



**BKS REALCON**  
PRIVATE LIMITED



**BKS REALCON PVT. LTD.**

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NATIONAL ASSOCIATION OF  
REALTORS-INDIA



Realtors & Estate Consultants  
Association of Kolkata





## creating customer value through our real estate advisory services

BKS REALCON PVT. LTD. is a young & dynamic real estate advisory company based out of Kolkata.

It provides a wide range of services to both buyers and developers and has made its mark in the real estate sector because of its thoroughly professional approach and its dogma of adding value in every business it undertakes.

Drawing on the significant expertise of its principals across all facets of property, construction, planning, corporate advisory, finance and funds management, its clients are able to access and benefit from the firm's deep understanding of real estate. Up-to-date assessment of markets, knowledge of recent transactions and in-depth analysis of relevant industry and economic data are key inputs into the firm's leading advisory services.

With a core focus on client relationships, BKS REALCON PVT. LTD. prides itself on providing a high quality service in a timely manner and on the professionalism and integrity of its people.

## why us?

A strong rapport with the real estate fraternity, excellent data bank of investors and unparalleled professional quality of advisory services comparable to the international standards.

We diligently follow processes without being overly mechanical. Our professionals have a clear thought process and well laid out plan of action for every service we provide devised by combining the wealth of experience and deploying the best practices of the industry.

We understand the importance of a process based approach and believe in providing top quality consultancy services. Our people are our biggest strengths and they love to go the extra mile to understand your needs and provide you a completely customised solution.

## quality of service

The pillars working round the clock behind this advisory firm are all professionally qualified with a strong real estate background. This strong knowledge of the market standards and the new happenings help them to make a better offering to their clients.

## investor bank

The firm has a strong rapport with both the developer as well as the investor fraternity and can hence provide lucrative opportunities at the early stages of any project. The developers can leverage on our investors data bank to push early sales; and the investors can benefit by getting special deals before the formal launch of the project.

**At BKS - we have only focus and that is you!**

## who we are?

A bunch of professionals with a strong real estate background, knowledge of marketing standards and excellent network.



**Brijesh Singh**  
DIRECTOR

He has been the pillar of strength for BKS Realcon. His sharp acumen and constant endeavor of surpassing customer expectations has gained him the trust of all customers and catapulted the company to dizzying heights.



**Binod Singh**  
DIRECTOR

He has been associated with BKS Realcon for the last 14 years. His longstanding association with the developers and excellent rapport with the local market has carved a niche for the company in the warehouse market.



**Nilesh Kr. Singh**  
SALES HEAD

He has been instrumental in the phenomenal growth of the company in the last few years. His modern ideas, penchant for new technology and out of the box approach has won acclaim for BKS within a very short span of time.

