

Press Release from the CEO

April 6th 2009

“QUOTES”

Huge Response

“We have received responses to our initial ads in line with the market responses of 2007 - this is a huge jump from recent months, and confirms that this is the sort of value delivery buyers want”

Buyers decide Price

“Buyers have effectively had the control in the market for the last 6 months, this Buyer Bid campaign simply recognizes that fact and allows the market to move forward”

No Gimmicks !

“buyers are sick and tired of being treated like fools with crazy offers of free this and that - all they want is honest transparent value, and a quality product from a reputable builder”

Simple and easy

“one of the key reasons this campaign works so well is that it is really simple and easy for the buyer to move forward and make their offer, it's a no hassle style of buying - no haggling or arguing”

Huge public response to ‘Buyer Bid’ campaign !!

Giving buyers the opportunity to bid for property on their terms has turned out to be a winning formula for L J Hooker and their client IDEB.

The last remaining stock (some 49 apartments and villas) at IDEB Tivoli in Whitefield has been put to the market in this unique sales campaign that lets the buyers make their bid on what price they are prepared to pay – the high bid in at the end of the program (25th April) will buy the property.

The only stipulation is that the bid must be at or better than the reserve price, but given the reserve is some 30% below the previous market this isn't much of an obstacle.

The first ads ran last weekend and L J Hooker Managing Director Alexander Moore says “the sales team have been swamped with enquiry, we are seeing the best site visit numbers since August last year. People are recognizing that this is a

great chance to buy quality near completed property at really unrepeatable value”

Mr Moore further adds that buyers are happy to have a really open and value driven sales process.

As he says “people are sick of marketing companies trying to dupe them with crazy offers of ‘free’ cars and ‘buy one flat and get one free’, they know it's all nonsense and they just want honest up front value from a reputable builder”

Mr Moore adds that the campaign is successful because it recognizes what buyers want, and it delivers it easily and without hassle “simplicity and good value - that's what the buying public wants and that's what we're giving them here”

Deadline for bids is the 25th of April....



Alexander (Sandy) Moore
Managing Director & CEO

L J Hooker Project Marketing
Suite 201 'Raheja Plaza'
Commissariat Road
Bangalore 560 025 INDIA

mob: + 91 99803 31580
email: amoorespm@ljh.in
web : www.ljhproperty.com