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S E T T Y P I C K S

THEORY

WHEN THE PRICE OF THE MEAT (CHICKEN, MUTTON, FISH) IN A LOCALITY IS HIGHER THAN THE PRICES OF THE SURROUNDING LOCALITY OR NEIGHBOURING LOCALITY THE REAL ESTATE VALUE OF THE LOCALITY TENDS TO RISE MORE THAN THE OTHER LOCALITY IN FUTURE.

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THE THEORY IS DEVELOPED BASED ON PAST AND PRESENT DATA COLLECTED FROM FEW LOCATIONS AND BY CONNECTING THE DOTS.

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THE THEORY IS APPLICABLE TO SUBURBAN AND RURAL AREAS

ASSUMPTION

THE PRICE OF THE MEAT(CHICKEN, MUTTON, FISH) SHOULD BE AT LEAST 5%-10% EXPENSIVE THAN OTHER SURROUNDING OR NEIGHBOURING LOCALITY.

REASON

THE PRICE TENDS TO BE HIGHER WHEN PEOPLE FROM DIFFERENT HOMETOWNS SETTLE IN THE LOCALITY. WHERE AT LEAST 30% TO 50% WILL BE PEOPLE FROM DIFFERENT HOMETOWN WOULD HAVE MOVED IN, REMAINING WOULD BE PEOPLE PRESENT FOR GENERATION.

CASE STUDY - I

- IN THE PAST 20 YEARS KORATTUR REAL ESTATE RETURNS HAS GIVEN STELLAR RETURNS WHEN COMPARED TO SURROUNDING OR NEIGHBOURING LOCALITY AND THE TREND IS EXPECTED TO CONTINUE

- EVEN IN THE PAST THE MEAT PRICES IN KORATTUR REMAINED HIGHER WHEN COMPARED TO ITS NEIGHBOURING LOCALITY SUCH AS PADI, PATTRAVAKKAM ETC WHICH INDICATED THAT REAL ESTATE RETURNS WOULD BE BETTER THAN OTHER LOCALITY.

MEAT PRICE

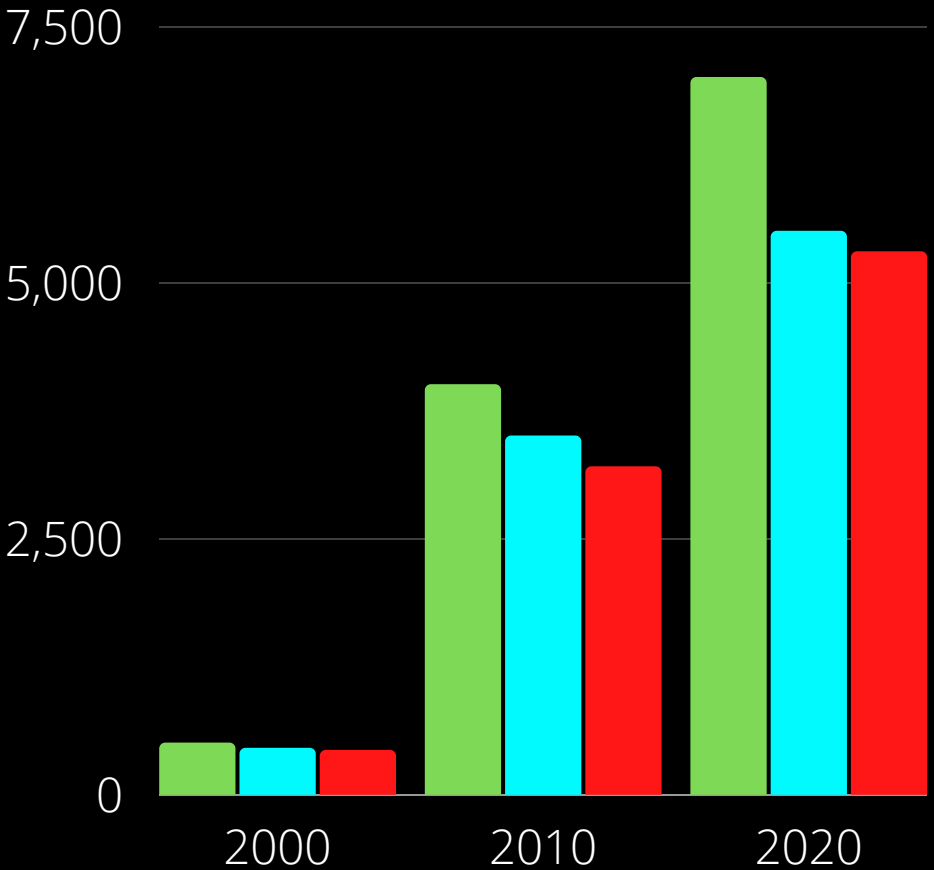
LOCALITY	2000 MEAT PRICE	2010 MEAT PRICE	2020 MEAT PRICE
KORATTUR	70	100	240
PADI	65	90	220
PATTRA VAKAM	60	90	220

