

Real Estate Case Studies



Case Study #1 : Audits



Research Objective

- To understand whether the protocols are being followed in the service aspects



Sample size

- **Total sample** : 35 visits and 25 Tele calling
- **Coverage** : Mumbai



Methodology, Target Audience

- Study was conducted through CATI and personal visits by Auditors
- Auditors were males and females
 - Above 35 years of age
 - Personal visits to be made at the sites of the developers
 - Also calls were supposed to be made at the call center

Case Study #1 :Consumer Sentiment Study



Research Objective

- To gauge the sentiment and confidence of consumers regarding real estate investments
- Also to understand the future real estate markets through consumer's lens



Sample size

- **Total sample :** 300
- **Coverage :**
Mumbai, Delhi, Bangalore and Hyderabad



Methodology, Target Audience

Study was conducted through CAPI

- SEC A
- Age 35 years +
- Decision makers

「Thank You」

