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Things to remember while investing in a CRE

Festive season is considered an ideal time to buy commercial properties

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Investment in a commercial property gives lot of advantages as such a deal yields better ROI and other spin off benefits. The festive season often brings about an increase in the economic activity, thus making it a very good time to invest in commercial property. Gaurav Mavi, co-founder, BOP Realty, says, "The festive season is usually a time of the year when spending is higher. Higher demand can therefore mean more footfalls and increased revenue generation on commercial properties, making them an attractive investment proposition, in turn. This can also contribute to long-term apprecia-

demand is heightened and risk perception goes down. This increases demand by attracting more and more investors, who create some competition that steers the prices upwards," maintains Mavi.

The stage is now set for long-term appreciation of commercial property values as this positive sentiment persists. Vikas Bhasin, chairman and managing director Saya Group, says, "The temperature and fervour associated with the festive season in India are such that it is the ideal time for even deep-rooted investment decisions to be made."

INCREASED CONFIDENCE

The festive season is usually associated with heightening the overall

One may expect a reduction in interest rates, processing fees, etc., with sufficient flexibility in the payment plans. Developers in association with these financial institutions introduce special packages that help high-value investments become more reachable. For a commercial property, this financial incentive does much to reduce acquisition cost and increases the return on investment.

Shivam Agarwal, VP, Strategic Growth, Sattva Group, says, "The festive season is a time of celebration and generosity, but for savvy real estate investors, it's also an ideal moment to seize market opportunities. Investing in commercial real estate during this period offers a strategic path to building long-term wealth. With property values and rental income generally on the rise, commercial investments provide a reliable source of cash flow. The festive season is known for its special promotions, and the real estate market is no exception. Developers and sellers often introduce exclusive discounts and incentives to boost sales during this period. This heightened consumer spending season creates a window of opportunity for investors to secure properties at lower prices. Beyond discounted rates, buyers can also benefit from flexible payment plans and added perks like free furnishings or extended maintenance services."



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tion in value by calling for increased demand in commercial properties during the festive season. As long as the economy keeps on growing and consumer spending is still on the rise, these commercial properties will hold their value and appreciate over time once they have benefited from increased footfall and revenue."

POSITIVE MARKET SENTIMENT

The festive season creates a positive market sentiment. This will create an upbeat feeling about the economic conditions among the buyers. This may lead to more competition in the commercial market, which increases the valuation of properties over time. Increased buyer confidence means

activities of the market, as buyers and investors develop more confidence. "This can be triggered by the belief that every new beginning in this period will turn out to be prosperous. To investors in commercial property, this increased market engagement provides the right atmosphere for buying or leasing, thus ensuring faster returns on investment," adds Bhasin.

SPECIAL FINANCING OPTIONS AND INCENTIVES

During the festive season, banks, and financial institutions, tend to introduce attractive financing schemes.

TAX BENEFITS AND FINANCIAL PLANNING

The festive season aligns with the year-end, a crucial time for tax planning. Investing in commercial property during this period can offer substantial tax benefits, such as depreciation allowances, mortgage interest deductions, and other property-related expenses that can reduce tax liabilities. The festive season presents a unique opportunity for investors to acquire commercial properties under favourable conditions being offered by the developers. With attractive discounts, increased demand, and significant tax benefits, it is a time when strategic investments can yield long-term rewards.