



9 Secrets to Selling Real Estate faster



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What is Happening

Saturated Market

Changing Consumer behaviour

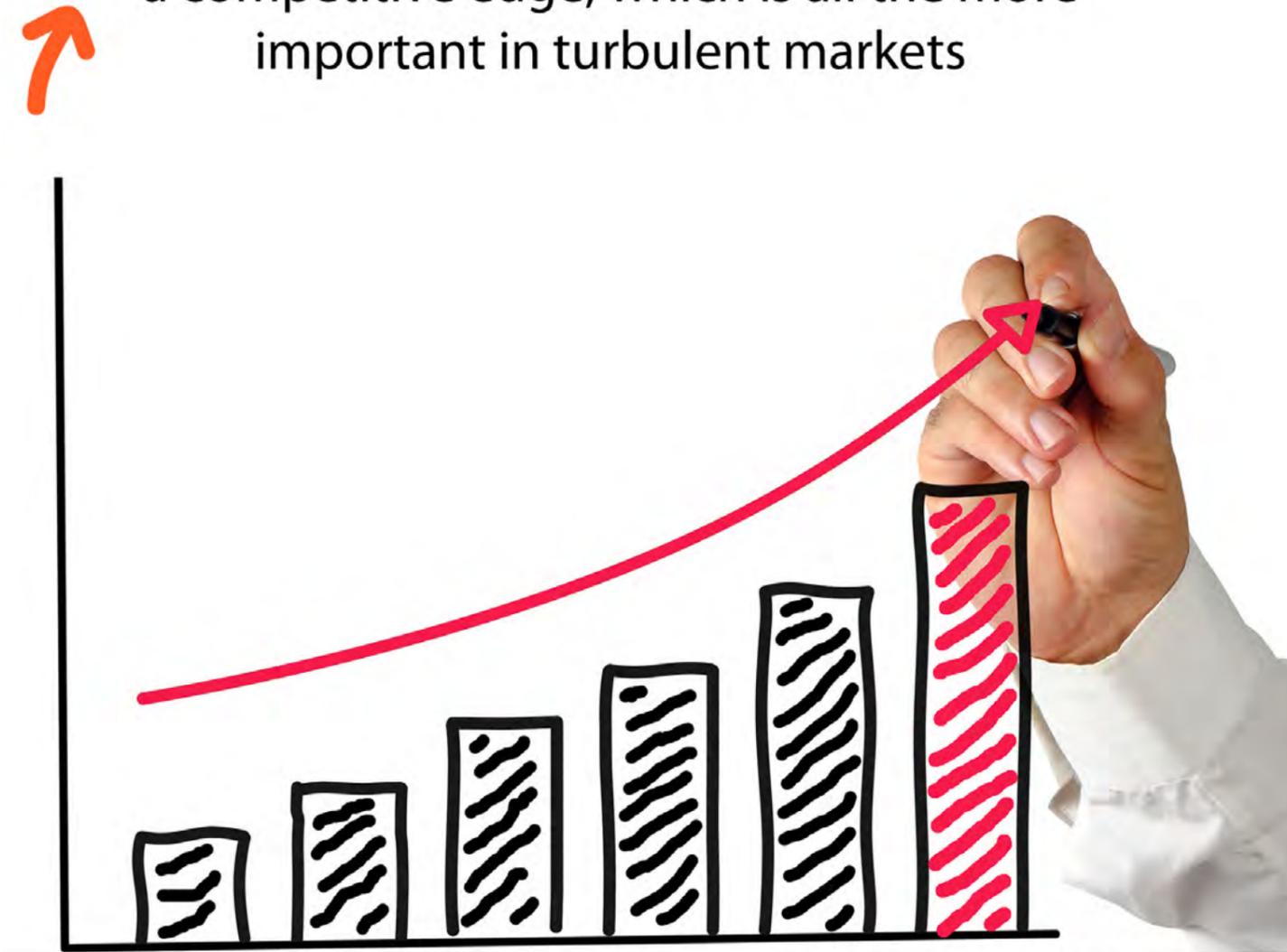


What is Possible



Join the Party
Redefine your Strategy

Every company needs to innovate to maintain a competitive edge, which is all the more important in turbulent markets



What to do?

