

No Budget Marketing 2.0

Selling Confidence in a Tight- Margin Project

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The Challenge

Oversupply & Buyer Paralysis

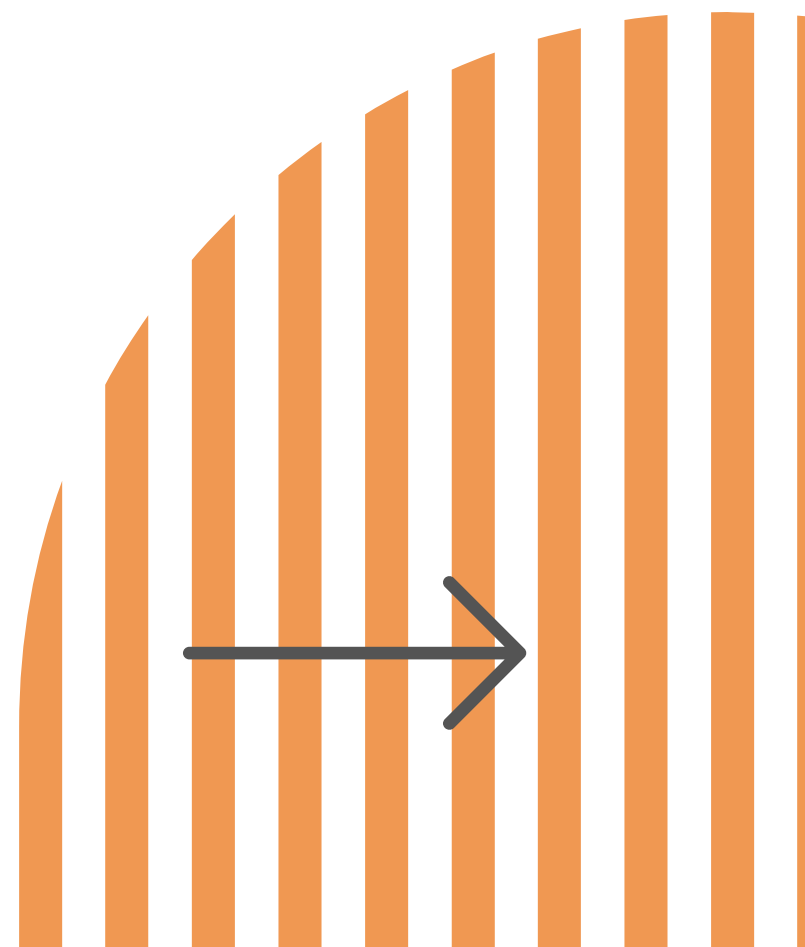


The Challenge

High-rise condominiums are suffering from **buyer hesitation, not buyer absence.**

Prospects have the funds but no conviction. They fear buying today and seeing prices dip tomorrow. Traditional incentives such as cashback, rebates, furnishing packages, all erode margin without fixing the real issue: **confidence.**

We needed to re-establish trust as the product.



The Strategy

The “Confidence Assurance Program (CAP)”

