

# Press Release from the CEO

February 15th 2009

## “QUOTES”

### Interest rates Down

“The recent drop in rates has given an EMI saving to buyers of between 15% and 20% - buyers can either take the saving or make a significant upgrade in the quality of property they are buying”

### Prices bottom out

“Prices of most new stock has been trimmed by 10% to as much as 20% giving buyers a better deal than ever before. The underlying costs of land and construction will see prices stabilising at these rates”

### Position, position..

“a message to buyers is to pay that bit extra and always buy the best location you can afford. Well located property always appreciates faster than average property”

### Current deals good

“deals available in the current market place are as good as they’re likely to get and young buyers in particular should try and get into the market now while the good deals are available”

## An Ideal time to buy Property !

Current market conditions are forming to make it the ideal time for buyers to enter the home market.

The RBI are concentrating on the push against inflation to bring home loans down and with the global melt-down the real estate market has seen a price correction across all sectors.

We have recently seen a 2 point drop in the lending rates of most major banks and this equates to a 15%-20% saving in EMI for the buyer.

“This makes it an ideal time to find an investment property or a property for the first home buyer, the buyer will save around 15% in EMI financing rates plus a discount from the builder of a similar margin” reports CEO of L J Hooker Project Marketing Alexander Moore.

On a global scale India is in a very good position where we expect to still experience a high level of growth in the next year, whereas the rest of the global economy are not looking to be as lucky.

In Bangalore we also have a large floating population which adds to the inherent market demand for housing.

Bangalore is also seeing developers keen to move on their inventory levels, “Deals available in the current market place are as good as they’re likely to get and young buyers in particular should try and get into the market now while the good deals are available” says Mr Moore.

L J Hooker believe that the price drops we have seen are the end of the cycle and that this couples with the drops in interest rates have left a much more attractive market for buyers.

The last advice is to buy quality well located and well connected property—it will always do better than secondary positions.



*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**