



RISK MINIMISING STRATEGIES TO HAVE SUCCESSFUL INVESTMENT IN REAL ESTATE BUSINESS

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ABSTRACT

Real estate is a sector with vast potential. Real estate cannot be lost or stolen and also it cannot be carried away. In real estate sector, dealt with sense, paid for in full and managed with reasonable care, it is one of the safest investment in the world. Real estate is indeed the best form of investment that requires the inventor to understand the different facets of this industry. He has to experience issues and challenges of investing in this sector. Real Estate Investment has its own impact in the economy of an individual or at national or international level. It has tremendously contributed to the Indian economy, any country's economy in the world. Owning a house is the common dream of every man's life. This common dream of owning a house directly connects to the real estate sector. Real estate is a leading business that affects the economy of an individual, family, state, nation and at international level. Irrespective of the geography, it has its own return on investment or risk. But with the right amount of knowledge and information, investing in real estate sector can transform into one of the most beneficial endeavor of any investors life. In the modern financial world, it is intriguing and equally intimidating. There are so many investment options such as stock, bonds, mutual funds, etc.; it can be very difficult for an