

Housing firms bank on technology to hook customers as lockdown bites into sales

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- Realty firms have enhanced their online marketing campaign budget and are advertising on their websites as well as on online property classifieds

NEW DELHI : With housing sales almost coming to a standstill due to lockdown, real estate developers and brokers are offering freebies and taking help of technologies, like digital walk-through of projects, to reach out to prospective customers for online bookings of properties.

Builders and brokers are also giving an option to cancel online bookings with no penalty up to 90 days, if customers decide not to buy after doing site visits once the lockdown ends.

Realty firms have enhanced their online marketing campaign budget and are advertising on their websites as well as on online property classifieds. Social media platforms like Facebook, are also being used for marketing purposes.

Gaurs Group has started a campaign 'Ghar Baithe Ghar Kharido – Knockdown offer, under which a customer can book any residential or commercial unit by paying just ₹1 lakh online.

The balance booking amount can be paid over the next 100 days and units can be cancelled without any penalty.