted for the reliability and validity testing of the survey instrument. Revisions in the questionnaire shall be made based on the feedback from the pilot study.

**4. Main Survey:**

Details: The revised questionnaire is to be administered online to the target sample. Every effort shall be made to achieve a high response rate by reminders and incentives for participation.

**5. Data Processing and Analysis:**

Details: The data will be cleaned and processed for accuracy. Descriptive statistics will be used to summarize demographic characteristics with the preference information, and inferential statistics will be used to see whether certain factors and relationships are significant.

**6. Reporting:**

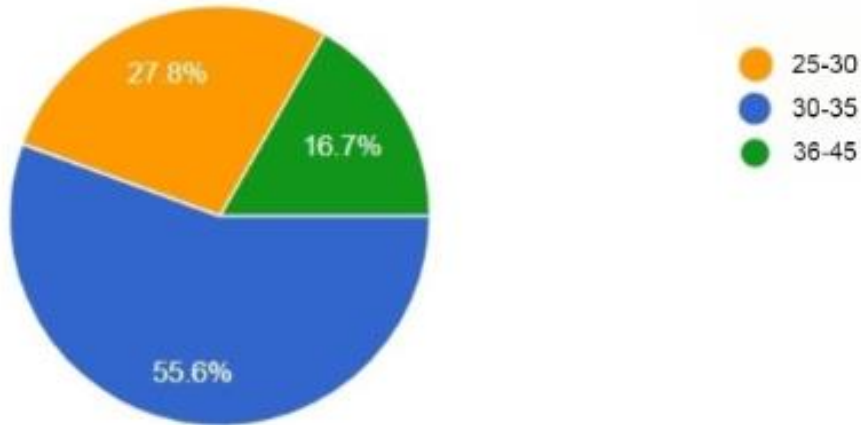
Details: A comprehensive report with charts, graphs, and tables depicting the results will be made. Recommendations will be presented based on the insights learned from the analysis.

## DATA INTERPRETATION AND ANALYSIS

### Questionnaire and Survey Results

#### Demographics

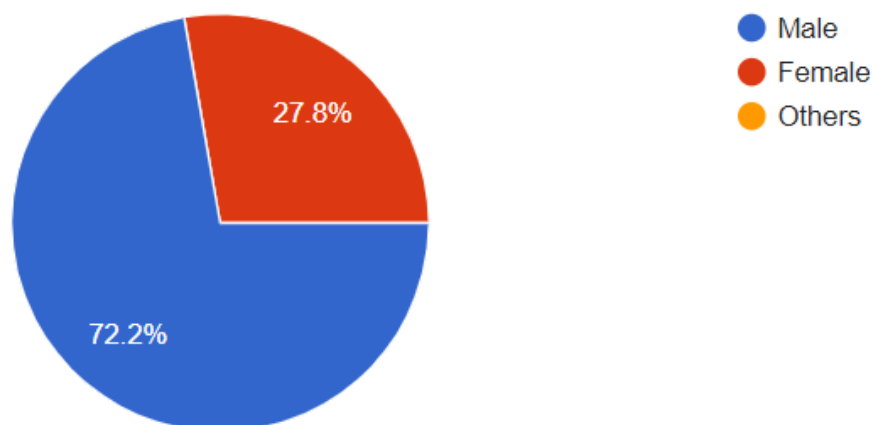
##### Age:



Insight: Most of the respondents are between 30 and 35 years in age. This is an age group likely preparing to enter career life and family life; hence, it is at this time that there is a need to purchase a home.

Analysis: For this segment, we should base our marketing strategies on the age, focusing on the class dedicated to stability, family life, and long-term investment. Affordable financing schemes, family-friendly social infrastructure, and growth prospects should be our focus. In this regard, promotional discounts for young families, easy installment payment schemes, family activity or child care centers within our housing projects, and other value-added services would be helpful.

