



Editorial



Mukund Patel
Managing Director
Rutu Group

Channelising Progress (CP)!

Rutu Group has always advocated holistic growth of real estate. We have always acknowledged every pillar of our industry. We strongly believe in building long lasting relationships. This motivated us to start an initiative called "Rutu Life", an exclusive newsletter that was started in 2022 for Rutu residents. It is a visual treat to see my members' activities and achievements regularly on a monthly basis. It is great to reconnect with a customer whom I got in touch with three decades ago. Rutu Group gets immense pleasure to be part of their celebrations.

Similarly, we thought we should contribute in shaping our young minds. Rutu has grown in Kalyan in the last two decades. We thought of starting a newsletter for all schools of Kalyan. It is called "Rutu Express." This caters to all news and articles written by students. Such endeavours will definitely motivate students to read, write and think, explore their creativity and will help to reduce screen time of students to some extent. Such initiatives help in building nation and overall society.

After catering to the two stakeholders of real estate we also thought of commencing with a newsletter for one more important pillar of real estate-channel partners. They are the growth drivers of real estate. In the last four decades we have witnessed tremendous real estate growth thanks to channel partners. They have been real heroes. We have expressed our gratitude towards them through various programmes and now it's time to start something on a recurring level which would have perennial effect. This has motivated us to come up with an exclusive newsletter for channel partners. In this Rutu CP Times we will be showcasing the work of CPs, and their thoughts and insights about real estate. This can be a good tool for CPs to connect with each other as well as with developers and end users. CPs truly deserve appreciation and encouragement from customers as well as developers. They have played a pivotal role in the urbanisation of Thane. They are not just channel partners but working partners to developers. For us, CPs implies channelising progress!

Influencer with a Vision: How Nagesh Gosavi Made His Mark Worldwide

Mr. Nagesh Gosavi is a well-known influencer and successful real estate agent with over eight years of experience in the field. His journey is truly inspiring. Before stepping into real estate, he worked as a hardware engineer and even ran a small hotel near Thane station. Alongside, he also acted in a few TV serials, showing his love for acting. Today, Mr. Gosavi is not just a real estate expert but also a popular

digital personality. He manages his professional and personal life beautifully. What's special is that his followers have grown only through mouth publicity, a rare achievement in today's digital world.

He conducts live sessions every Monday on Instagram and also runs a YouTube channel where he shares tips, updates, and behind-the-scenes from his work. His real estate journey has taken him across the globe — he has successfully closed deals in



Nagesh Gosavi
Home Minister Realty
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Dubai, the US, and Europe, and created travel and property videos during these visits.

His message to new real estate agents is simple but powerful: "Work continuously, have patience, trust yourself, and be consistent."

Mr. Nagesh Gosavi's story proves that with passion and hard work, anything is possible.



Understanding the Thane Real Estate Market: Myths vs. Facts

The real estate market in Thane is vibrant and growing rapidly, offering excellent opportunities for first-time homebuyers, investors, and upgraders alike. But despite the growth, many buyers are still guided by myths, partial information, or misleading advertisements—often leading to poor decisions or missed opportunities.

Thane is on the brink of a connectivity revolution. The upcoming Metro Lines 4 (Wadala-Kasarvadavali) and 5 (Thane-Bhiwandi-Kalyan) will seamlessly link Thane to Mumbai's central and western corridors, reducing travel time and enhancing convenience.



Chinmay Ganpatye
Founder – Amara Realty
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Meanwhile, the ambitious Thane-Borivali underground

tunnel, spanning over 10 km, will slash commute time to the western suburbs to under 15 minutes—making Thane one of the most accessible and future-ready locations in the MMR region.

At Amara Realty, we guide your property journey with facts, transparency, and expert advice—because buying a home deserves clarity, not confusion." As a registered and certified Maha-Rera Channel Partner, we simplify your property journey—filtering out the noise and spotlighting what really matters to you - finding your ideal home at the right price "



Commercial Property Investment More Profitable in Thane

Mr. Harshad Aher has been working in real estate for the past 14 years, and he has seen the market evolve drastically. He is the face behind 'Estate Adda', a reputed property consultancy based in Gurukul, Pachpakhadi, Thane. According to him, people looking to buy flats or invest in real estate must always consult a professional broker. "We brokers have ground-level information about multiple projects — their pros and cons — which helps customers make smart, informed decisions based on their budget," he explains.



