

A STUDY ON REAL ESTATE BUSINESS IN SURAT CITY

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ABSTRACT

These days individuals need house, and land property to protect the future with investments for own uses and capital in the world. The inspirational viewpoint of the Indian government is the key factor behind the sudden rise of the Indian Real Estate Sector – the second biggest business after the agriculture in India. The growth curve of Indian economy is at a record-breaking high and adding to the rise is the real estate sector specifically. About two hundred and fifty ancillary industries such as cement, steel, brick, timber, building materials etc., are dependent on the real estate industry. The sole purpose of this study is to determine the current condition of the realtors in Surat city. It presents socio economic profile of the realtors, their use of promotional tools and its effectiveness, realtor's sources of funds, their eligibility and SWOT analysis of realtors (SWOT – Strength, Weakness, Opportunity and Threat). Overall this study will be very useful for realtors to strengthen their position in current and future markets.

Keyword: Real estate, Realtors, Promotional tool, Funding, Surat.