##### Gender:

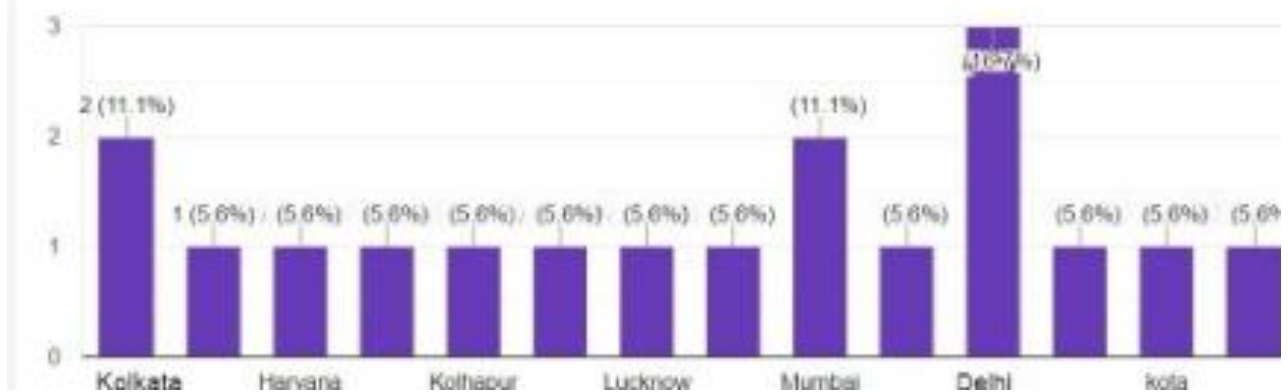


Insight: A majority of the respondents are males.

Analysis: This will be furthered if we can make our marketing effort sensitive to the different preferences between genders. For example, features typically appealing to men, such as investment potential and amenities like gyms and security features, can be emphasized to attract this segment. Moreover, recognition of male buyers as influencers or decision-makers of the sale in dual-income households will

enable us to design full-scale marketing campaigns that go across and explain benefits to families alongside investment opportunities.

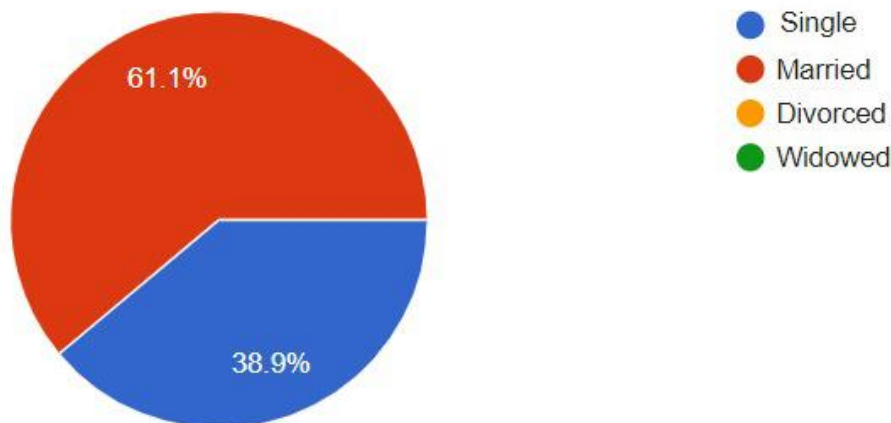
### City of Residence:



Insight: Most respondents reside in major cities like Delhi, Kolkata, Mumbai etc.

Analysis: Since metropolitan areas have a strong demand for real estate, there has to be more residential projects supply in such areas. Hence, our marketing campaigns can focus on urban living's convenience and employability, entertainment, and lifestyle amenities. Virtual tours and online details can help in making informed decisions by buyers without extensive site visits in urban areas.

### Marital Status:



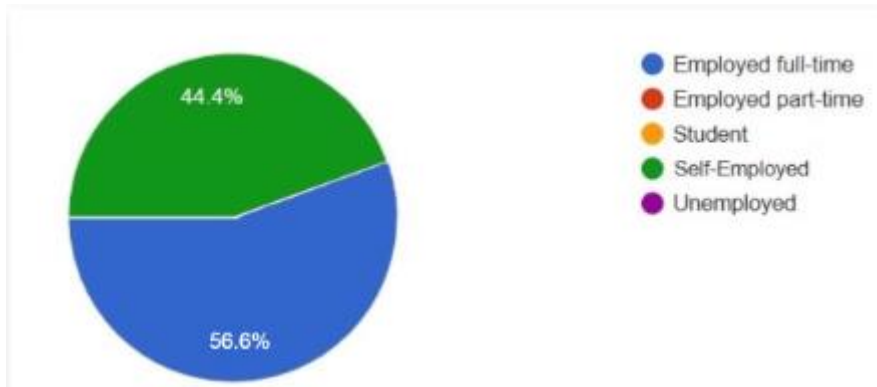
Insight: The majority of the respondents are married with one dependent.

Analysis: This demographic will most likely be looking for family-friendly properties with good schools and safe neighbourhoods. We should focus our marketing campaigns on features such as educational institutions in the area, community parks, and safety. This includes playgrounds, family clubs, and other community activities to instill a sense of belonging.