Harshad Aher
Estate Adda
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He also believes that brokers not only help shortlist properties within budget, but also save buyers the frustration of chasing options that are unrealistic or not worth the hype. From documentation to registration and possession, brokers manage everything under one roof, offering end-to-end support.

Looking ahead, Mr. Aher predicts that Wagle Estate will soon become the next BKC. "Commercial spaces in this area are bound to give better returns than residential ones. Now is the right time to invest."

Corporate to Concrete: How Karan Found His Calling in Thane

Karan Madhavi started his career in sales at Microtech, but five years ago, he switched gears — and industries — diving headfirst into real estate. Today, he's not just selling flats, he's decoding Thane's transformation.

"When I began, people still looked at Mulund as the obvious choice. But now? Thane is giving it serious competition," Karan says. According to him, the landscape has changed drastically, and big names like Oberoi, Tata, and Piramal entering Thane's market proves its potential. "These brands don't invest without vision. Thane is on their map for a reason."

He's especially optimistic about Wagle Estate. "It's set to become Thane's own BKC. The infrastructure, the commercial interest — it's all aligning."

Karan also observes a split in buyer mindset. "Some still dream of owning a home. Others prefer



Karan Madhavi
Siddhivinayak Properties
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renting — more flexibility, less baggage. It's all about lifestyle priorities now."

From corporate targets to square-foot negotiations, Karan's journey mirrors Thane's ambitious, fast-paced, and full of promise. "This city is no longer in the shadows. It's making its own skyline."



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Understanding the Thane Real Estate Market: Myths vs. Facts

Here are some of the most common myths buyers encounter—and the facts that can save you time, money, and stress.

• Myth 1: Direct Dealings with Developers Ensure Better Pricing

• **Reality:** Many believe going straight to a developer guarantees better pricing. But this isn't true. At Amara Realty, we charge no brokerage to customers. We are authorized marketing/channel partners for reputed developers who trust us to bring serious, qualified buyers.

Since we monitor real-time demand, sales trends, and project stock levels, we often have access to bottom-line prices that aren't visible to walk-in buyers.

Going directly to a developer without expert help is like representing yourself in court without a lawyer—while allowed, it often leads to missed opportunities, costly errors, or poor outcomes. A professional can help you see what you might miss.

We negotiate on your behalf with full knowledge of market flexibility, ensuring you don't overpay or miss out on better alternatives.

• Myth 2: Buyers Can Negotiate Better on Their Own

• **Reality:** Buyers often carry forward their past negotiation mindset from one site to another. But each project has its own pricing strategy and margin of flexibility. This mismatch can either cause the buyer to lose a good deal—or overpay.

At Amara Realty, we analyse developer

pricing strategies and market trends to negotiate effectively—ensuring you get the best value without sacrificing quality or timelines.

• Myth 3: Sample Flats Accurately Represent Your Unit

• **Reality:** Sample flats are designed to impress. They may showcase the most premium configuration with the best interiors and finishes, which may not match with your chosen unit.

Also, it's impossible for every configuration to be physically built as a sample flat. That's why we always recommend verifying unit plans and measuring dimensions (length, width, height) with a tape or mobile app, instead of relying on visual impressions.

This helps buyers avoid impulsive purchases and disappointment during final handover.

• Myth 4: Developer Sales Teams Offer Ongoing, Reliable Support

• **Reality:** In many cases, developers outsource their sales to third-party agencies for a fixed tenure (typically 3–6 months). Once their engagement ends, the buyer is often left without continuity or guidance.

That's where Amara Realty makes a difference.

We act as your long-term advisor and bridge between you and the developer throughout the homebuying journey—from site visit to possession.

"Buyers can validate the developer's

promises and advice with us throughout the journey—right up to possession—when they choose to work with us as their trusted partner."

This continuity ensures transparency, accountability, and trusted support long after others have exited the picture.

• Myth 5: Online Portals Provide Reliable and Safe Property Information

• **Reality:** Real estate portals may seem convenient, but they often share your contact with multiple agents and developers, flooding you with spam calls and unverified offers.

They also lack ground-level insights, including local pricing trends, legal issues, or true project status.

We offer customized shortlists based on your carpet size, location, builder credibility, and budget preferences—without sharing your data or overwhelming you with noise.

• Myth 6: What You See on Social Media Is What You Get

• **Reality:** With the rise of heavily edited content and paid influencers, many social media ads showcase sample flats or showreels that don't reflect actual properties. This results in false expectations and poor buying decisions.