Know your Target Consumers

Case Study 1

- Elites
- Who Make informed Decisions
- Not easily reachable - Busy
- Technology Savvy
- Live in Highbrow Areas
- Work in Industrial Sectors



How did I know this?

We have completed More than
20 Winning Projects for

- Greer Estates
- Deluxe Residences
- Beachway Developers
- NetConstruct
- LandAfrique



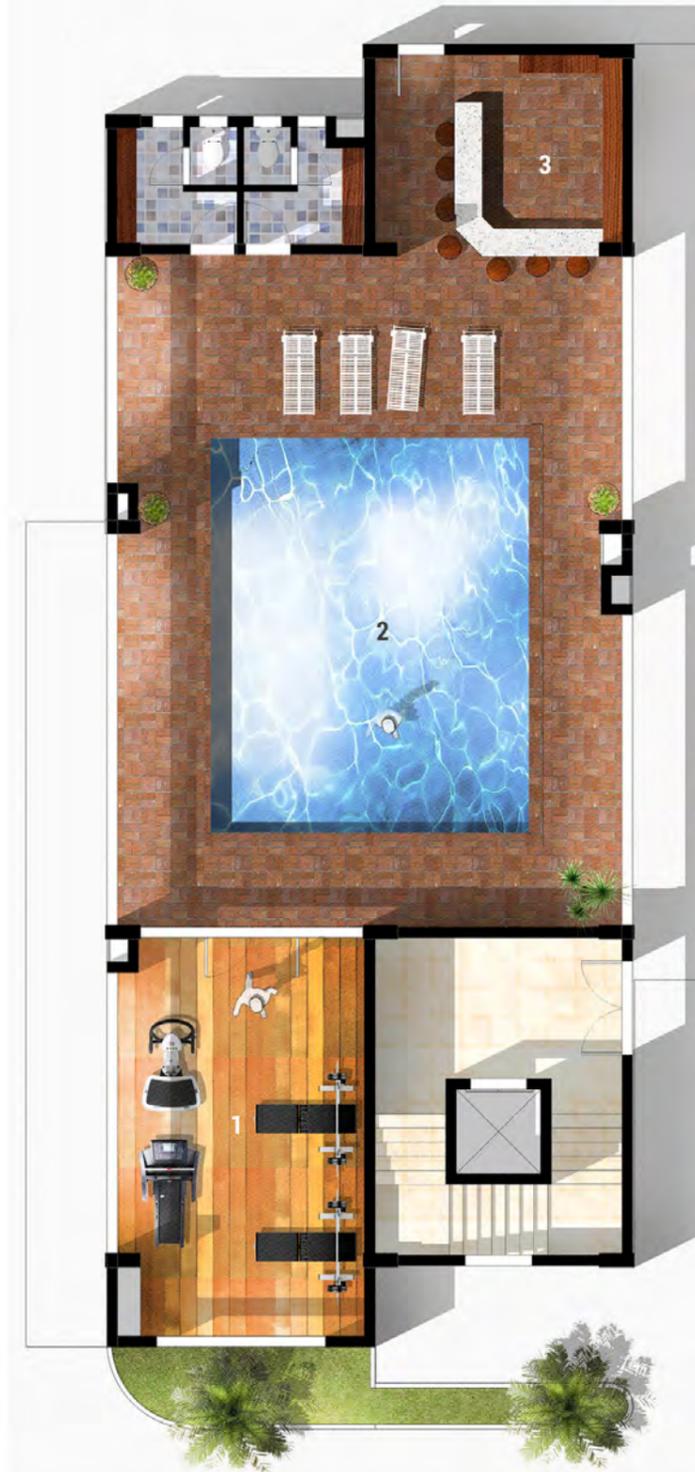
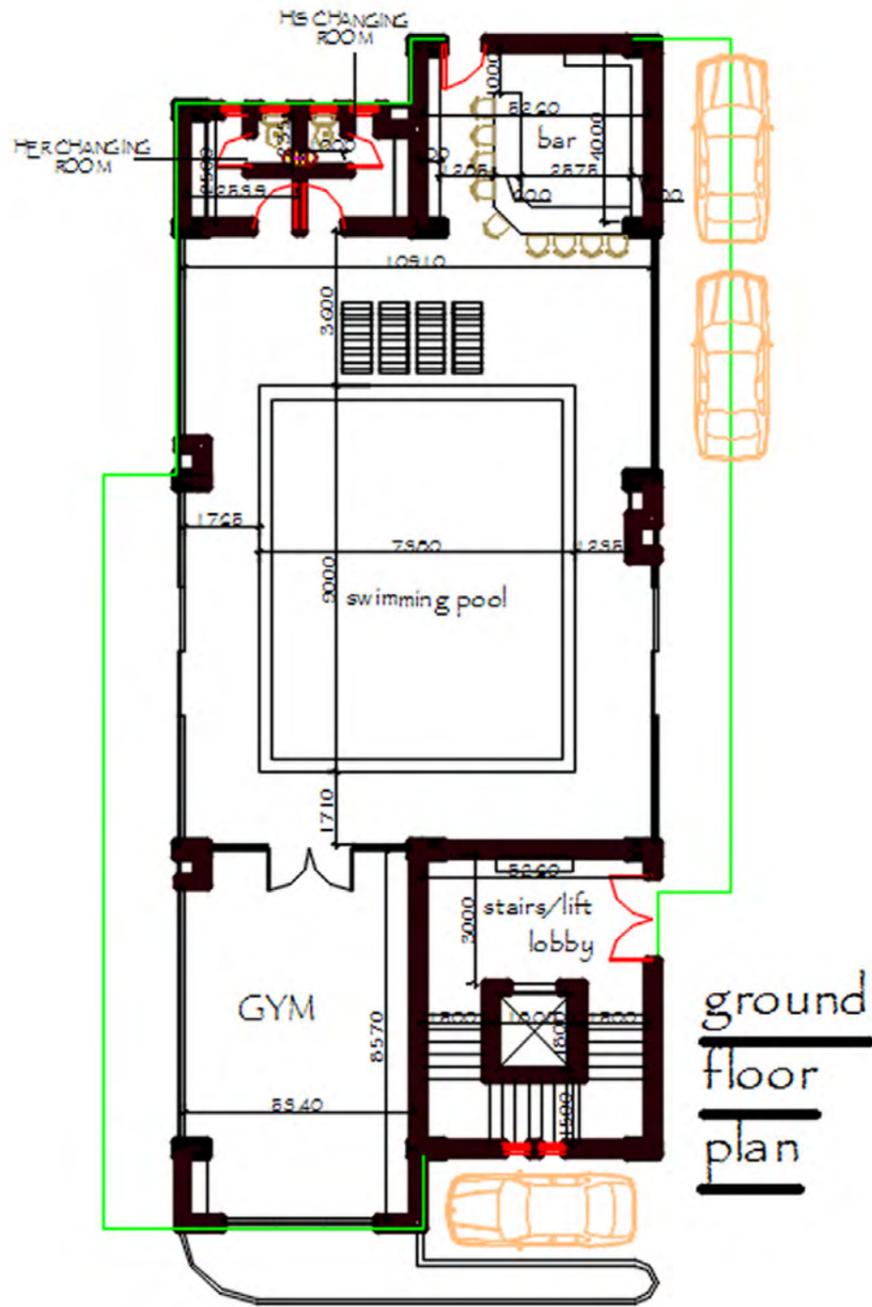
What do they know that you don't know?