## what we do?

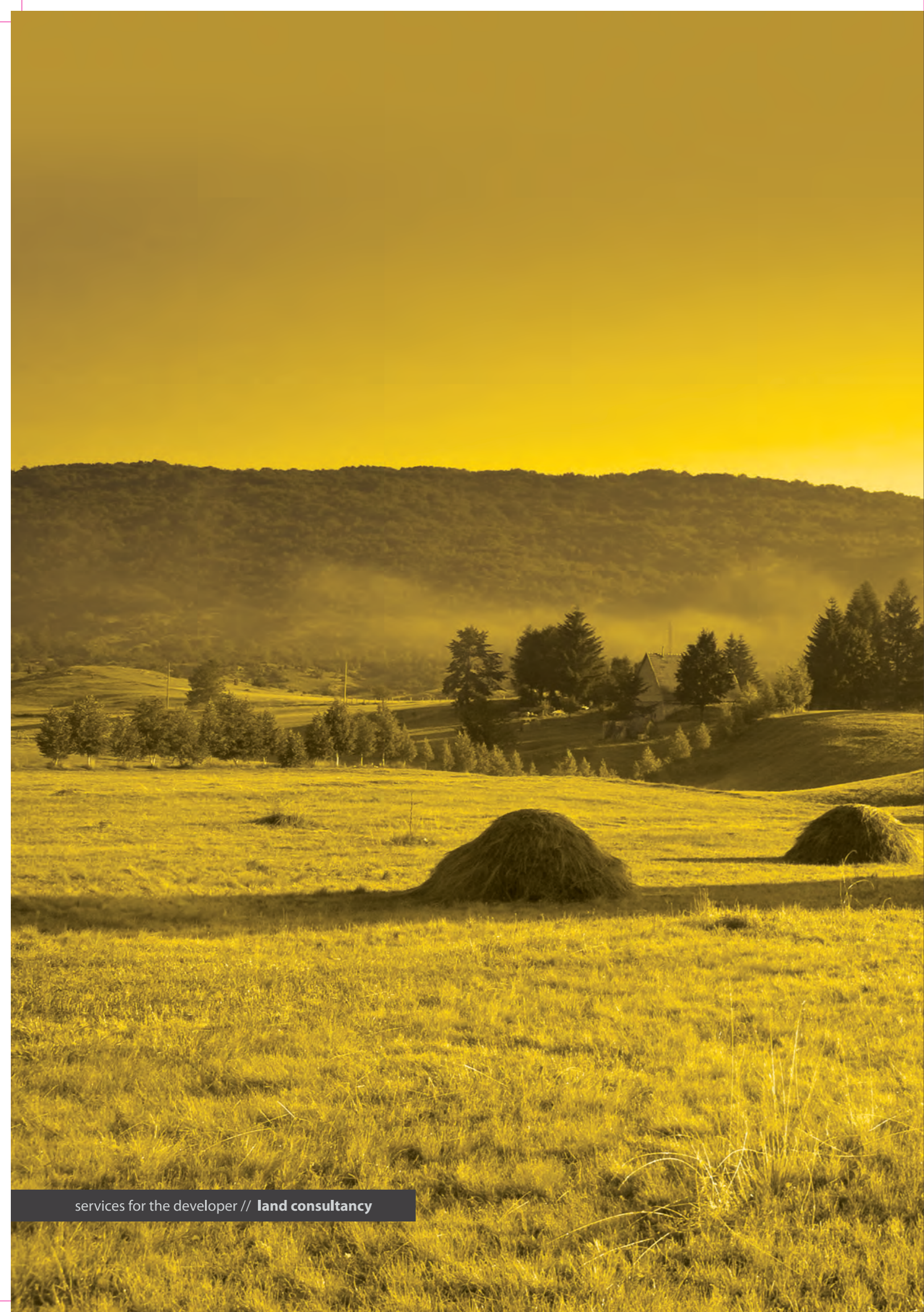
BKS provides a bouquet of services pertaining to real estate advisory through a strong, vertically-integrated team of professionals with a deep understanding of the real estate market and abundant experience in client servicing.

### for developers

- Land Consultancy
- Hospitality Management Contract
- Project Marketing Advisory
- Project Research

### for buyers

- Residential Property Consultancy
- Commercial Property Consultancy
- Investor Portfolio Management
- Commercial / Residential Property Rental
- Warehousing



services for the developer // **land consultancy**

# property rental

Our contacts with project developers, brokers, real-estate companies all around the region and our deep understanding of customer needs enable us to match the right potential tenants to suitable properties.

BKS offers complete property rental assistance to MNCs, private companies and individuals and has a huge data bank of both old and new properties available on rent.

Our dedicated consultant works closely with the property owners, real estate agencies and tenants to understand the needs of each stakeholder and ensure the right fit. We take special care to assist first time tenants in moving into their newly rented property in a smooth and hassle free manner providing them with complete transaction support.



# land consultancy

Our wide network and excellent connection with sub-brokers across the region gives us a strong edge in facilitation of land acquisition and provides us access to detailed land information.

BKS Realcon's highly experienced and professionally qualified staff can advise with confidence and authority on all aspects of land consultancy, and are respected throughout the region for their unequalled knowledge of the local land market.

