

A Study on the Real-Estate (Marketing) in Special Reference with the Advertisement and Product Positioning at Sachhidan and Realities Pvt Ltd., Nagpur

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Abstract: *Real estate or immovable property is a legal term (in some jurisdictions) that encompasses land along with anything permanently affixed to the land, such as buildings. Real estate is often considered synonymous with real property (also sometimes called reality), in contrast with personal property (also called personality). However, in technical terms, real estate refers to the land and fixtures themselves and real property are used primarily in over real estate. The term real estate and real property are used primarily in common law, while civil law jurisdiction refers instead to immovable property. In law, the word real means relating to a thing as distinguished from a person. Thus the law broadly distinguishes between real property (land and anything affixed to it) and personal property (everything else e.g. clothing, furniture, money)*

Keywords: Sales promotion technique, network marketing, Behaviour

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