**Employment and Income**

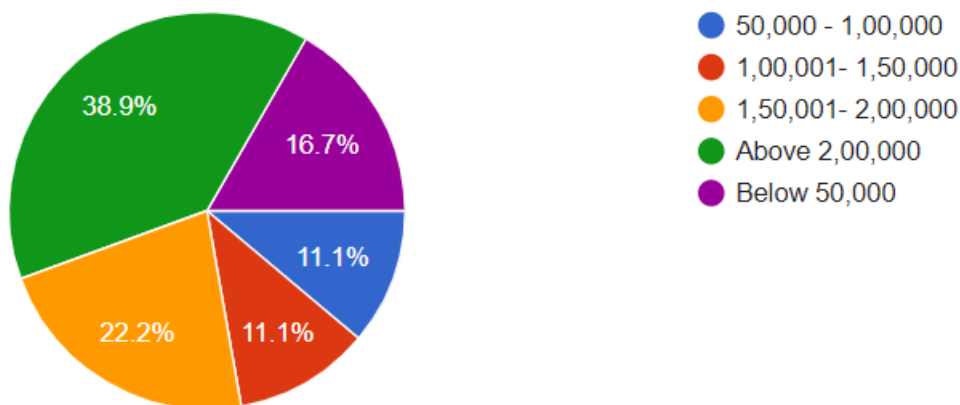
**Employment Status:**



Insight: The majority of the respondents work full-time.

Analysis: Full-time employment indicates stable income, good for real estate investments. Our main advertisement should be on financing options and home loans specifically designed for full-time workers, highlighting safety and affordability. Offering partnerships with employers for corporate discounts or special financing rates will further entice them into this segment. By providing all information regarding tax benefits in connection with a home loan, this type of seeker can also be attracted.

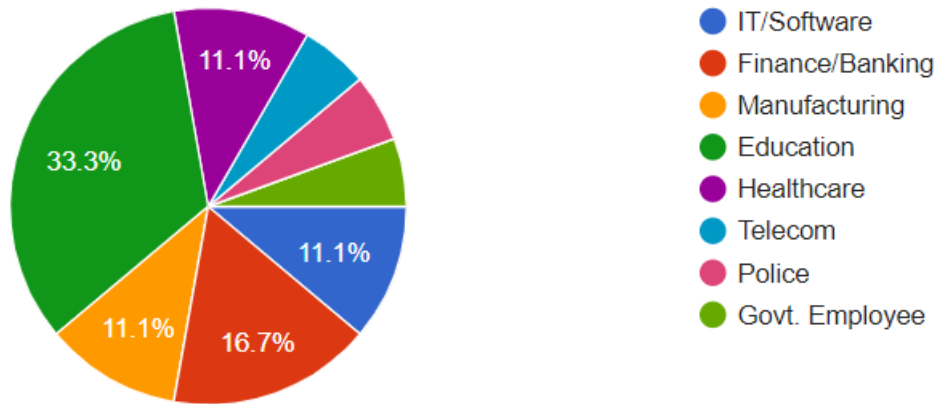
**Monthly Household Income:**



Insight: Most respondents come under the monthly household income range of above INR 2,00,000.

Analysis: This would be an income range that could afford mid-range and high-range housing. Properties within this price bracket and offering good value for money, quality of construction, and essential amenities would thus be part of the design and marketing strategy. These cost-saving features, right from energy-efficient appliances and low maintenance costs to appreciation in property value, should be brought to the attention of this segment. This basically involves providing detailed breakdowns for the monthly costs and possible return on investment to the buyers.

**Industry of Employment:**

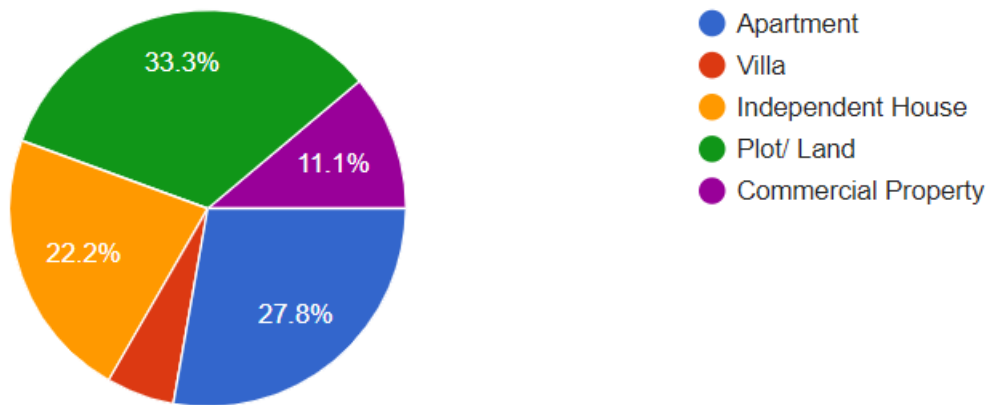


Insight: Majorly from the Education, Healthcare and IT/Software industry.

