

## BOP to open 15 realty boutiques in North

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SIP coffee and savour snacks on the house while you talk about real estate you may wish to purchase. This is the new mantra of the Delhi-based real estate management and advisory firm, Better Options Propmart (BOP) which has drawn up an ambitious project to set up a chain of 15 real estate boutiques across various North Indian cities including Delhi NCR.

Titled, BOP studio, each shop will have sit-in consultants for detailed and free counselling for every customer. The studio will be centrally air-conditioned with the ambiance of a high-end store showcasing various projects across various north Indian cities from which the customers can choose from.

Talking to ET, Amit Mavi, MD, BOP said, "You could walk in, avail our free real estate consultancy and still not buy any of the properties being showcased. It's a unique concept where we want to bring consumer durable shopping experience to real es-



### AS YOU LIKE IT

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tate buyers. We expect people to perceive BOP as a real estate advisory service provider than a mere property seller."

In order to meet the current demands, BOP has established strong and dedicated channels

for both underwritten/brokered especially to specific target markets. With a pyramid structure and low investment in set up and resource, BOP's main motive is to strengthen its presence in the retail market as well as have a strong sales channel.

He said that each BOP studio will have an initial investment of Rs 60 lakh onwards towards infrastructure alone while it also plans to open 2000 sq feet high street outlets at prime location in cities such as Jaipur, Lucknow, Agra, Kanpur, Ludhiana, Chandigarh, Amritsar, Noida and Meerut.

Mr Mavi said BOP will work on specific model where it will be in strategic partnership with locally strong and networked brokerages/individuals that has the capability to initiate a dedicated start up. There will be various models as per individual's strengths and

infrastructures. BOP extends various partnership benefits to its associates where they will give long term benefits to its directly affiliated companies under the BOP group.