

Homes247.in emphasising on Real Estate Digital Marketing to beat Post Covid Lockdown Bangalore Blues

Karnataka, Bengaluru, Aug 3, 2021 ([IssueWire.com](https://www.issuewire.com)) - The residential real estate market of Bangalore was on the verge of flying out like a phoenix in 2021, but the second wave of the pandemic definitely took its toll and sent it back to the slump again.

However, the realty sector and its key players were not that keen to give up so soon. With the rapid vaccination rate within the country and, of course, the city too started to climb back up on its feet. The vaccine drives, along with the increased awareness, have brought the populace more confidence to return to their normal lives.

The Silicon Valley of India was back in 2019 a great market for rental realty, and now in 2021, the trend seems to have shifted to homebuying markets. The last two lockdowns in the state have made Bangaloreans the need for owning a home in the city. And to push this trend forward, some of the developers and builders have brought about schemes that took down the EMI rates to match with the rental rates within the city along with discounts.

However, the pandemic still being a cause for concern. Many prospective homebuyers are still a little bit edgy to go for site visits and purchases. This has also thwarted the traditional marketing and branding prospects of the developers. Enter Real Estate Digital Marketing Services by Homes247.in.

[Homes247.in](https://www.homes247.in) though only 3 years old, has certainly built up a reputation for itself as one of the few players within the realtor ranks who are very active in the spheres of technology and digital marketing. Embracing the tenets of PropTech, Homes247.in has already become a hero or saviour figure for many home buyers and developers by bringing them both a lot closer through online and offline mediums.

The proptech platform is also becoming the synonym for technology within the traditional real estate sector by bringing back the buzz into the markets. The firm also plans to expand its services on a Pan-Indian level and is in talks with many investors to get their presence across to the major metro cities.

Mr. Priyatham Kumar, the CEO of Homes247.in and also a noted icon within the real estate industry, also stated that "In this pandemic situation, only solutions based on technology shall survive". He also said that his company Vsnap Technology Solutions Pvt Ltd would come up with various products and brands that will make lives and work a whole lot easier," and they would not limit themselves to technology alone.

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