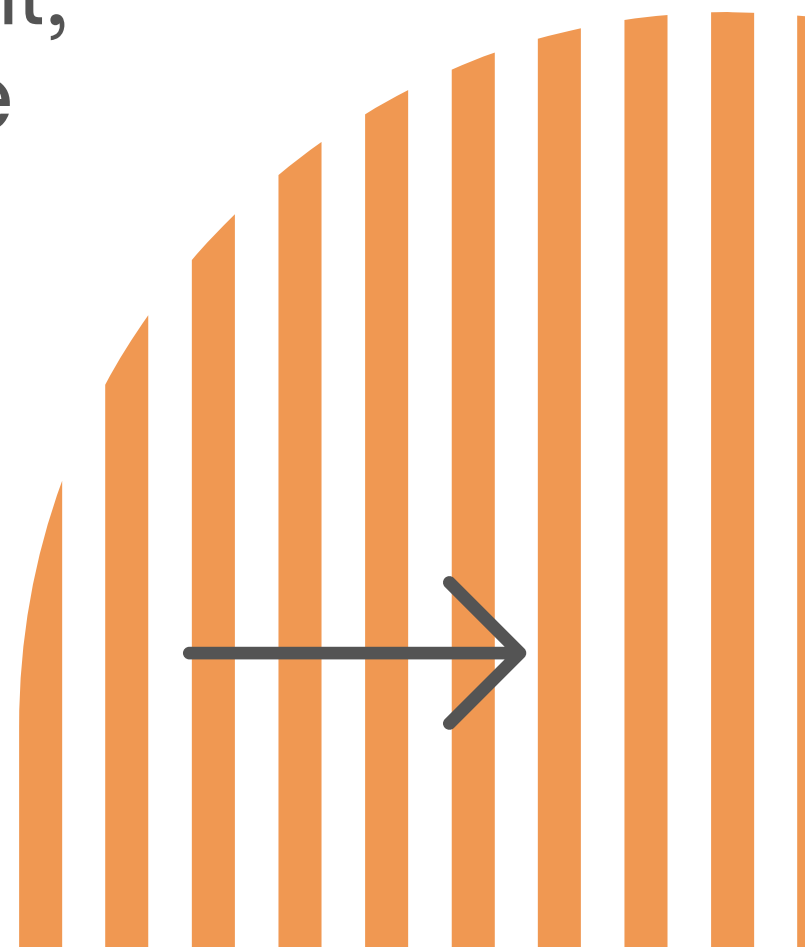


The Strategy

Instead of shouting louder, we changed the conversation. We introduced what we called the **Confidence Assurance Program (CAP)**, a re-engineered version of the old “buy-back guarantee,” but reframed as a confidence-driven promise, not a financial liability.

The psychology was simple:
People rarely act on a buy-back clause.
They just need to know it’s there.

It’s the property equivalent of a *money-back guarantee* in retail, the **comfort of an exit**, not the intention to use it.



The Fine-Print

How We Protected the Developer

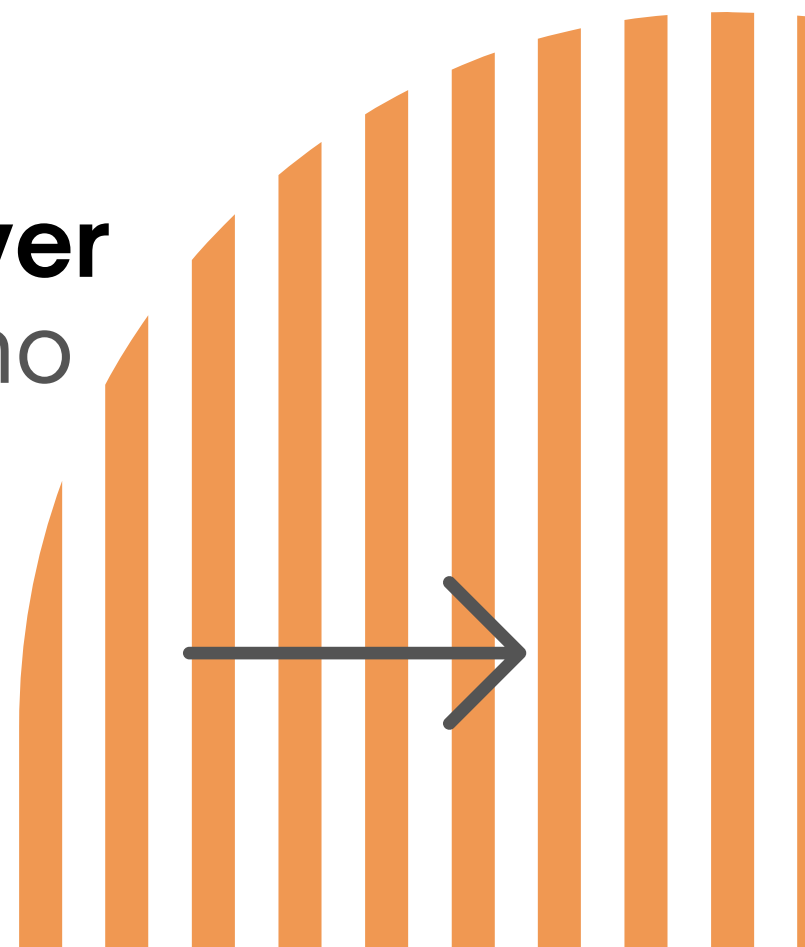


The Fine-Print

To convince management, I treated this as a **financial model**, not a campaign gimmick.