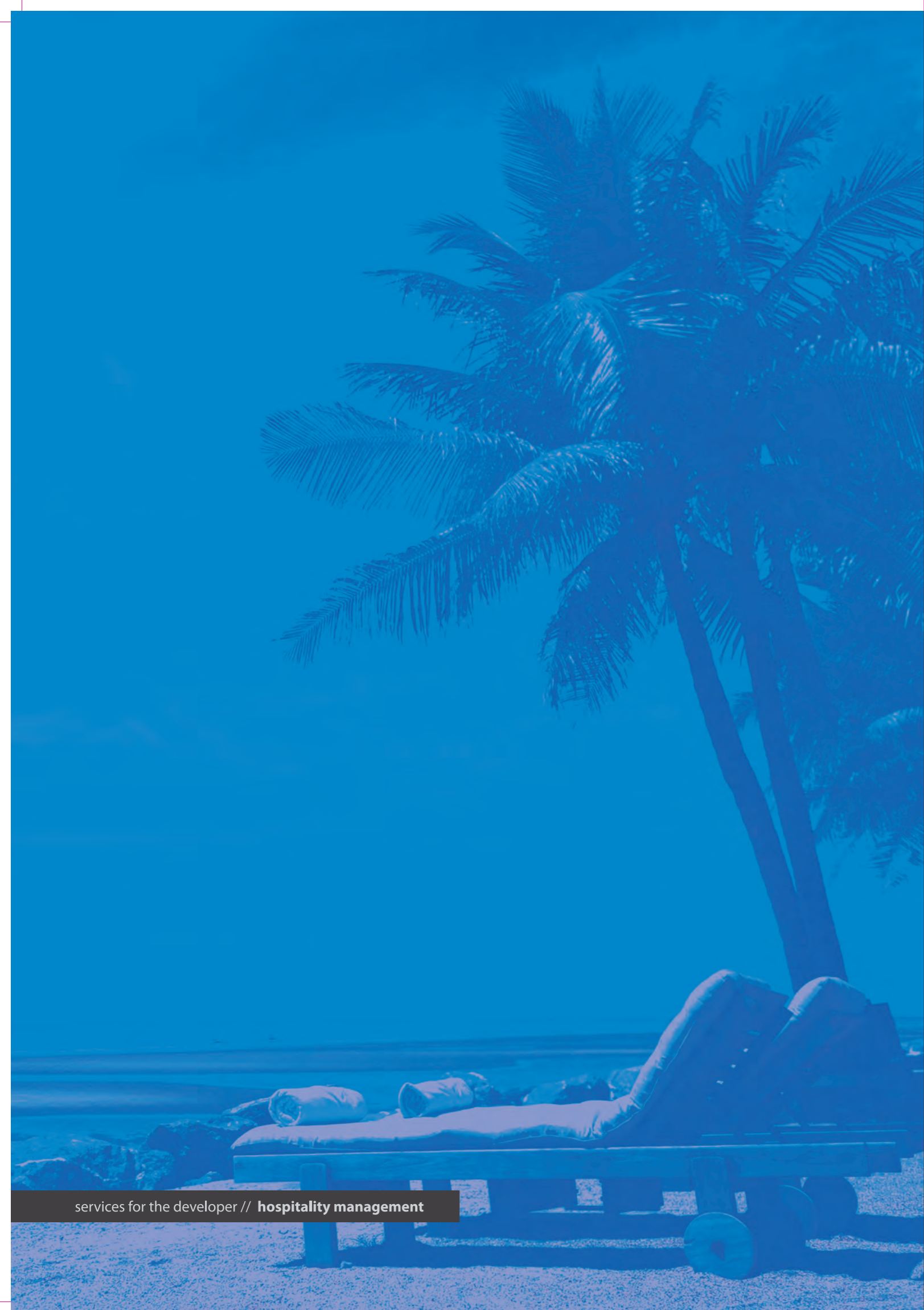
When it comes to land consultancy and development, we know who to contact and how to get things moving.

Our comprehensive land consultancy services include:

- Providing an honest and accurate appraisal of a plot's financial value
- Assessing the development potential of a plot
- Offering a clear title and litigation free land
- Advising on the potential benefits of gaining planning permission

We work closely on a daily basis with a range of land experts on key issues such as planning matters, legal requirements, environmental considerations and sustainability issues.

This enables us to provide a total land consultancy service from conception to completion, and ensures we can achieve the best possible deals for our clients.



services for the developer // **hospitality management**

# investor portfolio management

Our experience, expertise, and organizational strength enable us to leverage our in-depth market information and extensive developer network to actively manage diverse real estate portfolios and create value for our clients.

Our real estate advisors help clients make the best decisions about property development, planning, and investment, so they can seize the right opportunities for tomorrow... today.

Our experienced professionals provide market-driven, analytically-based, practical, and financially sound advice.

Our proximity with multiple developers gives us access to essential information on special pre-launch and soft launch offers on various projects that can add significant value to our client's portfolio.

We recognise that effective management is the key to asset performance and liquidity.



# hospitality management

Our contacts with global leaders in the hospitality industry and deep domain knowledge enable hotel owners and investors to secure the best contract for the management of their property.

Our advisory services will provide the client with commercial and / or legal advice in respect of the design and construction of the several contracts involved in the management of a hotel by a professional management company.