At Amara Realty, we provide honest, verified visuals and walk you through only what's genuine. We share what's truly available—not just what looks good in a video.

• **What Amara Realty Offers You**

More than just a broker, we're your real estate ally—providing reliable, personalized support across every step of your journey:

- Expert Advice on under-construction and ready-to-move projects
- End-to-End Assistance—from shortlisting to registration
- Unbiased Recommendations based on your preferences, not ours
- MahaRERA Compliance Guidance and help resolving legal concerns
- Loan Pre-Sanction Support with leading banks and NBFCs

Whether you're a first-time buyer or looking to upgrade, we offer clarity, confidence, and control throughout your property journey.

• Did You Know? Buyer Cancellation Rights under MahaRERA

As per Maha-RERA rules, if a buyer wishes to cancel booking before registration due to any unforeseen circumstances, then buyer is entitled to:

- Full refund within the first 15 days of booking
- Only minimal deduction 1% / 1.5% / 2% (of total unit cost) if cancelled within 16-30 days / 31-60 days / after 61 days resp.
- Refund of Balance amount in 45 Days from the date of cancellation request

This Maha Rera Act -2017 protects buyers from unfair penalties—and we ensure you're aware and equipped to exercise your rights when needed.



Vastu, Value & a Vision for Home

After spending 11 years in Thane's unpredictable real estate world, Bhupendra Singh Saini doesn't just sell homes — he understands what makes people choose one.

"I've seen the market crash, rise again, and change shape completely after RERA, GST, & GST" says Singh, who has helped hundreds of families find homes in Thane. According to him, this city isn't just expanding — it's evolving with the dreams of middle-class India.

Areas like Ghodbunder Road and Wagle Estate, he shares, are no longer hidden gems — they're becoming essentials on every home-seeker's map. "What people want now isn't just a house — they want



Bhupendra Singh
Deep Properties Consultant
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a community. A place with amenities, parks for kids, security, and a feeling of belonging."

But it's not just about facilities. Singh says vastu shastra plays a deep role in the buying decision. "Even today, buyers walk in with their own compass. If a house isn't facing the right direction or doesn't 'feel right,' they'll pass."

He also encourages young buyers to explore micro-markets — smaller, upcoming pockets that offer better affordability and lifestyle.

"Buying a home is emotional," Singh says. "You're not just buying walls — you're choosing where your memories will live."

And that's something no price tag can define.



Young Buyers Eyeing Thane

Mr. Nilesh Khamkar of Shree Dutta Realtors has been a silent observer and an active participant in Thane's ever-evolving real estate scene. With years in the industry, he's seen the highs and the lows — especially during COVID-19, when everything slowed down. "There was a dip in activity," he recalls, "but surprisingly, the property values in Thane held their ground."

What excites him the most now is the younger generation's interest in settling down here. "They don't just look at homes, they look at lifestyle, connectivity, and long-term growth," he says. According to him, Pokhran Road is regaining its charm and prestige, standing tall next to the always-in-demand Ghodbunder Road. And Ghodbunder? "With the metro work picking up pace, it's already showing a price shift," he adds.



Nilesh Khamkar
Shree Dutta Realtors
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Looking ahead, Mr. Khamkar is optimistic. "Thane's next five years are going to be transformative — from infrastructure to lifestyle, everything is on the rise." With voices like his offering grounded insights, it's clear Thane isn't just growing — it's evolving with purpose.

Why Thane Real Estate Is a Smart Bet

For the past 14 years, Amit Shikka has been a familiar and trusted name in Thane's property market. Operating out of his office near Big Bazaar in Kapurbawdi, he has closely witnessed the city's transformation. Working in partnership with his friend Suresh Karkhanis of Ekvira Properties, Amit deals in everything from residential flats to commercial spaces — covering both new projects and resale deals.

According to him, the real value of going through a broker lies in the peace of mind it offers. "When buyers go directly to builders, they often lack proper support. But with brokers, you have someone who knows the process and protects your interest," he explains. In resale situations too, when buyers and sellers struggle to agree on a price, brokers play the crucial role of mediator — ensuring fairness and smoother negotiations.

Amit believes Thane isn't just growing —



Amit Shikka
Amit Properties
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it's booming. "This is one of the fastest developing cities in Maharashtra," he says. With increasing infrastructure, better connectivity, and growing demand, he insists that real estate investment in Thane is a decision that will pay off in the long run.

