



The Growing
Influence of

EVENTS IN REAL ESTATE MARKETING

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**MARKET SURVEY BY
360 REALTORS**

Foreword

In the current scenario, Real Estate events are increasingly becoming an important platform to reach out to potential customers. A well-planned event gives a favourable environment for both Real Estate developers & Marketers to showcase their products. Likewise, they are also very convenient for customers as they can learn about various offers in detail & then subsequently take their decision.

In the past few years, the landscape of Real Estate marketing has evolved dramatically. The uptrend in digitization is making a revolutionary makeover from earlier forms of marketing. Newer forms of marketing such as search & display, content marketing, road-blocks & publisher exchange are becoming very popular in the present-day scenario.

However, despite growing trends of digitization & constant inroads made by web & technology, Real Estate events continue to remain a major source of marketing & brand promotion. A well-managed event can go a long way towards generating quality leads, resulting in higher closure rates & offer ample opportunity for brand visibility.

Not only marketers & channel partners, but developers also understand the growing significance of Real Estate events in showcasing, promoting & selling their properties. Hence, they are earmarking bigger budgets for events. As events offer better channelization of the sales force, they are generally believed to give better ROIs.

In order to further understand & evaluate the growing importance of Real Estate events, we have conducted a market survey amongst 300 respondents, which primarily includes Real Estate marketers, developers & channel partners. The survey validates how essential events are becoming in present-day marketing. 40% of the respondents believe that events are extremely important to win in modern realty warfare. There are a host of benefits revealed such as dedicated leads, future references, a better understanding of customer requirements & much more.

Going forward, events will continue to gain significance in Real Estate marketing. Both developers & marketers will push for bigger budgets for conducting events to leverage their growing significance.

Asha Singh

Vice President - Marketing
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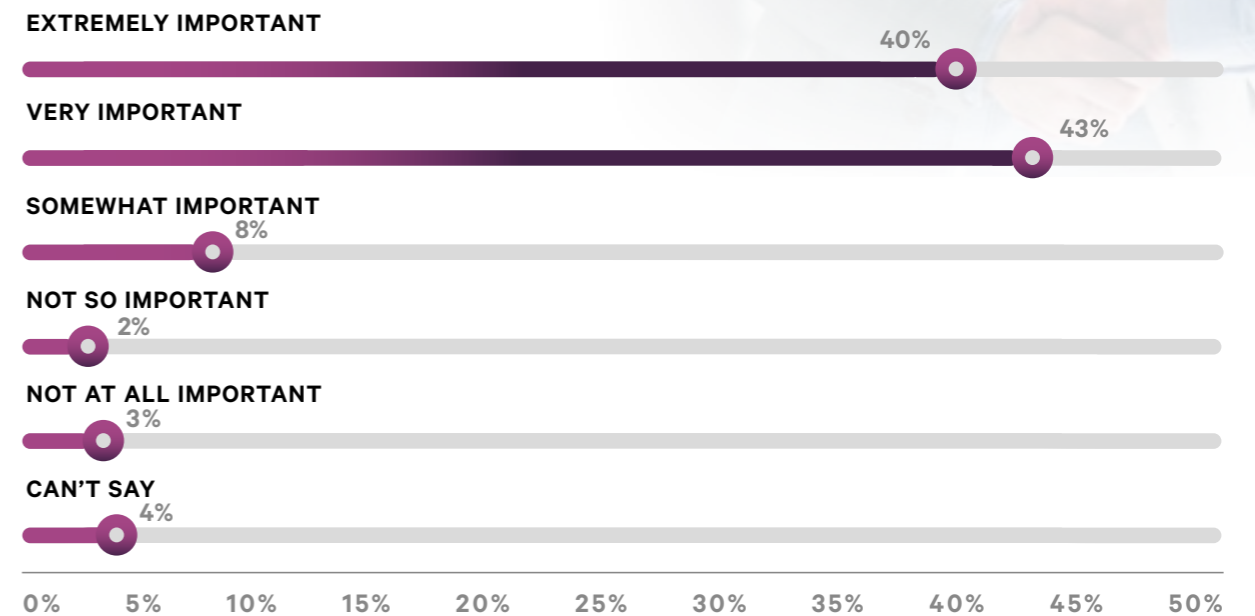
The Industry is Banking Big on Events

Real Estate players are banking big on events to reach out to potential customers. On being asked whether they believe that Real Estate events

are important, an overwhelming 40% replied that they are extremely important, whereas 43% replied that they are very important