Analysis: Employees from the Education, Healthcare, and IT/Software sectors prefer digitally enhanced homes with all modern facilities. Features that can be added to our properties to help attract this segment of people include smart home technologies, high-speed internet connectivity, and energy-efficient appliances. Properties close to tech hubs or having easy access to tech parks can, therefore, easily be sold to this group of people. It can also help attract professionals working from home or needing flexible working environments by providing coworking spaces, meeting rooms, and high-speed internet inside residential complexes.

**Real Estate Preferences**

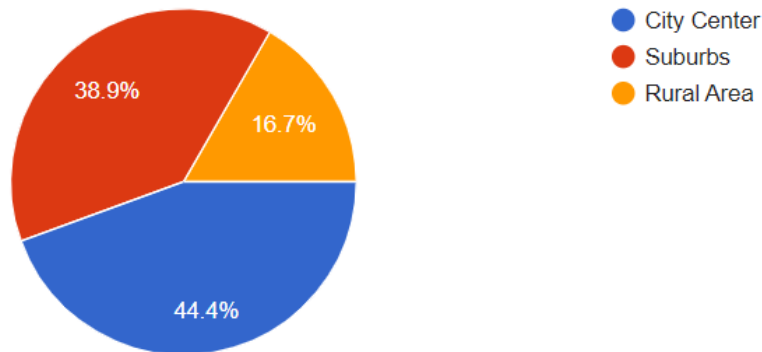
**Type of Property interested in:**



Insight: Preference for apartments.

It is recommended that the developers be more focused on apartment projects that are well-designed, fully equipped with necessary facilities, and strategically located.

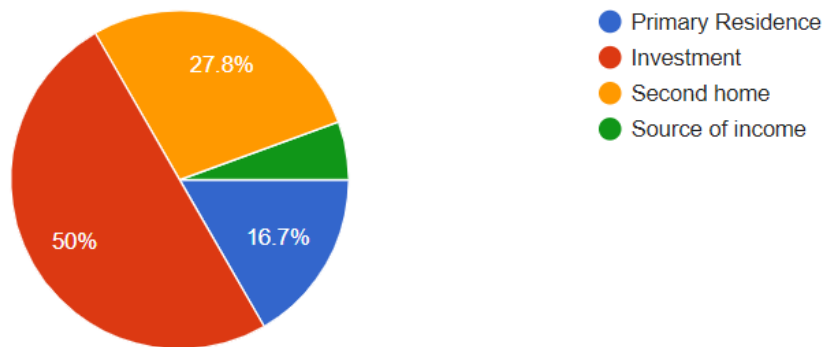
**Location Preference:**



Insight: City center and Suburbs are the most desirable location.

It's a trade-off between affordability and available space—suburbia is that middle ground. Developers should focus on suburban development close enough to the urban centre, hence with easy access, to be able to give a mix of affordability, space, and convenience.

