

B R Y A N L E E

BEYOND BRICKS

M A R K E T I N G S T R A T E G I E S



Executive Summary: The Mandate for Disruptive Property Marketing

The traditional formula for selling low to mid-cost properties in Malaysia such as standard rebates, legal packages, and basic amenities — is failing to resonate deeply with the **M40 and B40 segments**. These buyers are paralyzed by anxiety over **affordability, long-term debt, and career stagnation**. Continuing to market *bricks* instead of *solutions* is no longer viable for achieving optimal sales velocity.

This blueprint, **Beyond Bricks: Community Wealth Program**, presents a radical strategic shift. It transforms the developer from a transactional seller into a genuine **Community Wealth Partner** by directly addressing the financial and career pain points of the middle-income family.

The Strategic Solution: High-Value, Phased Incentives

We augment existing sales packages with a high-impact, phased strategy: **four distinct RM10,000 incentive campaigns** rotated quarterly. Crucially, these are **additional incentives** offered on top of standard discounts. Each phase is a unique value proposition, designed to drive action now:

Phase	Theme	Psychological Value	Strategic Objective
Pillar 1	Financial Security	Alleviates mortgage and long-term debt anxiety.	Drives low-risk urgency at launch.
Pillar 2	Modern Wealth	Establishes access to passive income growth.	Secures high PR value and database exchange.
Pillar 3	Lifestyle Kickstart	Solves the immediate cost-of-living squeeze.	Ensures long-term engagement and loyalty.
Pillar 4	Career Progression	Future-proofs the buyer's earning potential.	Creates a powerful CSR-to-CLV (Customer Lifetime Value) pipeline.

The Vision: Organizational Design for the AI Era

To execute this dynamic strategy with maximum efficiency, this document culminates in a proposal for **future organizational restructuring**. The reliance on specialized skills is diminishing; with **AI assistance in content creation, idea generation, and design**, the necessity of siloed departments is eliminated.

My direction is to ensure that a future-ready organization replaces multiple small, specialized teams (e.g., Creative Design, Digital Marketing, Project Marketing) with a consolidated, **larger team of multi-skilled Strategic Marketers**. This new entity will be empowered by AI to manage the entire sales and marketing workflow **from A-Z**—from strategy and content creation to final execution and data analysis. This is the blueprint for a leaner, faster, and more effective marketing structure.

Chapter 1: Deconstructing the M40/B40 Homeownership Crisis

The M40 and B40 segments - Malaysian households earning roughly between RM2,500 and RM11,000 per month, are the **economic engine** of the nation and the primary market for mid-cost housing. Yet, the housing industry continues to market to them using outdated templates that fail to address their most critical anxieties.

To secure this market, property developers must stop selling square footage and start solving **financial insecurity**.

1.1 The Affordability Paradox: Why the Middle is Most Underserved

The **Affordability Paradox** defines the M40's struggle: they earn too much to qualify for the highly subsidized low-cost housing schemes designed for the B40, but their income growth often lags behind inflation and property price appreciation. This leaves them trapped in a cycle of limited savings and rising commitments.

The core of the issue isn't just the down payment; it's the **risk** of the purchase itself.

- **Shrinking Savings:** With a significant portion of income devoted to fuel, groceries, and education, the M40's disposable income for savings is rapidly depleted.
- **The Debt Burden:** Many M40 buyers are already servicing high-interest loans (cars, PTPTN, personal financing). Adding a 35-year mortgage makes their financial stability dangerously fragile.
- **The Expiry of Traditional Rebates:** Rebates and free legal fees are now considered industry standards, not incentives. They address the *transactional cost* but fail to mitigate the **long-term life risk** associated with homeownership.

1.2 Identifying the Core Anxieties that Stall Sales

The decision to buy a property is often stalled not by price, but by **psychological friction**. A strategic marketer must identify and neutralize these core anxieties:

Anxiety	Description	Strategic Goal
Long-Term Debt Fear	Worry over mortgage interest, and the feeling of being "chained" to a loan for three decades.	Provide Security: Offer a mechanism for tangible, early principal reduction.
Immediate Cash Flow Shock	The post-purchase realization that legal fees, moving costs, and rising daily essentials have depleted cash reserves.	Provide Sustenance: Offer immediate, recurring support for lifestyle essentials.
Job and Income Stagnation	Anxiety over remaining competitive in a rapidly digitizing economy where AI and automation threaten traditional roles.	Provide Growth: Offer resources for upskilling and career defense.