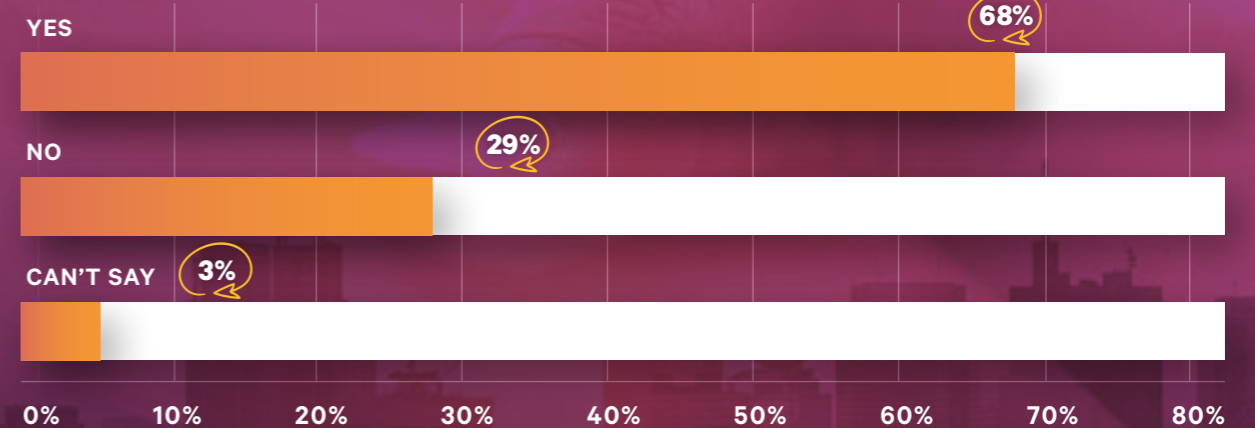
- demonstrating the growing significance of realty events amongst the fraternity.