**Main Purpose for Buying:**

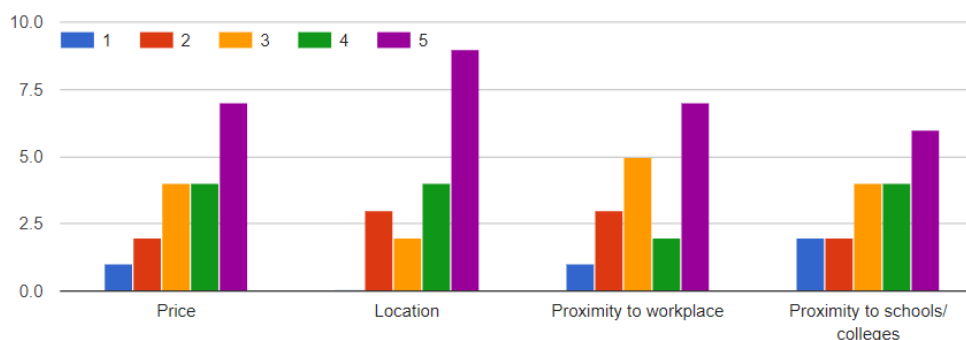


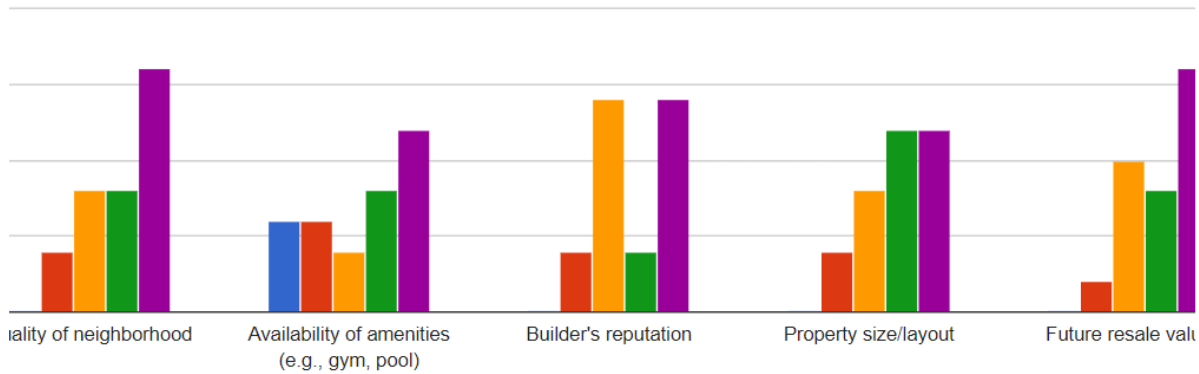
Insight: The principal use is for investment.

It should focus on features of the property that orient buyers towards short term and long term investment, including amenities, quality construction, proximity to schools and workplaces, and other community features.

**Factors Influencing Decision**

**Important Factors in real estate buying decision (Rated 4 or 5):**

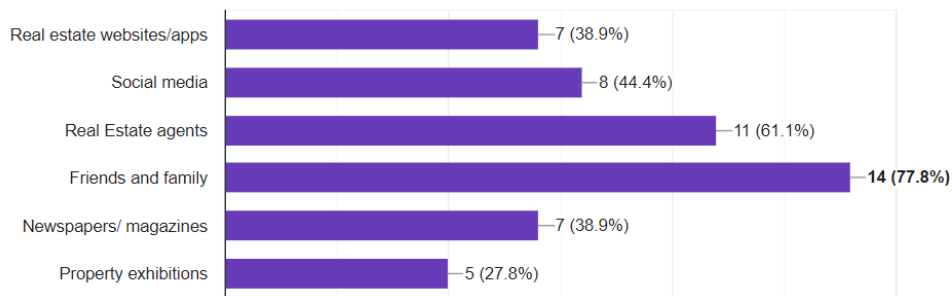




Price, location, neighbourhood quality, and property size/layout topped the list.

Analysis: Our pricing strategies should be competitive. Marketing strategies can focus on the quality of the neighborhoods and spacious layout. Information that may help in decision-making will include details regarding amenities, safety, and community atmosphere. Transparent pricing—with detailed cost breakdowns and value comparisons—will attract price-sensitive buyers. It can help in decision-making by depicting long-term benefits of owning a house, such as property appreciation and tax benefits.

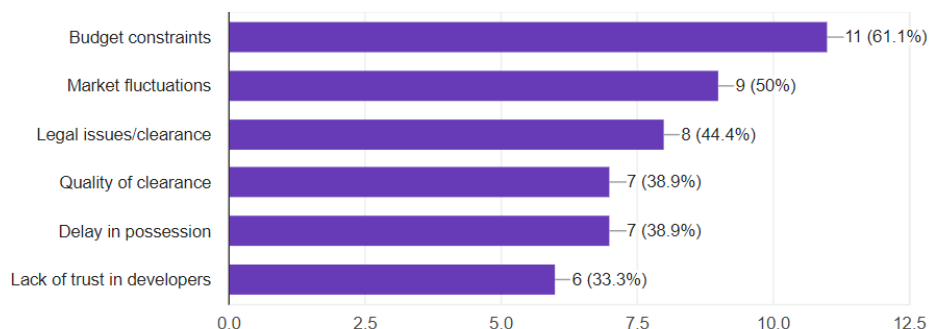
**Sources of Information relied on when making real estate decisions:**



Information Source: Real estate websites/apps, agents, friends/family.

An important online presence: A strong digital presence is essential. Resources are to be invested in SEO, intuitive websites, and apps to reach buyers online. Positive experiences of satisfied customers may be posted on social media and review websites in order to establish credibility with more buyers. Virtual tours, interactive floor plans, and detailed property descriptions can help in keeping visitors engaged online. Rendering a seamless online-to-offline transition, coupled with efficient customer service, can also help in enhancing the experience of buyers.

