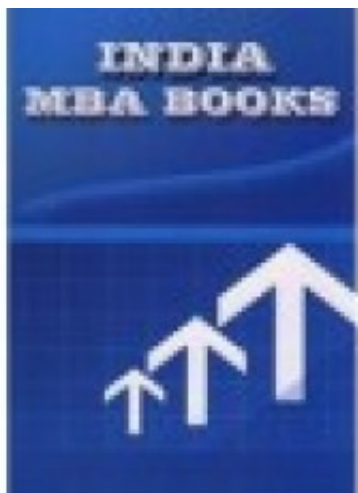


# REAL ESTATE MARKETING AND MANAGEMENT



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## **Short Description**

**REAL ESTATE MARKETING AND MANAGEMENT**

## **Description**

**REAL ESTATE MARKETING AND MANAGEMENT**

**SOLVED PAPERS AND GUESS**

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**Format: BOOK**

**Pub. Date: NEW EDITION APPLICABLE FOR Current EXAM**

**Publisher: MEHTA SOLUTIONS**

**Edition Description: 2021-22**

**RATING OF BOOK: EXCELLENT**

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## **UNIT I CONCEPT 9**

**Fundamental concepts and techniques involved in real estate development process- Role of various organizations - CREDAI- BAI etc**

## **UNIT II EVENTS AND PRE-PROJECT STUDIES 9**

**Modeling sequential events in real estate development process - Site evaluation - Land procurement - Development Team assembly - Market study**

## **UNIT III DEVELOPMENT PLANNING & APPROVAL PROCESS 9**

**Identifying technical inputs required, planning objectives, front end clearances from various authorities, timing of the project and scheduling**

## **UNIT IV CONSTRUCTION AND PROJECT MANAGEMENT 9**

**Identifying the elements of infrastructure and the resource mobilization, disaggregating the project components, mobilizing the human and fiscal resources procuring and storing materials**

## **UNIT V PROJECT MARKETING & HANDING OVER 9**

**Over of the completed project- Communication tools required for presenting the project -In house sales promotion -Franchisee system -Joint venture and sharing issues - Procedure and laws**

**relating to transfer of completed project.**  
**TOTAL :45 PERIOD**

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