

DRA=OTP (On-Time Possession)

OTP or On-Time Possession is an important aspect of customer satisfaction in almost all business activities including real estate. What is the actual definition of on-time possession in this highly competitive and fast-paced modern-day market? Since on-time possession is a crucial aspect of customer satisfaction as well as their overall experience with the builder, it can be best defined only by the customers themselves. Customers are the ones who are the judge and jury and they get to decide whether the promised time frame for handover falls into the category of on-time possession or not.

Consumerism in the current times is seeing drastic changes as more and more businesses are extensively focusing on delighting their customers and exceeding their expectations instead of just fulfilling their needs with quality products. Of course, the quality of the product is crucial and significantly influences a customer's buying decision but the services offered by businesses including timely delivery and after-sales support are also major influencers in the buying process and can encourage a customer to make or break a deal. Gone are the days when businesses used to control the market and consumers were resigned to accept whatever was on offer without any serious focus on choice or personal preference. Today, the consumers' whims, choices, and requirements are what drive businesses and shape their products and services as well as all other strategies that they employ in order to scale up their success.

In these technology-driven times, the standards for on-time delivery are getting higher every day as the dynamics of customer behaviour are getting more and more advanced. Customers have now become accustomed to having everything at their fingertips instantaneously thanks to seamlessly fast, cutting-edge mobile technology. Along with quality and quantity, the time has also become of the essence and is the thin line differentiating between a successful and an under-performing business. It becomes imperative for businesses to catch up with this trend as soon as possible to sustain and stay relevant in the market.

If you can successfully incorporate the on-time possession strategy in your business processes, the benefits are multi-fold. You can enjoy a richly consuming and recurring customer base that trusts you and is willing to invest their hard-earned money with you. However, if you fail to integrate this strategy and make it your customary practice, you cannot achieve significant success as a business regardless of the quality of products or services you bring to the table.

This is no different for the real estate sector as well. The significance of delivering on time is especially crucial when real estate and construction industries are concerned. It is to be noted that the higher the value of a product, the greater the expectations and longings of the customers for on-time delivery and possession. And what can be of higher value than real estate properties? This is why timely possession and delivery is all the more important in the construction and realty business.

We, as a reputed construction company at DRA Homes, understand the primacy of on-time possession in real estate and strive to ensure that all our projects are completed and delivered on time. We have extensively and meticulously studied the need for on-time possession in the current real estate market and how it can be best achieved in a way that could satisfy and reassure our customers. We are always trying new things and implementing new ideas to keep up with the ever-changing consumer trends in the real estate industry.

Now that we have introduced you to the concept of on-time possession, let's understand how it

can be accomplished and integrated into every-day business practices as well as what challenges can be encountered and how we at DRA Homes are well-equipped and capable to overcome them. As ideal and productive as the idea of on-time possession is on paper, ensuring that it is implemented is a laborious process requiring great efforts in terms of precise logistics and use of resources. It's not an easy concept and strategy to implement in everyday business activities and demands scrupulous planning as well as skilful execution.

Since employees are the important cog in the wheel of any business, on-time delivery is only possible by equitably distributing the workload among the employees. This is where most businesses fail to live up to their promise of on-time possession as they become singularly focused on the final part of the transaction process when the problem lies at the heart of their business, their workforce.

Most of the processes used to manage products and services fulfilment in many businesses are not centred around on-time delivery. Instead, they are too focused on completing small steps and phases precisely throughout the transaction span, therefore losing sight of the bigger picture, which is on-time delivery and customer satisfaction. Another crucial error businesses make which eventually results in major delays failure to track their workflow. Tracking workflow should never be done manually and always through the use of technology. People can falter or make mistakes, but software programs will ensure employees are assigned work on time. Furthermore, keeping track of work progress gets much easier with the use of software and necessary measures can be taken to expedite the work.

All these factors can aid in ensuring timely completion of work which is paramount for providing on-time possessions. We at DRA Homes, have employed state-of-the-art software that uses the latest AI technology to track the progress of the construction work at the site. We are always in the loop with our construction team and instantly supply them with the necessary materials as soon as a shortage is detected to ensure that work at the site continues as scheduled without any hindrance. The flow of information through the hierarchy of our organization is seamless and every employee is assigned work on time and constantly monitored, ensuring instant detection in delays. Effective measures are immediately employed to expedite the work at the site to ensure project deadlines are strictly adhered to.

Consequently, we at DRA have always fulfilled our commitment to offering on-time possession in the past and look forward to doing so in the future. The best practice that can be adopted to ensure smooth workflow management and eventually deliver on-time possession is active work distribution and workload management. Rather than pushing work randomly to employees and teams, an active workflow distribution should be practised where the skill sets of all employees should be considered and appropriate work should be assigned accordingly to each employee. This way, the most competent person for a particular task will get to work on that task ensuring work is completed correctly and swiftly.

With the active distribution of work, there is increased accountability and tasks never get lost or stay incomplete. The three main points that set apart this technique of workflow management from all other techniques and processes are tracking, timing, and reporting. Tracking is given special priority in this atmosphere of work and even the smallest of tasks is extensively tracked to ensure it is being worked on and gets completed before time. Timing is at the heart of this workforce distribution technique and every assignment is rigorously timed so that unnecessary additional time is not consumed for a small task. At last, reporting brings the whole process to a successful culmination wherein everything is reported and stored for future reference and a

pattern of workflow is created which can be set as a benchmark that should be hit every time for achieving on-time delivery.