**Primary Concerns when buying real estate:**

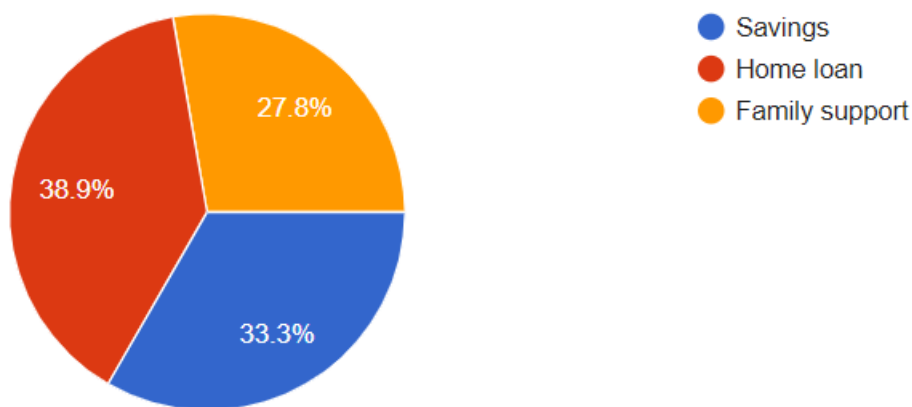


Key factors: Budgetary constraints, market dynamics, and legal issues.

Such concerns can be allayed by offering flexible financing options and lucid communication regarding legal documents and the long-term value of the investment. Information about market trends, future growth potential, and stability of the real estate market should be communicated to the buyer to provide him with more security about his investment. Assurances in terms of quality of construction, transparent documentation, and post-purchase services are bound to generate trust and confidence among buyers.

### **Financing and Investment**

#### **Financing Plan:**



Insight: Home loans are the primary method.

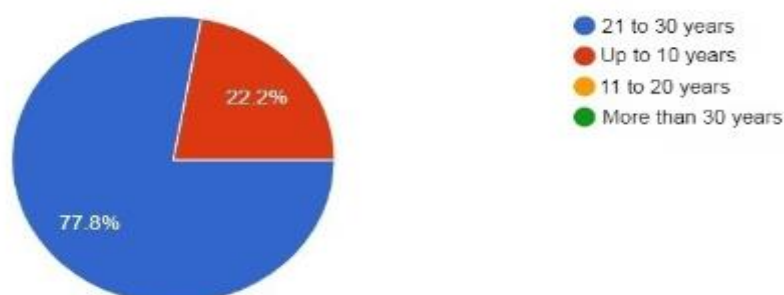
Analysis: Collaborate with financial institutions to come up with easy and attractive home loan offers. Adequate information on financing options can make buying easier for the prospective buyer. Pre-approved loan options, loan application assistance, and financial counseling would make it much easier. Also, highlighting special schemes, subsidies, or tax benefits that are attached to home loans will help attract more buyers.

#### **Home Loan Preference:**

Insight: Preference for fixed-rate loans.

Analysis: It could be claimed in the marketing that fixed-rate loans can provide stability and predictability. Certainly, those who like financial certainty will prefer such a deal. The long-term benefits and the fixed monthly payments should also be emphasized. Comparisons between fixed and variable interest rate loans, along with case studies of successful buyers, could be quite helpful.

#### **Comfortable Loan Tenure:**





Insight: 21-30 years

Analysis: All these tenures should be loan options, but the benefits of long-term investing need to be emphasized. It is important to emphasize monthly affordability over an extended period of time to make more people capable of affording a home. We should provide a detailed amortization schedule and projection for how equity will grow with time to make the deal more sweet for a long-term planner.

**Perception about Real Estate Investment:**

Insight: High return with moderate risk.

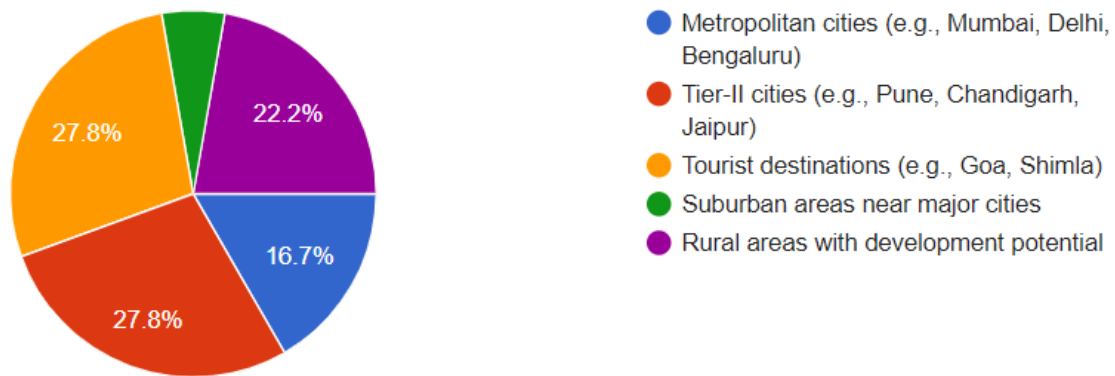
Analysis: We simply have to shift the focus on our marketing pitch to highlight the high-return and moderate-risk potential of such investment opportunities. Case studies, testimonials from satisfied customers, and information on market trends and future growth potential may all serve to engage the investment-minded buyer. These stories of successful investments, market analysis, and expert opinions could be shared for support for the perception of real estate as a good investment.