Program scope:

- Applicable only to **new buyers during the campaign**. (means not applicable to those units which sold earlier)
- Limited to **5% of total units** (50 out of 1,000), on a **first-come, first-served basis**.
- Valid for **12 months after vacant possession (VP)**.
- Applicable **only if the unit remains in original handover condition** (no renovation, no tenancy).

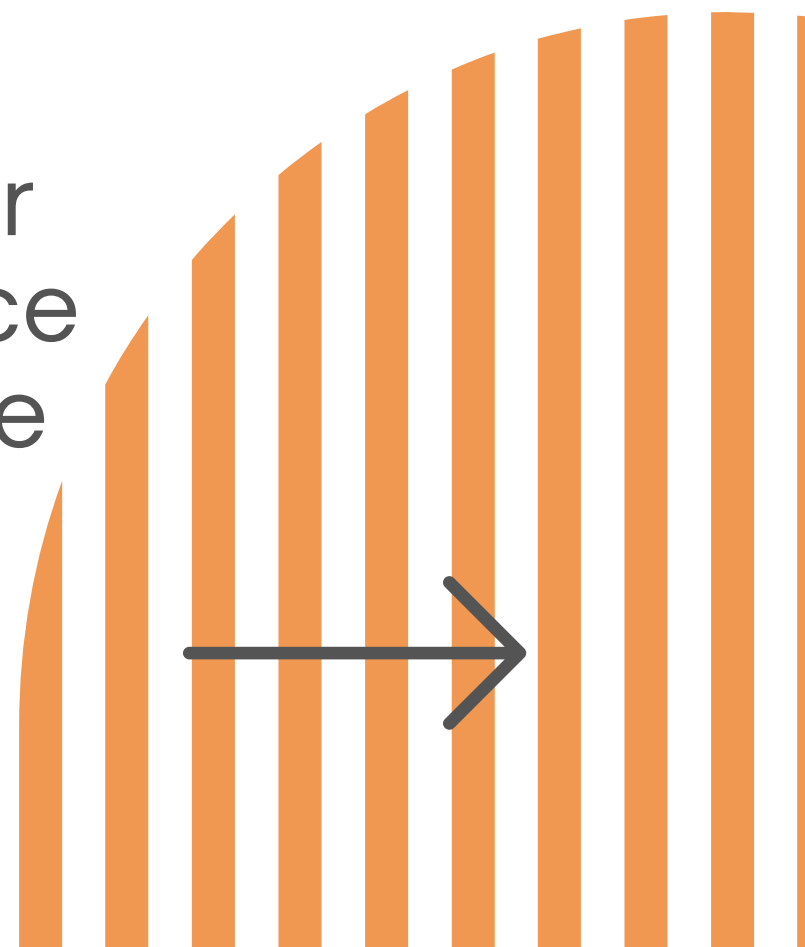


The Fine-Print

Program scope:

- **Developer retains 3-month remarketing right** — if a new buyer is found within that window, the transaction occurs directly between both parties; no buy-back triggered.
- If unsold, developer buys back at **original purchase price** (excluding legal, stamp, or loan interest costs).
- **Buyer bears all resale legal and stamping fees.**

By design, this framework makes buy-back possible but **operationally inconvenient** for casual flippers. It's reassurance for genuine buyers, deterrence for speculators.



