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Home Buyers Combine - HBC, a Pune based Group Buying Company, today announced that it has finalized a housing project with Raj Heramb Properties at Punawale - near Hinjewadi, adding yet another buyer group - builder partnership to its portfolio. HBC has been known in the realty space for introducing, in late 2010, a unique concept of group buying of houses for its customers resulting in a significant cost advantage.

Commenting on the partnership with Raj Heramb Properties, Nitin Degaonkar, Managing Director, HBC said: "It is very heartening to note that what started as an experiment in 2010 has now emerged as a unique platform for the home buyers. With this project with Raj Heramb Properties one of the reputed and quality conscious developers, we have added yet another group housing project, who have bought into our vision of providing cost effective housing through innovative solutions such as Group Buying.

"In this particular case we have successfully managed to work with the builder to bring down the property acquisition cost for the home buyer from the existing market rate at Punawale (near Hinjewadi) from as high as Rs. 4000 per Sq Foot to a very promising price of Rs. 2950 per Sq Foot," Degaonkar added.

HBC works on a bottom's up approach wherein the company understands and identifies demand for specific needs of the customers interested in buying a property. It proactively facilitates the value based home buying process by directly connecting a group of prospective buyers with specific requirements and budget, to a developer making it a win-win situation for both. The revenue scheme works as the builder gets working capital to work on the property without any extra expenses made on marketing, cost of finance and many other elements. This model works well for a developer coming up with niche and customized projects.

Commenting on this announcement, Santosh Patil, Marketing Manager, Raj Heramb Properties said, "This partnership with HBC is extremely important to us and is hundred percent in line with our core philosophy of continuously evolving our systems and business models, with a sole aim of providing value driven dream homes to our clients. We are confident that along with HBC we will be able to deliver more of such projects going forward."

The project is situated within the limits of PCMC at Punawale with total 250 flats of 2 and 3 BHK. Construction is scheduled for commencement in the month of August 2012 while completion is scheduled for December 2014. The early birds can avail initial price on first 50 units and even for the subsequent units; the buyers stand to achieve substantial savings of about Rs. 6 Lakh to Rs. 10 Lakh per flat.

Till date, HBC has facilitated many projects like, Yashwin, Palash 2e, West Meadows Insignia Elite and Regalia Residency. In the process; the company has helped more than 400 homes for home buyers through their group buying concept which has helped HBC to gain a position of 'Voice of Buyers' from its customers.