How Important are Real Estate Events

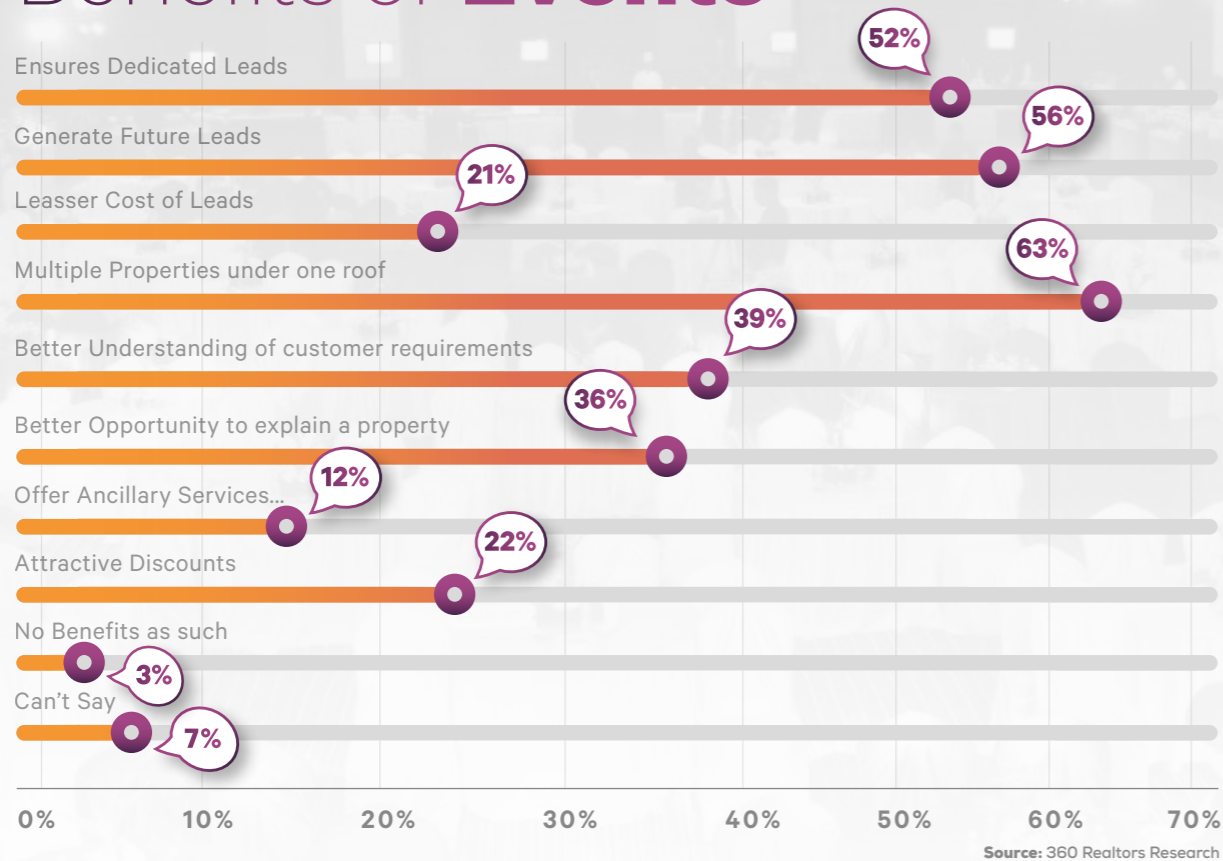


Upon being asked whether they feel the importance of events has risen in the last 3 years, 68% replied in an affirmative tone.

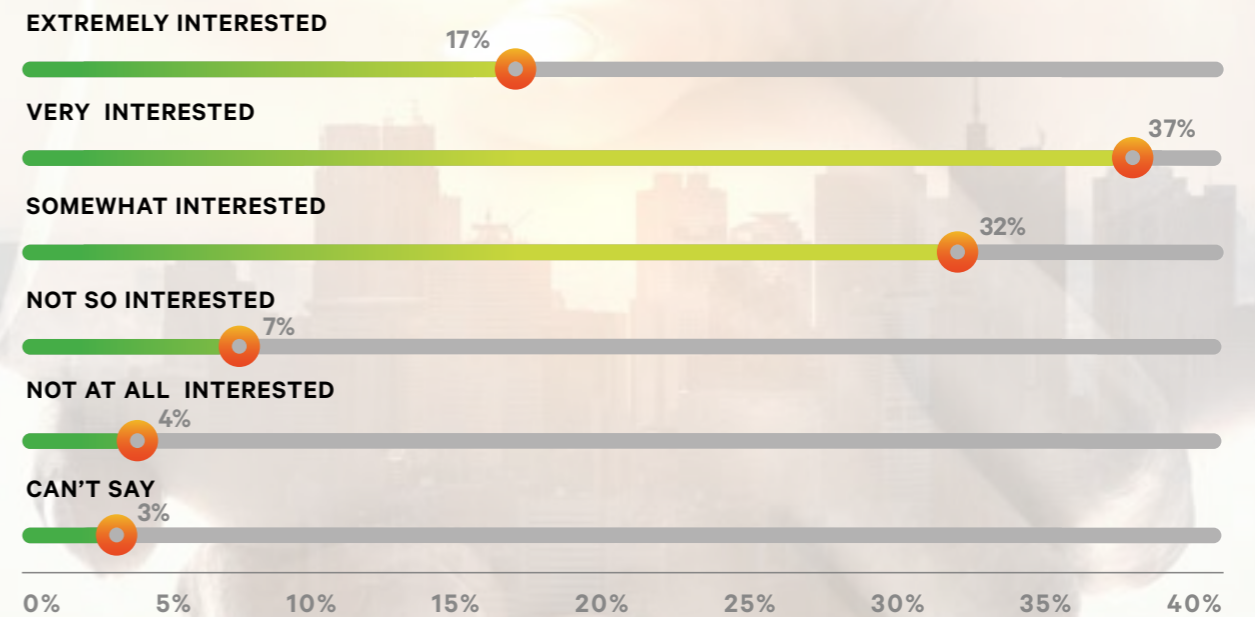
Has significance of Events Risen in Past 3 years



