

# Realty lobby group rolls out first online portal

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NEW DELHI: Real estate lobby group NAREDCO has launched the country's first e-commerce portal, [www.housingforall.com](http://www.housingforall.com), for ready-to-move in houses which its members will upload for home buyers. The organisation said the developers will be allowed to upload the details of projects that have got occupation certificates (OCs) for the next one month, and then it will be open for home buyers with a 45-day sale period.

For the initial 15 days, buyers will be able to view offers and shortlist their homes and will be able to start making purchases from March 1 till March 31.

While Union housing secretary Durga Shankar Mishra used the analogy of an ecommerce giant to say this could be like the "Amazon for real estate sector", experts were of the view that people don't buy houses online, though the portal will help them to get all the details and work as a facilitator.

National Real Estate Development Council (NAREDCO) claimed that builders will make the best offer to buyers and they can book directly through the portal with a payment of Rs 25,000. The booking amount will be fully refundable. It said at least 1,000 projects would be listed on this portal to give maximum option to the buyers.

Launching the portal, Mishra said, "It is a huge step for prospective home buyers. While having a discussion with the stakeholders, I told them that credibility needs to be the most important factor in this portal. If a person is willing to buy a property then location, price should be exactly what is promised on the portal."