The Financial Rationale

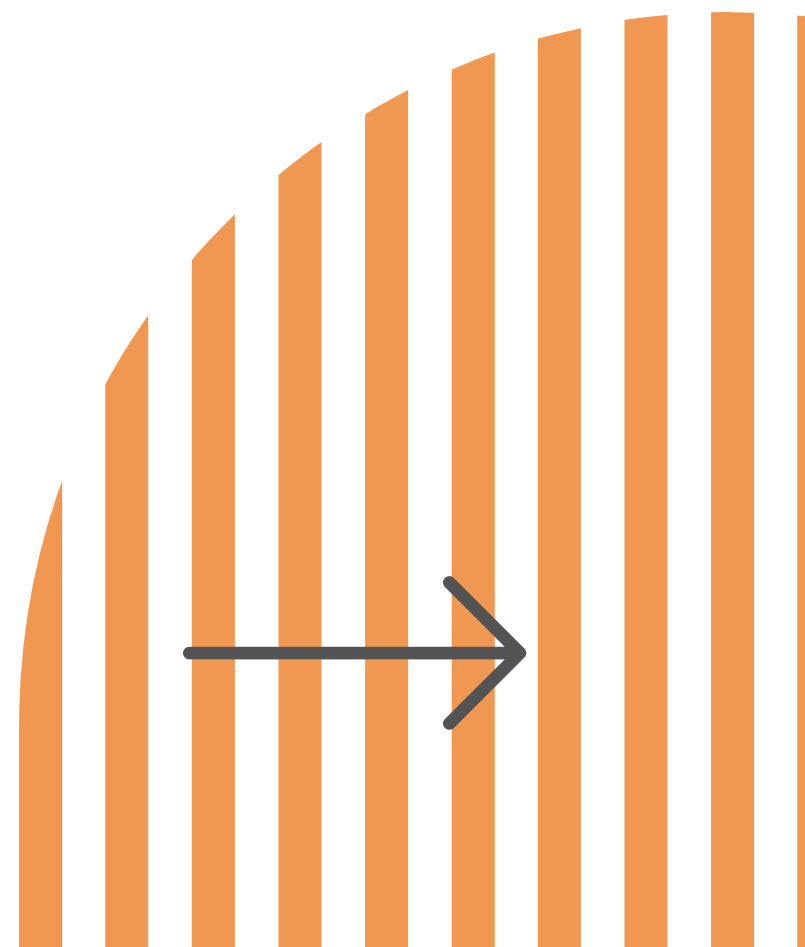
Risk Quantification



The Financial Rationale

Let's assume:

- **GDV:** RM700 million
- **Total Units:** 1000
- **Net margin:** 15% → RM105 million
- **CAP exposure:** 5% of GDV = RM35 million potential liability
- **CAP Units:** Approx. 50