1.3 The Need for Structural Value: Moving Beyond Bricks

When a developer's offering is indistinguishable from its competitor's, the buyer defaults to the lowest price. This creates a destructive price war.

The way out is to deliver **Structural Value**, incentives that are built into the customer's life plan, not just the purchase agreement. Our strategy is built on the premise that we must actively help our M40/B40 buyers **become wealthier and more secure** *because* they chose us.

This proactive stance not only differentiates the product but also establishes **Brand Association** with financial prudence and career progression, the only way to build a sustainable, long-lasting customer relationship.

Chapter 2: The "Beyond Bricks" Philosophy: Vision and Architecture

With the M40/B40 financial anxieties clearly defined, a conventional marketing approach will always fall short. To achieve true market disruption and establish lasting loyalty, the developer must fundamentally change its identity. This requires adopting the **"Beyond Bricks" philosophy**, moving past the role of a property vendor to become a committed partner in the buyer's long-term financial success.

2.1 Redefining the Developer as a Community Wealth Partner

Our strategy is built on a single, powerful premise: **we succeed when our customers succeed.**

By actively contributing to a buyer's wealth creation and career progression, we mitigate the risk of mortgage default and cultivate fierce brand loyalty. The M40 segment will appreciate and remember the brand that offered real, tangible solutions instead of another decorative package. This is the difference between achieving a single **transaction** and securing long-term **Customer Lifetime Value (CLV)**.

2.2 The Unique Value Proposition (UVP)

Our new UVP is designed to be highly differentiated and emotionally resonant:

"We don't sell a home; we invest in your financial security and career success"

This promise is delivered through a high-value, four-pronged system that directly targets the anxieties identified in Chapter 1. The key is that these are **additional incentives**, provided *on top of* all existing legal packages and rebates, making the total offer irresistible.

2.3 The "Four Seasons of Incentives" Model

To avoid marketing fatigue and maximize sales momentum across the entire sales cycle, the incentives are packaged into four distinct, high-value thematic campaigns. This **rotational model** creates urgency (act *now* for this incentive) while keeping the brand continuously relevant.

Each phase is supported by an exclusive budget worth approximately **RM10,000** per unit sold, ensuring the value proposition is substantial.

Phase (Quarterly Focus)	Theme	Core Incentive Mechanism	Anxiety Addressed
Pillar 1	Financial Security	RM10,000 Cash Injection (for EPF/Loan Reduction)	Long-Term Debt Fear
Pillar 2	Modern Wealth	RM10,000 Value: Free Stock Portfolio & Education	Aspiration for Passive Income
Pillar 3	Lifestyle Kickstart	RM10,000 E-Wallet Credit (Monthly Disbursements)	Immediate Cash Flow Shock
Pillar 4	Career Progression	RM10,000 Value: AI/Coding Course Sponsorship & Cash Reward	Job and Income Stagnation

This structure ensures that regardless of when a prospective buyer enters the marketing funnel, they are met with a current, relevant, and compelling reason to purchase immediately.

Chapter 3: Pillar 1: Financial Security (The Digital Advocacy Engine)

The objective of the **Financial Security** pillar is to neutralize the buyer's fear of long-term debt while simultaneously converting our customers into our most effective sales force. The offer of a tiered direct deposit up to **RM30,000** (creating a RM100,000 future value) is the initial magnet; the **performance-based reward system** is the engine for viral lead generation.

3.1 Strategy & Mechanism: KWSP Direct Deposit & The 100K Narrative

The strategy leverages the high-PR value of the RM30,000 (Tier 1) contribution and the verifiable RM100,000 future value.

- **Mechanism (Tiered Approach):** The incentive is structured based on property price, always leading with the most compelling Tier 1 figure:
 - **Tier 1 (Premium Price): RM30,000 Contribution**
 - Tier 2 (Mid-Price): RM20,000 Contribution
 - Tier 3 (Affordable Price): RM10,000 Contribution
- **The Narrative:** The sales message focuses on the life-changing power of the RM100,000 future value, directly motivating buyers to secure this financial foundation *now*.