**Type of Investment:**

Insight: Mid-range housing

Analysis: Building and marketing mid-range housing will represent good value for money.

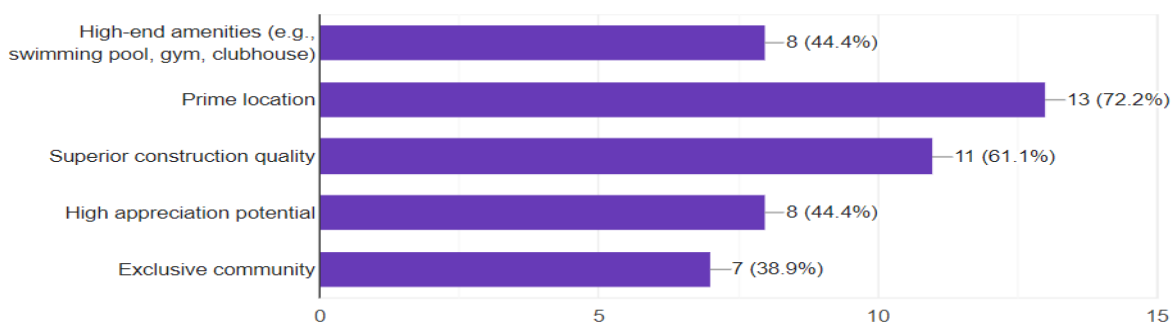
**Preferred Investment Location:**



Insight: Tier-II cities like Pune, Chandigarh, Jaipur.

Analysis: Invest in projects in these cities, highlighting their growth potential and lower cost compared to metropolitan areas.

**Expectations from Luxury Property:**

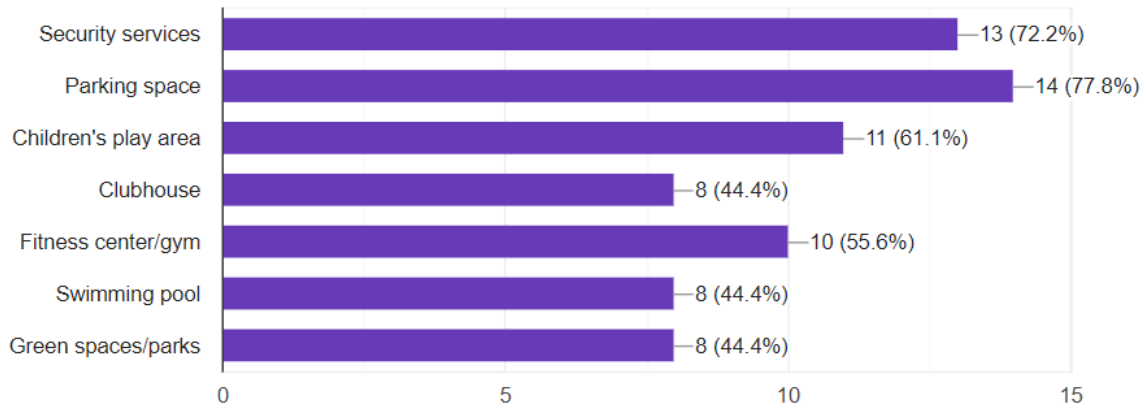


Insight: Prime location and high appreciation potential.

Analysis: For luxury properties, emphasize their prime locations and potential for high appreciation in value.