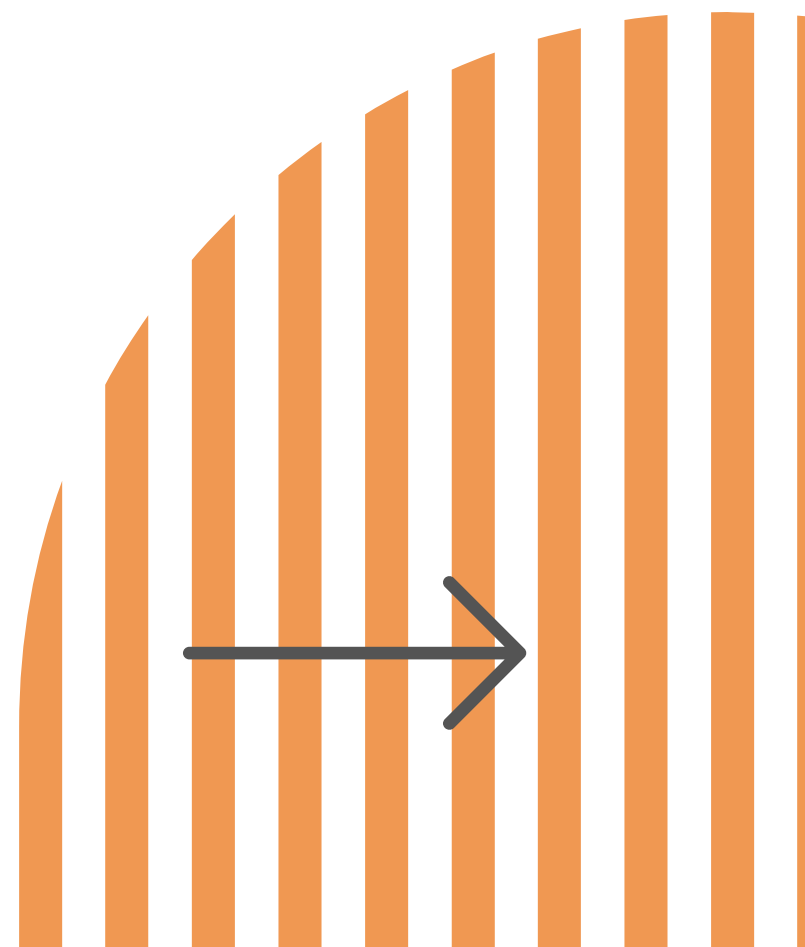


The Financial Rationale

Historically, only 1–2% of participants in similar schemes exercise the option. Even if all 50 units triggered buy-back simultaneously (worst case), carrying cost could be cushioned by:

- Developer's **deposit interest income** on retained profits.
- **Re-sale recovery** within 6–9 months at breakeven or slight gain.
- **Inventory absorption benefit** when market sentiment recovers.

In essence, the **headline risk** is large; the **real risk** is mathematically capped and manageable.



The Execution

Turning Fine- Print into a Story



The Execution

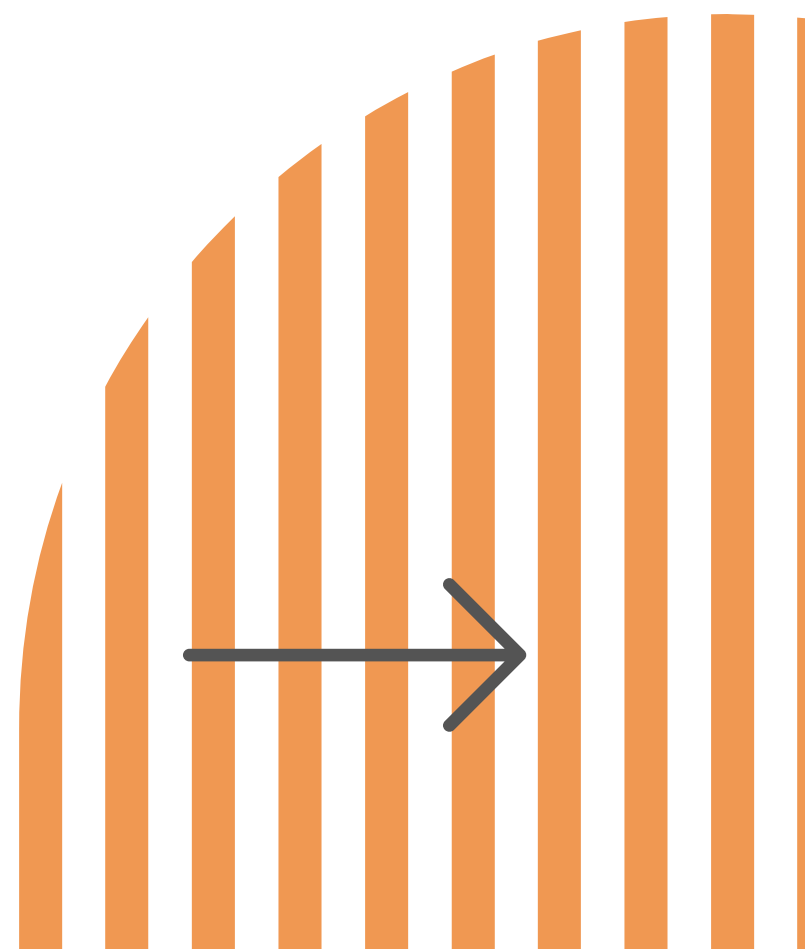
We didn't advertise discounts. We told a story about confidence and accountability.

Tactical rollout:

- One hero message: *"We don't just sell homes. We stand behind them."*
- A founder-style press interview *explaining the philosophy.*
- Short explainer video using real project visuals, focusing on *trust, transparency, and exit comfort.*

The A&P spend: below RM50k, mostly for design and video production.

The media coverage: organic, because the story itself was newsworthy.