3.2 Implementation Focus: Navigating Complexity & The Wealth Accelerator Portal

To achieve both the high-PR KWSP deposit and the performance incentives, the complexity is managed by centralizing all digital advocacy through a bespoke platform.

Challenge	Strategic Solution	Rationale
High Legal Complexity	Dedicate resources to structure the formal MOU with KWSP for direct, legal contribution.	The high PR value of the partnership justifies the investment in compliance.
Boring A&P / No Engagement	Launch the " Wealth Accelerator Portal " (the internal system) accessible post-SPA signing.	Creates a dedicated, gamified space for customers to earn more while advocating for the brand.
Maximizing Value	Offer customers Performance-Based Rewards on top of their initial tiered contribution.	Turns the A&P budget into a direct, measurable ROI on lead generation and brand advocacy.

3.3 Digital Advocacy & Performance-Based A&P Proposal (Creative & Measurable)

We replace traditional advertising spend with an investment in the **system (platform)** and the **reward structure**. This turns every buyer into a commissioned marketer.

A. The Performance-Based Reward Structure

This system allows buyers to increase their total contribution (and future value) by fulfilling structured marketing tasks:

Task / Activity (KPI)	Reward / Incentive	Developer Benefit (Desired Action)
Tier 1 Referral (Closed Sale)	Additional RM5,000 credited to their account.	Direct, high-quality sales pipeline and low Cost Per Acquisition (CPA).
Social Media Advocacy (Shares)	RM200 per unique platform (Facebook/IG/WA Status/LinkedIn).	Mass reach, positive social proof, and viral brand awareness.
Video Testimonial Submission	RM1,000 credit upon approval and usage consent.	High-trust conversion asset (video testimonials are the most effective sales tool).
Project Survey Completion	RM150 credit upon completion of the post-SPA quality survey.	Valuable market data for future project planning (low-cost research).

B. A&P Budget Allocation (Focus: System & Reward)

The budget is allocated to build and maintain the advocacy engine, proving you can manage technology costs efficiently.

Component	Channel / Medium	Estimated Budget Allocation (Based on a Sample RM250k Phase Total)	Focus / ROI Metric
Digital Platform Development	System Integration (CRM-linked Portal) & Maintenance for 3 months.	30% (RM75,000)	Investment in Scalability and tracking of advocacy ROI.
Performance Rewards Pool	Funds allocated to pay out advocacy rewards (Referrals, Shares, Testimonials).	40% (RM100,000)	Direct ROI: Budget spent only upon successful advocacy (e.g., closed sales, viral shares).
PR & Media Launch	Launching the RM100K Narrative and the new "Community Wealth Accelerator" system.	20% (RM50,000)	High-impact PR focusing on the innovative, gamified financial system .
Creative Assets	Design of the portal UI/UX, in-system messaging, and tutorial videos.	10% (RM25,000)	Ensures a seamless, professional customer experience.

Chapter 4: Pillar 2: Modern Wealth & Lead Generation (The Strategic FinTech Exchange)

The **Modern Wealth** pillar is engineered to attract the younger, financially savvy M40 segment by offering a substantial investment incentive. This phase's success relies on a strategic, non-monetary value exchange with a FinTech partner like **Moomoo**, leveraging their platform and investor database for direct lead generation and maximum brand visibility.

4.1 Strategy & Mechanism: RM30,000 Investment Seed & Partner Access

The strategy focuses the full value proposition on the buyer's asset growth, while the developer's marketing budget is dedicated to purchasing access to the partner's investor audience.

- **Mechanism (Tier 1 Value):** The tiered RM10,000 - RM30,000 incentive is given to the buyer as **investment seed credit/free shares** upon property purchase and partner account activation.
- **Partnership Value Exchange:** The FinTech partner provides **complimentary** educational content, and, critically, grants the developer **advertising inventory** within their high-traffic investor platform (e.g., Moomoo app feeds, banners).
- **The Narrative:** This is positioned as the **"Investment-Ready Home."** The developer provides the capital; the partner provides the expertise and the audience.