"Buy smart, and buy with someone who knows the ground well," he adds with quiet confidence.

Turning Dreams into Reality

Meet Mr. Rahul Karekar, a passionate and dedicated channel partner in the real estate world, who has been leading his agency Today Homes Realty for the past 17 years. With a career built on trust and dreams, Mr. Karekar chose this path willingly after gaining experience in the hotel industry. His transition into real



Rahul Karekar
Today Homes Realty
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just a house, but the home of their dreams. Over the years, he has earned immense respect for his honest approach, deep market knowledge, and unwavering commitment to his clients. Living with his supportive wife and caring mother, Mr. Karekar believes that true success lies in making others happy. His journey stands as an example of how passion, dedication, and purpose can lead to a fulfilling career.

His heartfelt message to everyone is simple yet powerful: "Never stop. Be limitless." These words truly reflect the spirit with which he continues to transform lives, one home at a time.

estate was driven by a powerful vision — to help people find not



A Broker for Every One



Vijay Chavare
Independent Property
Broker
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Vijay Chavare is a passionate photographer. Earlier, he used to run a room rental business balancing it along with photography in Vitawa. Later, he tied up and started working with Broker.net. Although being a photographer he found his connection towards real estate and now fully focuses on real estate.

He doesn't charge any commission from clients who buy homes in new buildings, but believe in service and providing homes to the people. As he says, he has various contacts with builders, their staff, and others in the industry, and has gained a lot of good knowledge about housing projects, flats, and their prices through his long years of experience.

He uses this knowledge to help customers and give them a good experience going through brokers. He also helps in getting discounts or reducing prices based on the customer's budget. This saves clients a good amount of money. Investing in real estate in Thane is very beneficial. Compared to other areas, property prices in Thane are rising much faster. A investment here is an investment for a lifetime.

Real Estate Investment is Like a Pension Plan for Seniors

Mrs. Sarvjeet Kaur is an iron lady, working in real estate for the past 22 years. She deals in all types of properties – primary, secondary, under-construction, and resale. She also advises customers to go through brokers when buying property.

A broker is like an extra help. They know the best prices in each area and help clients get good deals. People wrongly think that going through a broker means extra cost. But in reality, the client doesn't lose anything because the builder pays the



broker's commission, not the client. In fact, brokers protect clients.

Compared to gold, stock market, or fixed deposits, real estate is safer and gives

better returns. It is India's second-largest market. Prices never fall. Seniors can treat it as a pension – one property can give monthly income. No risk of theft, and the



Sarvjeet Kaur
Deep Properties
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ownership remains safe even with tenants. Real estate has a bright future.

Real Estate Investment Never Fails



Chetan Vasant Thakkar has been an exceptional bridge between people and real estate, and has been running an estate agency business for the past 20 years. He mainly deals in commercial properties and helps MNC companies lease office spaces. His company handles the legal agreements between builders and companies. He not only works as an efficient broker but also advises customers to deal through brokers.

Brokers know the market well and give information about multiple projects in one place. They also offer support services and special discounts that builders offer only through brokers. For example, a customer might save ₹2 lakhs by going directly to the builder, but through a broker, he could get a discount of ₹5 lakhs. The brokers today are an important aspect in the real estate world. Brokers give clearer guidance compared to some builder agents. Most brokers are now RERA registered.



Chetan Thakkar
Chetan Property &
Finance
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Real estate is considered as a very safe investment. Banks can fail, gold and cash can be stolen, and share markets go up and down. But property value keeps rising, and you can earn passive income from it. Now, even small investors can invest in big commercial projects through Real Estate Investment Trusts (REITs), which give up to 12% returns – better than banks. Everyone should definitely consider this option.



Helping You Find the Right Home

Mr. Raj Mirlekar, is the founder of Raj Real Estate Consultant. He has been in the real estate business for over 25 years. He grew up in Girgaon and moved to Thane in 1991. Back then, Thane was just beginning to develop.

He started helping people find flats, not for commission, but as a social gesture. Soon, he realised this could be my profession. I sold my first flat in 1998 for ₹2.5 lakh. Since then, he has always firmly believed that buyers should go through a broker.

Brokers know the builder, project details, and real pricing. They ensure buyers get the best deal. For under-construction projects, they also track progress and update clients. With strong connectivity to both Central and Western Railway lines, Thane is far better for investment than Vasai-Virar or Kalyan.



Raj Mirlekar
Raj Real Estate Consultant
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