LAND PRICE

LOCALITY	2000 LAND PRICE SQ /FT	2010 LAND PRICE SQ /FT	2020 LAND PRICE SQ /FT
KORATTUR	500	4000	7000
PADI	450	3500	5500
PATTRA VAKAM	430	3200	5300

REAL ESTATE PRICE

- KORATTUR
- PADI
- PATTRAVAKAM



RETURN ON INVESTMENT

THE VALUES SHOW AT WHAT PERCENTAGE
THE LAND PRICES ARE GROWN IN
DIFFERENT AREAS.THE BELOW VALUE IS
CALCULATED BASED ON 10 LAKH INVESTED
ON PROPERTY IN THE YEAR 2000

KORATTUR	@14.11% = 1.4 CRORE
PADI	@13.33% = 1.2 CRORE
PATRAVAKAM	@14.11% = 1.2 CRORE

CASE STUDY - II

FOR CASE 2, DATA HAS BEEN COLLECTED FOR THE PAST 20 YEARS FROM VERAPPURAM AND ITS SURROUNDING LOCALITY REGARDING THE MEAT PRICES AND REAL ESTATE VALUE

AS WE SAW IN CASE 1 THE LOCALITY WITH HIGHER MEAT PRICE TEND TO DO BETTER WHEN COMPARED TO OTHER LOCALITY WITH RESPECT TO REAL ESTATE INVESTMENT

CASE 2 ALSO COORDINATES WITH THE FINDING OF CASE 1 AND PRECEDING CASES

MEAT PRICE

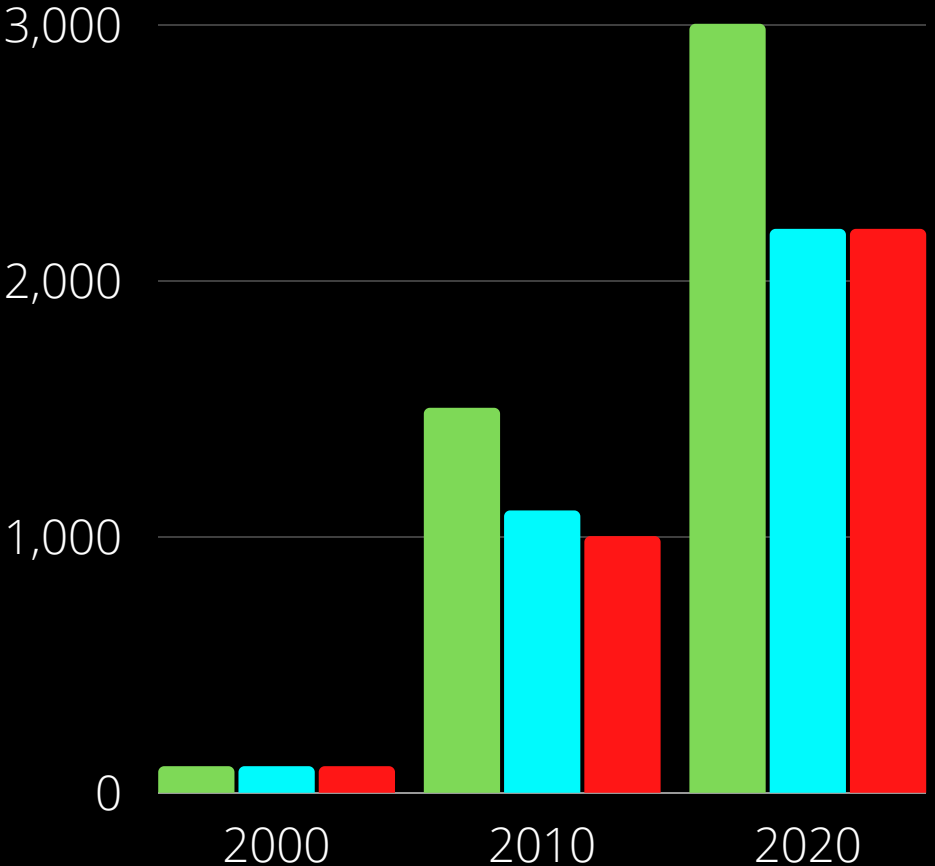
LOCALITY	2000 MEAT PRICE	2010 MEAT PRICE	2020 MEAT PRICE
VEERAPURAM	60	90	230
KADAVUR	56	86	220
MORAI	56	85	215