The typical deal structure is as follows:

- Short-listing qualified operators based on the client requirements
- Drafting a Concise RFP (Request for Proposal) outlining the client's objectives
- Facilitating site visits and communication with client
- Evaluation of proposals and selection of Operator
- Structuring the MoU and finishing the deal

Our goal is to help our clients to achieve optimal performance from their hospitality investment.



# commercial property consultancy

Our commercial property advisory is tailor made for Indian companies and MNCs looking for expansion or a new venture. Our experts assist in their space search for retail, offices, warehouses, land etc.

BKS Realcon has a strong in-house team of technical and marketing experts who keep a finger on the pulse of the commercial market. They undertake comprehensive research after understanding your needs and identify potential areas of property acquisition.

We combine a nationwide network with local level knowledge to source the best commercial properties for offices, warehouses, factories and retail. Our relationship with developers enables us to facilitate negotiations quickly and competently and helps us secure the best deal for you.

Our connections with the leading architects and interior designers help you get your commercial property ready for use in an extremely time and cost efficient manner.

# project marketing advisory

Our strong focus on the customer relationship management has given us a deep insight into the tastes and needs of the consumer which helps us devise the right marketing strategy for your project.

Marketing your project is not about glossy brochures and advertisements... it is about targeting and understanding market demand, crafting the product that meets that demand, conceiving an efficient, multi-faceted and customized strategy to reach buyers with compelling messages... and executing. The most successful projects are marketing driven from the start.

BKS brings hands on industry-wide perspective to the task. We assemble and lead teams of communications specialists - graphic designers, media buyers, internet marketers, PR experts, and others - to develop and deploy comprehensive project marketing strategies:

- Market Vision
- Project Branding
- Consumer Research
- Marketing Budgeting & Reporting
- Strategic Market Planning
- Collateral Development
- Lead Generation Programs
- PR Strategy
- Marketing Alliances
- Overall Marketing Management
- Model Flat Design
- Sales Office Setup
- Project Model Creation
- Participation in Trade Fairs / Exhibitions



services for the developer // **project research**

# residential property consultancy

Our professional team is dedicated to complete customer satisfaction and offers a personalized service to each client assisting them with the selection of right homes depending on their budget / lifestyle preferences.

We are not in the business of trying to sell you a residential property... our aim is quite simply to help you find the home you want to live in. We'll work with you every step of the way and will guide you through the buying process from offer through to completion. We can accompany you on viewings and will let you know as soon as a potential property that suits your needs, comes in the market.

BKS Realcon endorses a diverse range of projects from multiple developers which gives it access to crucial information on special pre-launch and soft launch offers on various projects.

## PROCESS

- Understanding Client Lifestyle / Budgets
- Property Recommendations
- Brochures / Site Visits / Developer Interaction
- Finalizing the Property
- Assistance in Paperwork / Loan Syndication etc.



services for the buyer // **residential property consultancy**

# project research

Our experts undertake extensive market survey encompassing competitor analysis, customer characteristics, project costing and viability, etc. to ensure the success of your real estate development.

Whether you are trying to determine the best use for a piece of land, considering entry into a new market, to expand an existing development project, working to determine the viability of a site, or trying to justify a project to a bank or finance company, we can provide the research and analysis that you need to support all of your real estate development efforts.

- Highest and best use land analysis
- Site specific or general market, demographic reports
- Traffic flow, population, and business growth demand factor analysis
- Project cost breakdowns with profitability analysis
- Utility rates and utility availability site reports
- Product pricing models based on competition and demand drivers
- Project viability reports that provide crucial data to banks
- Primary customer surveys to determine customer characteristics
- Statistical models to identify relationships between demographics & demand
- Architect & PMC tie-ups on behalf of developer



# warehousing

Our excellent and long standing rapport with reputed local and national developers, enable us to keep updated with the latest offerings in the warehouse market and we can assure you of the perfect fit on extremely competitive terms.

In today's extremely competitive environment, business can only survive if logistics and supply chain management are perfectly synchronized. A very crucial factor for most companies is the availability of warehouses in favourable locations to maximize the organization's profitability.

At BKS Realcon, our specialists know that the selection of the right location impacts not only supply chain efficiency, but also has a significant impact on future cash flows. Our abundant experience in warehousing equips us to assess the client's needs keeping in mind all of the following crucial aspects:

- Location
- Price
- Layout
- Flow
- Ability to integrate materials handling equipment
- Size
- Cubic capacity
- Staging
- Truck access
- Trailer storage
- Turning lanes
- Freeway access
- General location