



Virtual tours may not be enough to buy a house

6 min read . Updated: 13 May 2020, 10:10 PM IST

Ashwini Kumar Sharma

- Digital marketing can help gather information, but physical verification is a must
- Since the onus of doing the due diligence lies with the buyer, you may have to visit the site and other offices

Real estate is among the worst-hit sectors due to lockdown, with both construction and sales of property coming to a complete halt. While the government has allowed commencing of construction work in some non-containment zones, the real challenge for developers and consultants is to motivate [homebuyers](#) to buy property in such uncertain times.

Given that social distancing has become the new normal and is expected to remain so for a long time, developers are reinventing themselves and adopting digital methods for marketing and sales to attract homebuyers. Along with that, they are also using the time-tested practice of offering discounts and deals. We tell you about the initiatives and offers developers are rolling out in the market.

virtual tours

Before buying a flat or property, you would like to visit and inspect the sample flats. You would also like to inspect the construction activity on the project site. However, given the lockdown and other restrictions, that's not possible immediately.

However, what if you don't like the property when you finally visit in person? Some developers are providing a refund of the entire booking amount in case buyers change their minds after visiting the site. Typically, the booking amount is non-refundable though. "There are many people who are considering buying properties, but are not doing so as they are unable to take site visit. Our offer is aimed at attracting such buyers. As we are offering 100% refund in case a buyer opts for cancellation within a stipulated time period, they can safely book a property of their choice," said Manoj Gaur, managing director, Gaur's Group, and chairman, Affordable Housing Committee, CREDAI (National).

Do check the terms and conditions for the refund though. Many other developers are offering full refund upon cancellation of online booking but only within a stipulated period.