The Result

Tangible and Intangible



The Result

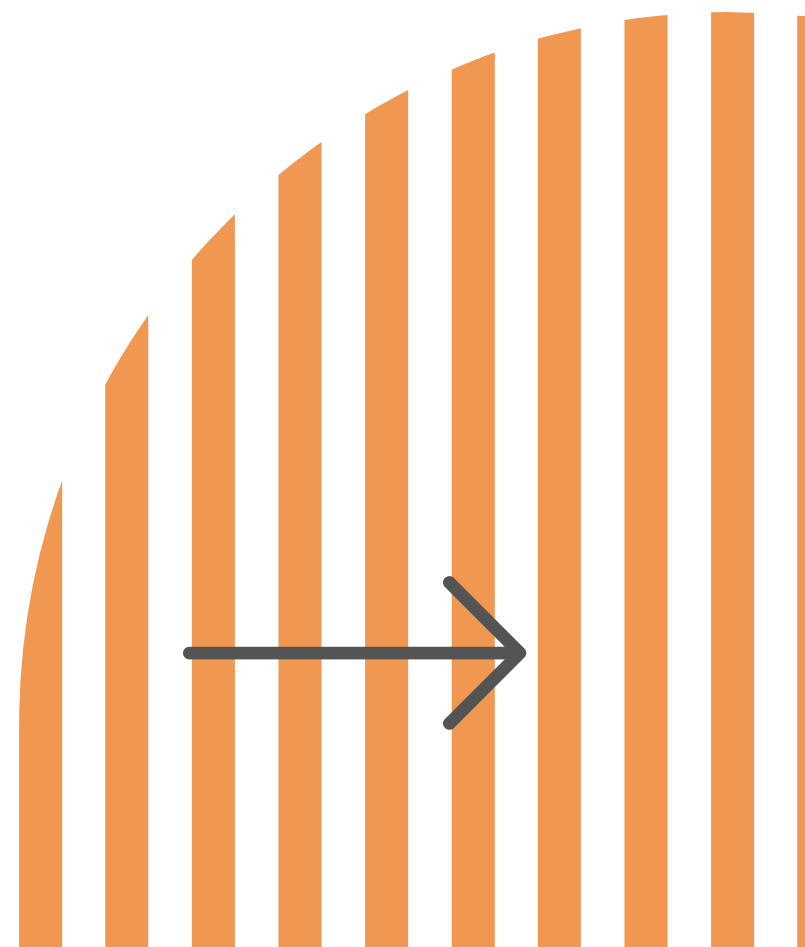
Within the first 60 days post-launch:

- **Lead-to-visit ratio improved.**
- **Conversion rate** increased.
- Buyers referenced the program directly in discussions, proof it worked as a psychological safety net.

Internal morale also improved; the sales team finally had a *story worth telling* again.

The true success metric wasn't units sold, it was **brand perception**.

We shifted the conversation from *price* to *principle*.



The Reflection

Lessons in “No Budget Marketing”