**Personal Preferences and Feedback**

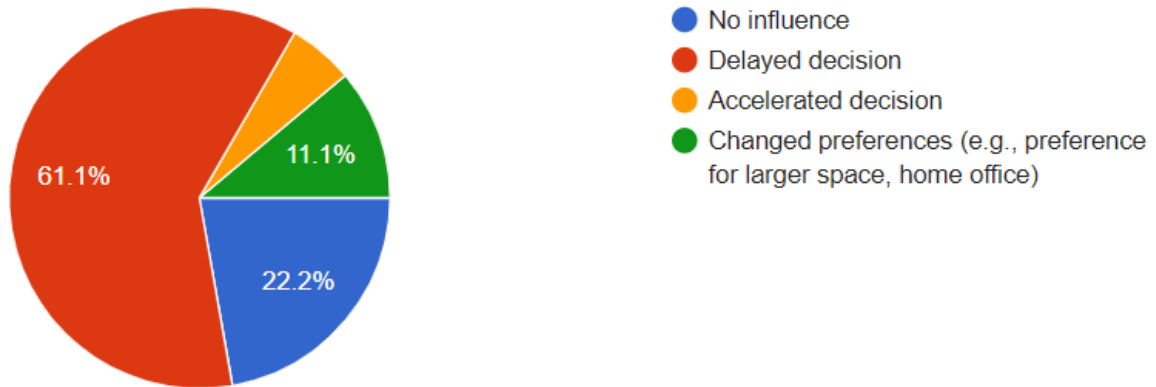
**Essential Amenities:**



Insight: Security services, parking space, green spaces/parks.

Analysis: Ensure these amenities are included in new developments and prominently featured in marketing materials.

**Impact of COVID-19:**



Insight: Changed preferences towards larger spaces and home offices.

Analysis: The design of properties should incorporate a home office and larger living space to satisfy post-pandemic trends.

**Additional Comments:**

Insight: Importance of timely possession and transparency in legal documentation.

Analysis: Focus on timely project completion and clear, transparent communication about legal documentation to build trust with buyers.

**CONCLUSION**

The survey of Gen Y Indians' real estate buying decisions reveals valuable insights into their preferences,

concerns, and priorities. The demographic profile shows a young, predominantly male audience, primarily employed full-time in the IT/Software sector, residing in major cities like Bengaluru, and looking for family-friendly, suburban apartments. Their buying decisions are influenced by price, quality of neighbourhood, property size/layout, and reliable sources of information like real estate websites/apps and personal networks.

Financial stability and the preference for fixed-rate home loans with long tenures indicate a favourable market for real estate investments. The perception of real estate as a high-return, moderate-risk investment further underscores the potential for growth in this sector. Preferences for mid-range housing and interest in Tier-II cities highlight opportunities for developers to expand their projects in these areas.

The impact of the COVID-19 pandemic has shifted preferences towards larger living spaces and home offices, indicating a need for developers to adapt to changing demands. Essential amenities such as security services, parking spaces, and green areas remain crucial for potential buyers.

To capitalize on these insights, real estate developers should focus on competitive pricing strategies, emphasize quality neighbourhoods and spacious layouts, invest in a strong digital presence, and offer flexible financing options. Highlighting the stability of fixed-rate loans and the long-term benefits of real estate investment can attract a wider audience.

Developers should also prioritize timely project completion and transparent communication to build trust with buyers. By understanding and addressing the specific needs and concerns of Gen Y buyers, real estate companies can effectively tap into this significant market segment and drive growth in the real estate sector.

## LEARNINGS

My experience at The House of Abhinandan Lodha provided invaluable insights and learning opportunities, which have significantly shaped my professional growth. Key learnings include:

### 1. Sales Strategies:

Developed and refined effective sales strategies tailored to high-ticket real estate deals.

Learned the importance of understanding client needs and aligning sales pitches to meet those needs.

Gained proficiency in negotiating and closing deals, ensuring mutual satisfaction for both the company and clients.

### 2. Client Relationship Management:

Enhanced skills in managing and nurturing client relationships, understanding client needs, and providing tailored solutions.

Learned the importance of building trust and maintaining transparency throughout the sales process.

Developed techniques for effective communication, active listening, and addressing client concerns promptly.

### 3. Team Collaboration:

Collaborated effectively with the closing team, leveraging collective expertise to achieve common goals.

Improved my ability to work under pressure and meet tight deadlines while maintaining high performance standards.

Learned the value of teamwork and how to harness the strengths of different team members to drive success.

### 4. Market Knowledge:

Acquired deep knowledge of the real estate market, including current trends, client preferences, and comp-

etitive landscape.

Utilized market insights to inform sales strategies and drive successful outcomes.

Kept abreast of regulatory changes, market fluctuations, and emerging opportunities in the real estate sector.

### **5. Financial Acumen:**

Developed a strong understanding of financial metrics related to real estate transactions, such as ticket sizes, project valuations, and revenue contributions.

Gained experience in managing incentives and financial rewards tied to sales performance.

Learned to evaluate the financial viability of deals and understand the impact of economic factors on real estate investments.

### **6. Customer-Centric Approach:**

Emphasized a customer-centric approach in all interactions, ensuring client satisfaction and fostering long-term relationships.

Recognized the value of listening to clients and addressing their concerns promptly and effectively.

Learned to anticipate client needs and proactively offer solutions that enhance their buying experience.

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