Benefits of Events



Developers & Real Estate Events



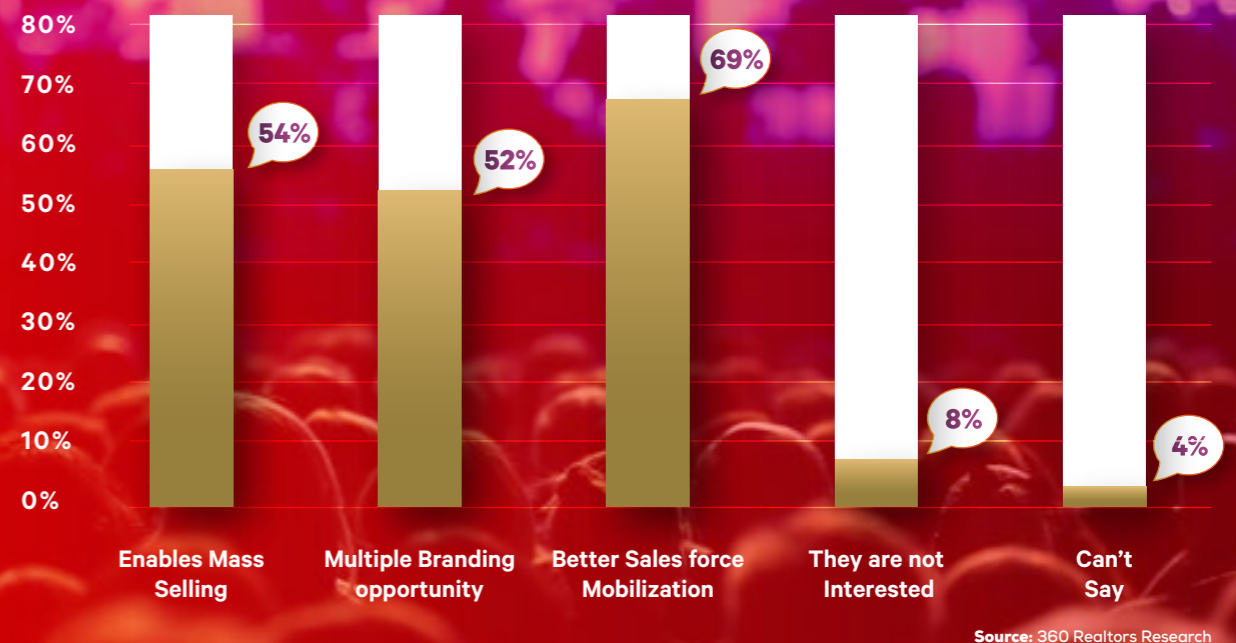
The growing interest amongst the developer fraternity for sponsoring events is rooted in numerous factors. 54% of the respondents believe that it gives them a mass-selling

opportunity for their products. Likewise, 52% of the respondents believe that apart from selling, events give developers a powerful platform to brand themselves. A whopping

69% believe that events are associated with better mobilization of the sales force.

There are multiple benefits associated with modern-day events in Real Estate. Around 52% of the marketers believe Real Estate events ensure a better quality of leads. Generally, it is believed that someone who is walking in for an event is a serious buyer & is looking to buy/ invest. As the quality of the lead is good, it is generally easier to convert such leads. Likewise, 56% of the respondents believe that such events also generate quality references for the future. Many potential buyers not purchasing properties at the event can be contacted in the future as they are believed to be quality leads. Almost two-thirds of the respondents believe that events offer a convenient atmosphere for showcasing multiple properties under a single roof. In this way, it is an apt way to market realty products. A little less than 4 out of 10 respondents believe that events enable them to understand

customer requirements better. Likewise, a nearly similar number of respondents have indicated that events enable them to explain the property in a better way. 22% of the respondents believe that as events have attractive discount offers. Roughly similar numbers believe that events are marked with cost-effective leads thereby giving an edge to the marketing initiative. The developer fraternity also understands the surging significance of Real Estate events as a medium to tap into the potential customer base. On being asked about how interested Real Estate developers are in sponsoring events, 17% replied that they are extremely interested, whereas a sizable 37% responded that they are very interested. Slightly less than one-third replied that they are somewhat interested in sponsoring an event.