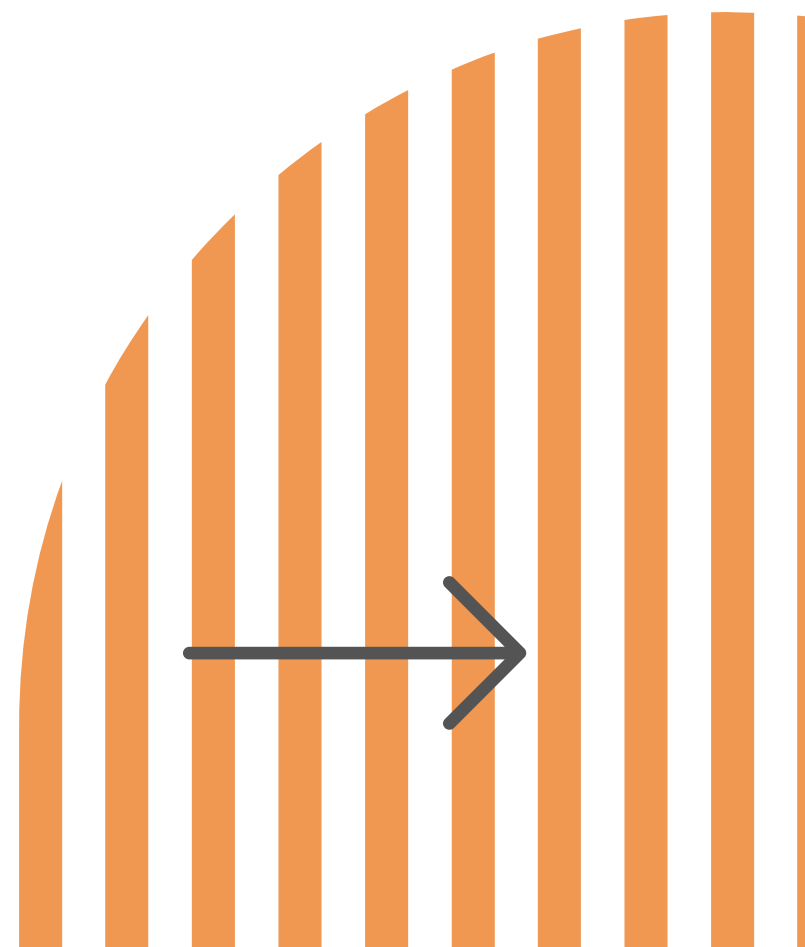


The Reflection

When you can't give financial incentives, give emotional security.

Fine-print can be marketing, if it's designed smartly and told transparently.

Creativity under constraint breeds ideas that money can't buy because they earn attention instead of renting it.



The Takeaway

For Every Marketer Facing Tight Margins

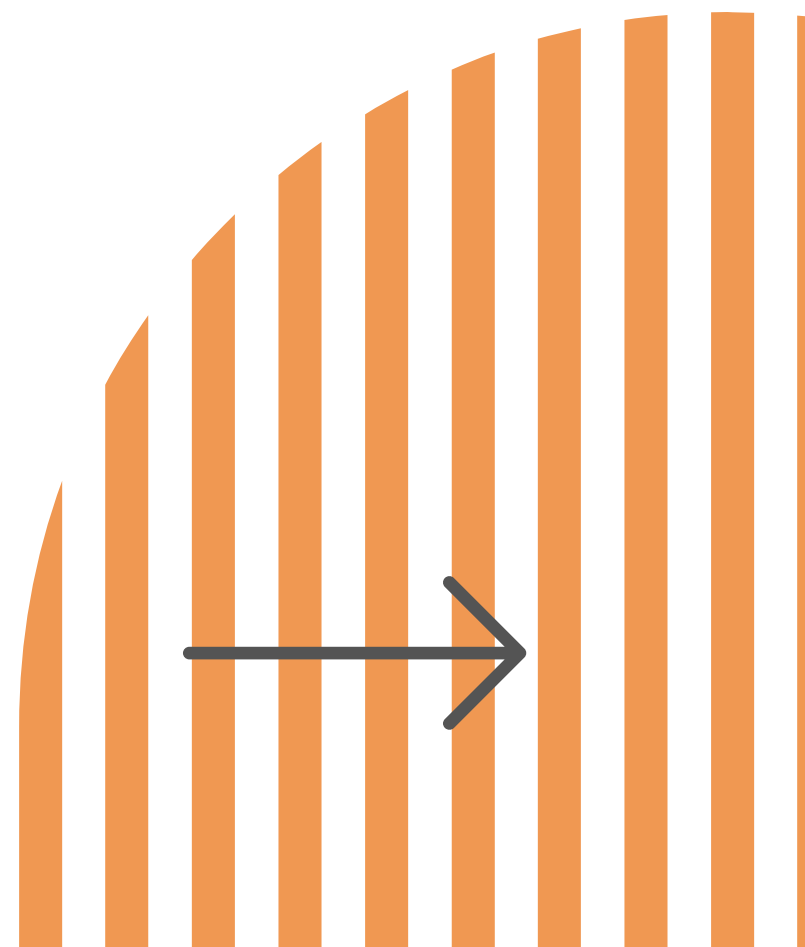


The Takeaway

“No Budget Marketing” isn’t about surviving without funds. It’s about proving that strategy, empathy, and precision storytelling can outperform a million-ringgit ad spend.

In our RM700 million case, we didn’t just protect profit. We redefined confidence as a product feature and made the market talk about it.

That’s **No Budget Marketing 2.0** — where creativity compounds, not cost.



No Budget Marketing 2.0

Thank You

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