The process should be planned and executed based on service level agreements and promises made to the customers. Only then can a targeted process be created and commitments be met. We at DRA Homes diligently abide by service level agreements and strive to meet every condition as mentioned in the documents, the most important of all being on-time possession. Rest assured you will receive your completed project prior to or on the agreed date without any undue delay.

Indeed there are a lot of feelings and emotions attached to homes as it is rightly said, 'home is where the heart is'. A home is where you make invaluable memories that will be etched in your mind for a lifetime. The very thought of home conjures up feelings of comfort, tranquillity, respite, and happiness. No place in this world can match the sense of belonging that a home instills in a person. You can travel the world and visit exquisite places, stay in posh hotels, eat at luxurious restaurants but eventually, you will long to come back to your humble abode and sink snugly into its familiar and accepting aura.

The concept of home in itself is so fascinating when you think about it. In this modern, fast-moving world, we lose our liking and infatuation for anything very quickly. Anything that we are familiar with for long starts to become redundant and obsolete. A quintessential example of this can be smartphones. With even two to three months of usage, a smartphone model is considered old and outdated as many new ones with new, advanced features come into the market. And yet, despite the short attention span of this current generation, the concept of home never loses its charm. Even though you are accustomed to every nook and corner of your home, it never gets old and still exudes fresh vibes every time you come to its embracing arms after a tiresome day from the daily grind.

Imagine if one day you are told to leave your home and stay elsewhere for a period of time, as certain renovations need to be completed. It will be a lot to handle given your love for your home, but you will have to leave because the construction work is also necessary and is for your benefit. This situation becomes significantly more difficult when you are kept hanging for what seems an eternity by the builders until you get possession of your home.

You continue suffering while your builder keeps making empty promises to deliver your project as soon as possible. The same happens when you buy a property to turn into your new, dream home and the buyer keeps delaying the delivery perpetually. Most builders are reluctant to sign an agreement contract stating a deadline for delivery as they are unsure whether they'd be able to meet it or not. Also, there is a very real fear of getting penalized if they fail to deliver the project before the mentioned deadline.

What most builders do is, they buy a plot in a single, large payment by collaborating with partners and investors and then wait for apartment registrations to begin. They put out ads for bookings and become completely dependent upon the registrants for funds to begin the project. Or, if they choose to start the construction process on credit, there comes a point when they desperately need money to pay for the materials, When they are unable to arrange for these urgently needed funds, construction work gets stalled due to inadequate construction goods and services.

There is clear disorganization that results due to this issue and slowly the whole project comes to a standstill. The concern and stress that comes with this are unbearable for home buyers and it

is they who suffer the most for no fault of theirs. Many home buyers wrongly believe that a delayed project will not cause any significant losses in the long run. Unfortunately, this is not the case because the time lost as a result of a delay in project handover can't be retrieved and time is money.

Also, the temporary rental house that a property owner would live in until the construction of their new home is complete can slowly chip away at their savings in the form of monthly rent and maintenance. Not to forget the limitations they would face as a result of living in a different location and how significantly it can impact their daily life. Furthermore, all their future planning can get disrupted due to a delay in possession of their homes including important family functions, vacations, decisions on which school to enter their children into, etc. Many home buyers also prepare and pre-book interior designing work which will also get hampered due to delayed delivery.

All these factors make it very difficult for homebuyers when builders start delaying the delivery of their project and can inflict significant mental, physical, financial and personal stress. A home buyer should conduct thorough research before selecting the project and the company they are entrusting with their future home. Always look for companies that have built and sustained a good reputation in the market and are known for their timely delivery of projects. You can easily find the track record of a construction company on the internet as well as through social media.

In addition to this, take feedback from your acquaintances and ask them about a construction company that they had a good experience with in the past. Remember to always work with a construction company that has the necessary funds to initiate the project without waiting for future registrations and bookings. This is the only way through which they can pay for goods and services and ensure work is never impeded due to lack of materials and resources.

At DRA Homes, we guarantee to deliver your project on schedule and hand over your home with the stipulated time so that you and your loved ones may live peacefully in your dream residence. We assure you that we have the necessary funds to kick start all of the projects and we leave no stone unturned to ensure the construction work continues smoothly until completion. Our team is dedicated to delivering to you what you paid for in a quick and efficient manner. The most prominent and unique factor that makes us stand out among other developers and construction companies is our on-time possession promise.

We have based all our operations on transparency and accountability when it comes to the delivery of projects. We understand how investors and home buyers collect funds over a long period to finally buy their ideal home and secure a safe and prosperous future for themselves and their loved ones. As a token of respect and admiration for all the aspiring, endeavouring and honest home buyers, we offer on-time possession and delivery of their homes. Nothing makes us happier than to see the joy and elation on your face when we hand over to you the keys of your luxurious, beautiful, and comfortable abodes.

Our only aim is to restore the lost trust of people in real estate companies by offering quality construction within quick turnaround time. Never stress over perpetual delays in project delivery again once you give us a chance to serve you as your construction partners. Be relieved and rest assured that your project is in safe hands and will be handled by factory-trained and qualified workers. Many would believe it's virtually impossible to uphold the quality of construction while still completing it in a speedy and timely manner but this is not the case with us.

We pride ourselves on delivering the highest quality of construction with all the latest, state-of-the-art amenities as quickly as possible. Your new home is not far away anymore when you make DRA your construction experts! DRA is the epitome of OTP (On Time Possession) and never disappoints when it comes to transferring possessions on time. We have a knack of competing projects well within the stipulated time. Indeed, you can rest assured that DRA Homes will deliver your dream home on-time, every time!