LAND PRICE

LOCALITY	2000 LAND PRICE SQ /FT	2010 LAND PRICE SQ /FT	2020 LAND PRICE SQ /FT
VEERAPURAM	100	1500	3000
KADAVUR	100	1100	2200
MORAI	100	1000	2200

REAL ESTATE PRICE

- VEERAPURAM
- KADAVUR
- MORAI



RETURN ON INVESTMENT

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VEERAPURAM	@18.54% = 3 CRORE
KADAVUR	@16.71% = 2.2 CRORE
MORAI	@16.71% = 2.2 CRORE

CASE STUDY - III

For case 3, data has been collected for the past 20 years from Guduvanchery and its surrounding locality regarding the meat prices and real estate value

As we saw in cases 1 & 2 the locality with higher meat prices tend to do better when compared to other localities with respect to real estate investment

Case 3 also coordinates with the finding of case 1 and preceding cases

MEAT PRICE

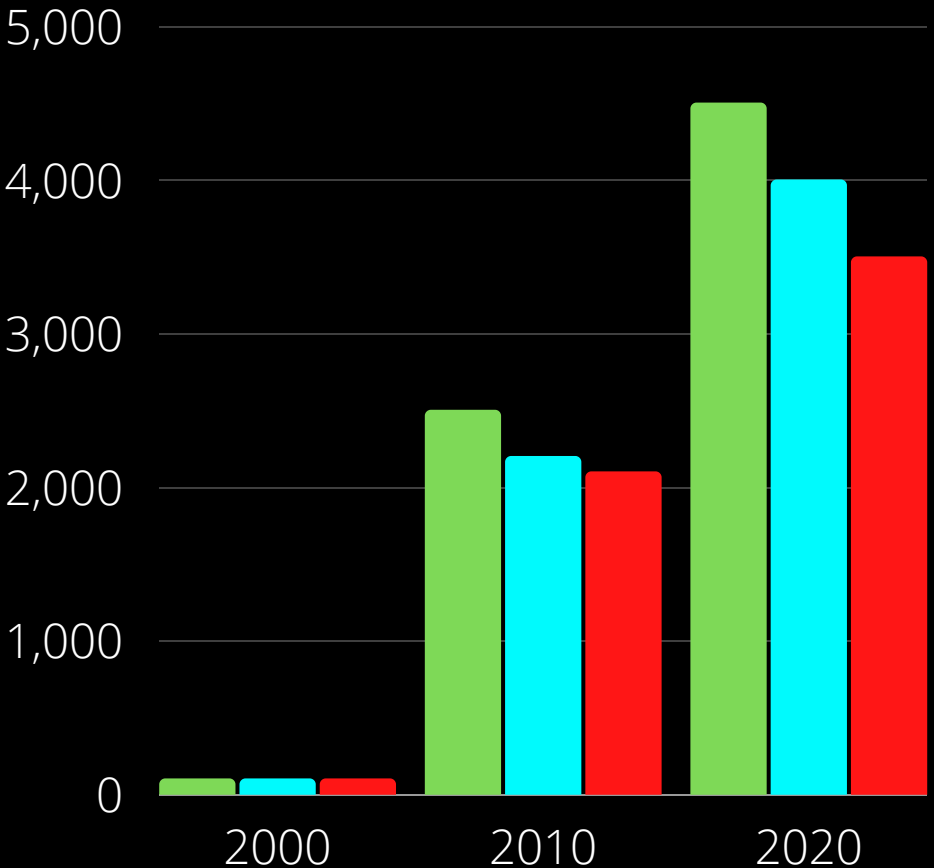
LOCALITY	2000 MEAT PRICE	2010 MEAT PRICE	2020 MEAT PRICE
GUDUVANCHERI	60	75	230
URAPAKKAM	55	72	220
POTHERI	54	70	215

LAND PRICE

LOCALITY	2000 LAND PRICE SQ /FT	2010 LAND PRICE SQ /FT	2020 LAND PRICE SQ /FT
GUDUVANCHERI	110	2500	4500
URAPAKKAM	100	2200	4000
POTHERI	100	2100	3500

REAL ESTATE PRICE

- GUDUVANCHERI
- URAPAKKAM
- POTHERI



RETURN ON INVESTMENT

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GUDUVANCHERI	@20.39% = 4.1 CRORE
URAPAKKAM	@20.25% = 3.9 CRORE
POTHERI	@19.45% = 3.5 CRORE

CONCLUSION

It is evident that prices of real estate grow rapidly in the long run when the meat prices are higher when compared to other locality

The price at which places with higher meat prices grow is more than that of other locations with lower meat prices.



SETTY PICKS

@Setty Picks