

## Real Estate InPro HUB & 5 Trends to shape the market in 2017.

If the Indian Real Estate economy needs to hit escape velocity in 2017, then Affordable Housing, Innovation, Efficiency, Technology, Real Estate Investing & Rise of construction in medium sized cities will act like its rocket fuel.

All geared up to *strike a new ray of sunshine* the "Real Estate InPro HUB" is set to tap the 5 most emerging trends for the much awaited heavy lifting.

**Affordable Housing - "Housing for All by 2022"** - With the government's thrust towards this sector & according it with Infrastructure status proposes a win - win for the developers & home buyers where funding towards affordability will be offered at lower rates. With the growing demand of the mid segment economy today, not far behind are the well-established developers who will look to tap this segment as well. Get ready for more construction & more investment choices at minimal interest prices.

**Real Estate Innovation & Efficient Construction:** Creative , Environmental friendly & Alternative construction use is a call for change, countries such as United States, China ,GCC region's & many more have been actively adopting alternative & efficient methods for constructions. Speedy developments with reduced waste creation, re-processed, reused, recycled materials & elevated procurement, supply chain methods will also act as a saving grace to this segment. Government's plan to drive FDI & local investments to the segment, has created wider scope for skilled employment and training of unskilled individuals. Durability & cost effective measures will also set a boost here.

**Rise in construction in Medium sized cities:** One of the key factors driving the primary influencers & end users towards the Indian Real Estate economy is the development of medium sized cities. This segment will offer a wider scale of growth & this is not a farfetched reality but it is already happening. This shift in paradigm is now a method to revamp business modules for the remonetised era in India, it is measured to allow dynamic growth in construction & development businesses which brings with it its unique opportunities.

**Real Estate Investing:** India has shot to the top list in the eyes of preferred real estate investors, it's about time that the sector pulls up its socks & keeps its eye open for the next best private equity, institutional or construction funding to strike right through in. India will set a new track record of being one amongst the fastest growing economies for the year 2017, leaving behind many countries in the race. Going up the ladder is a huge chunk of middle class segment who will now acquire taste to suit their style of living.

**Real Estate Technology:** Shaping & Re-shaping of the segment is highly uplifted with the use of smart, efficient & futuristic technologies. With technology kicking in even faster this year, it will set out to offer faster development opportunities & increased market growth. Thanks to Real Time and other such technologies, today many organisations can identify potential solutions which perhaps were lying around the corner. With Technology, Digitisation & Data Transparency being ranked highest many key actors of this segment have already begun to set their fundamental strategies out on a roll.