Humans = Visual Animals

Embracing Technology



Selling Convenience



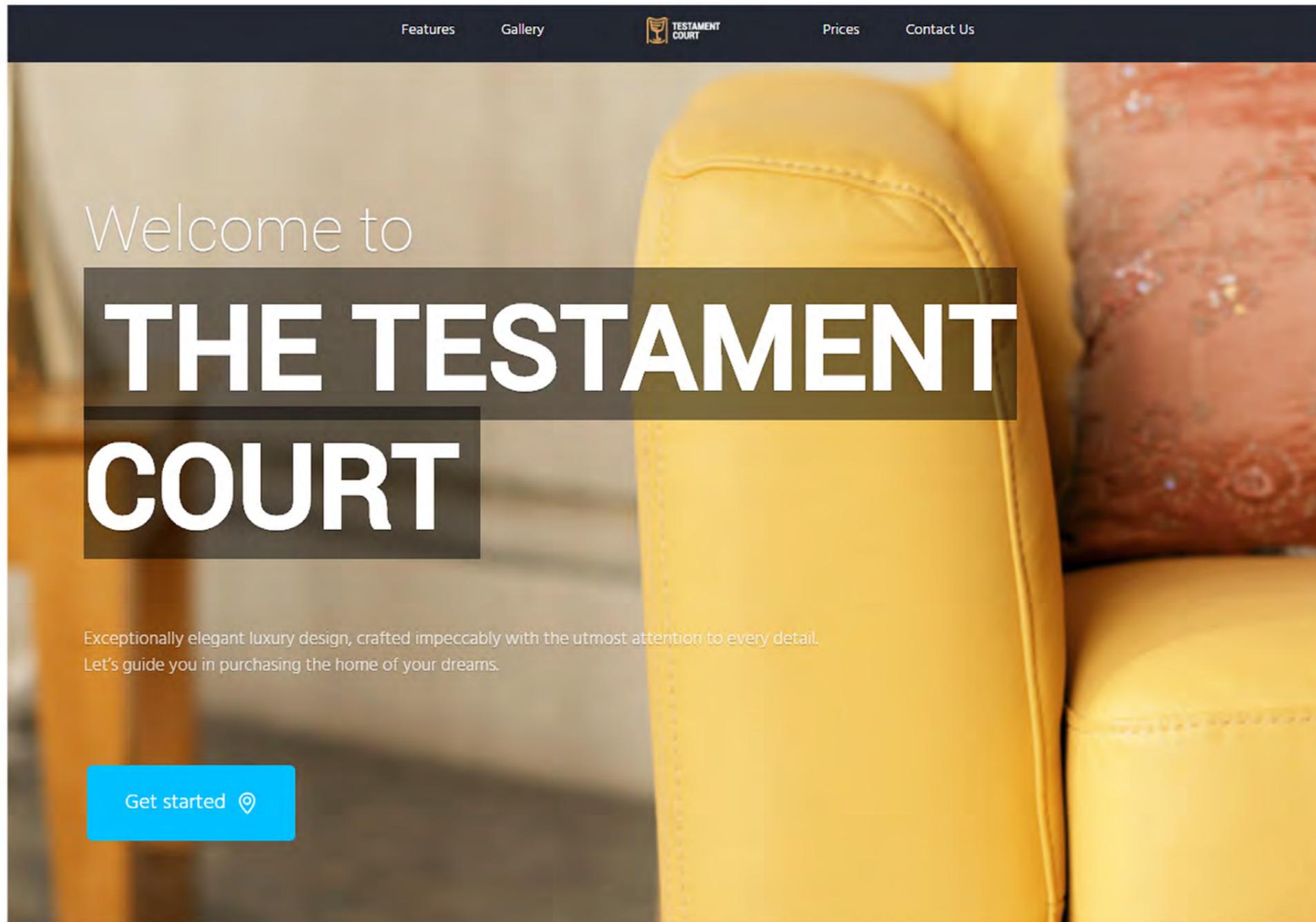
GYM, SWIMMING POOL AND BAR

- 1. GYM
- 2. SWIMMING POOL
- 3. BAR

Same Drawings; Different Meanings; Different Results



Totally inclusive; The 9 Secrets



- Redefine Strategy
- Brand It
- Visualize it
- Pricing Structure
- Payment Structure
- Inclusive Information
- Equip your marketers
- Sell Experience
- Sell Convenience

The Right People Vs The Right Tools

Case Study 2

Every Developer is like a Football Coach

Only A FEW are WINNING..!



5 Professional Marketers

Very good Paycheck

10 Tools

SMS Marketing, Flyers, Website, Brochure, 3D Renderings,
2D Renderings, Virtual Reality, 3D Animations,
360 Degree Panoramas, Email Marketing



20 Average Marketers

Average Paycheck

2 Tools

SMS Marketing,
Flyers

Make the Decisions, or Decisions will be made for you by your competition



Redefine Your Strategy