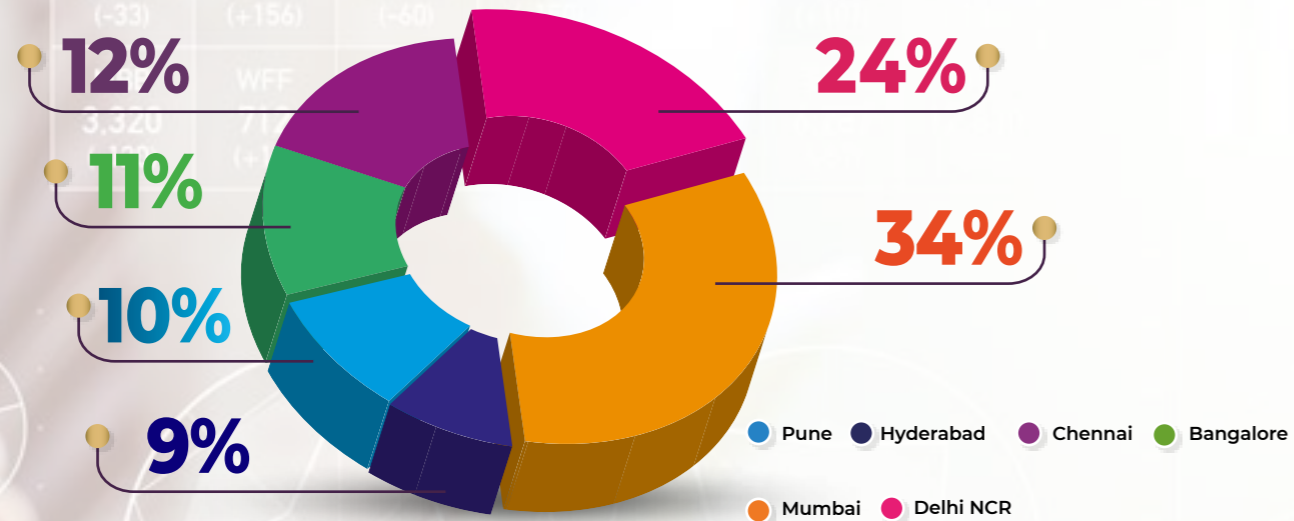


Conclusion

Real Estate events in India will continue to gain further ground as marketers, channel partners & developers are realizing their growing significance. It is widely believed in the fraternity that a customer-oriented event with good sponsors can attract a lot of potential buyers. People visiting events are believed to be more serious than other marketing campaigns & hence result in higher deal closure. Apart from home buyers, events can also give valuable insights for investors as well. They can also auto-generate lead for future references & likewise, they offer a tremendous opportunity for enhancing brand visibility of the developer.

Market Research Methodology

City wise split of respondents

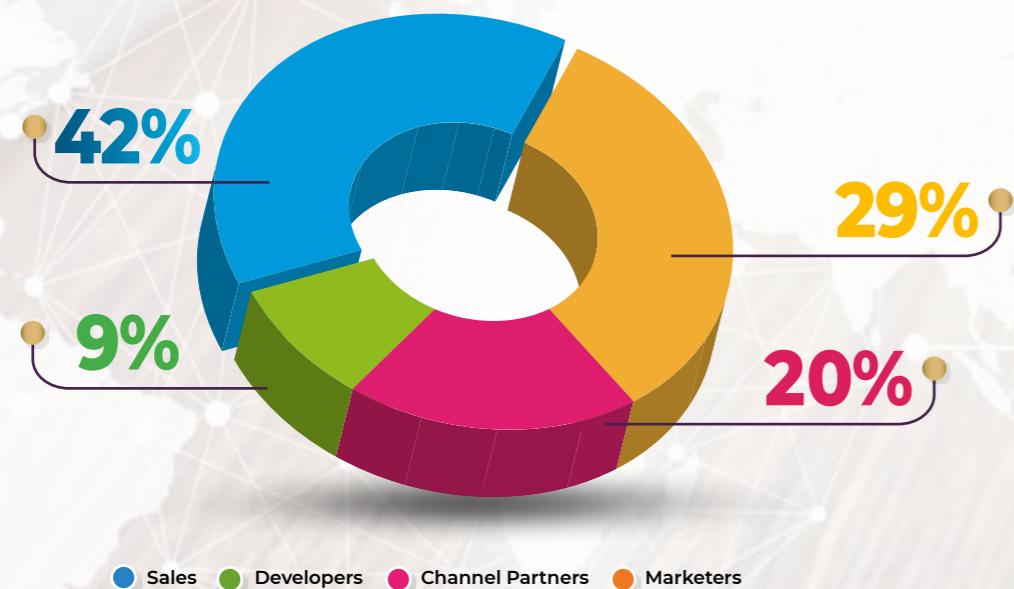


This Market research is based on primary research with the help of a survey questionnaire. 300 potential respondents have been identified across Indian metros. The respondents are Real Estate professionals comprising

of marketers, sales professionals, channel partners, & developers. In order to maintain the authenticity & robustness of the responses, professionals are identified with at least 3 years & more of experience in the industry. The survey was

conducted both online as well as offline. Respondents were also asked to share other important insights about Real Estate events to garner wider responses.

Split of respondents by profession



PRESENCE
IN 9 COUNTRIES
GLOBALLY

15000+
SATISFIED
CUSTOMERS

350+
REPUTED
DEVELOPERS

40+
CITIES
IN INDIA

300 REALTORS