4.2 Implementation Focus: Lead Generation via Investor Targeting

The primary lead generation tool for this phase is the ability to run targeted property advertisements directly to a database of active investors, a financially qualified demographic that actively seeks asset growth.

Challenge	Strategic Solution	Rationale
Gaining New Leads	Negotiate the purchase of premium advertising slots on the partner's platform (e.g., Moomoo's in-app news feed).	High-ROI Lead Generation: Targets investors who are already qualified and looking to deploy capital.
High Cost of Education	Leverage the partner's existing, professionally produced educational content (a free asset).	Reduces the developer's content creation cost to zero while maintaining a high-quality "literacy" narrative.
Conversion Funnel	Create a dedicated, branded landing page within the partner's app ecosystem for seamless lead capture (e.g., in-app banner links directly to a "Home Investment Consultation").	Reduces friction and increases the conversion rate of warm investor leads.

4.3 Strategic A&P Proposal: Maximizing Partner Visibility & Penetration

The A&P strategy is simplified, prioritizing spend on securing **premium advertising access** and maximizing the PR launch of the partnership.

Component	Channel / Medium	Estimated Budget Allocation (Sample RM250k Phase Total)	Focus / ROI Metric
Partner Platform Advertising Buy	Largest Allocation: Purchase of high-traffic ad slots, banners, and placements within the FinTech platform/app ecosystem.	55% (RM137,500)	Core ROI: Measured by Cost Per Lead (CPL) from the financially qualified investor database.
Public Relations (PR) & Launch	National Business Media Coverage, focusing on the MOU signing and the size of the RM30,000 seed capital.	30% (RM75,000)	Maximizes external brand perception and draws investor-level attention to the product.
Creative Assets	Design of high-impact co-branded digital ads, landing pages, and campaign visuals (emphasizing the RM30,000 seed).	15% (RM37,500)	Ensures the premium nature of the offering is conveyed seamlessly across all channels.

Chapter 5: Pillar 3: Lifestyle Kickstart (The Strategic Implementation Analysis)

The **Lifestyle Kickstart** pillar is designed to deliver immediate, high-density financial support, neutralizing the post-purchase "cash flow fear." By committing to a flat rate of **RM12,000** for every buyer in this phase, we provide a clean, powerful, and universally applicable solution: RM1,000 per month in support.

5.1 Strategy & Mechanism: The Universal RM12,000 Sustained 12-Month Value

The objective is to deliver the high-value support over the critical first year of homeownership, with the choice of implementation driven by the desired level of **PR impact**.

- **Duration & Monthly Value:** The support is concentrated **over 12 months**, yielding a powerful RM1,000 per month in structured value (vouchers/credits) for every buyer.
- **Core Value Proposition:** This high monthly subsidy significantly offsets major household expenses, ensuring a stable quality of life remains high despite the new mortgage commitment.

We continue to analyze the two primary paths for delivery:

Option A: High-Impact, High-Complexity (The Multi-Brand Coalition)

- **Mechanism:** Secure MOUs with 5-7 leading national brands (e.g., Petronas, Lotus's, Maxis, GSC). The RM12,000 is disbursed as category-specific vouchers/credits via a centralized rewards platform over 12 months.
- **Core Benefit: Exponential PR and Database Penetration.** The strength of the campaign is the collective marketing power of all partners.

Option B: High-Efficiency, Low-Complexity (The Single E-Wallet Solution)

- **Mechanism:** Partner with a single, dominant e-wallet (e.g., Touch 'n Go/GrabPay). The RM12,000 is disbursed as automated RM1,000 monthly credit top-ups directly into the buyer's e-wallet account for 12 months.
- **Core Benefit: Operational Simplicity and Automation.** Easiest to administer, with a predictable, high-frequency touchpoint.

5.2 Comparative Implementation Analysis

The concentrated RM1,000/month duration is the high-value constant. The strategic choice remains the trade-off between market disruption and operational ease.

Factor	Option A: Multi-Brand Coalition (High Impact)	Option B: Single E-Wallet (High Efficiency)
Value Proposition	Universal RM1,000/month in allocated essentials.	Universal RM1,000/month credited seamlessly.
Implementation Complexity	Very High. Requires managing 5-7 legal contracts and complex system integration.	Low. Requires one contract and one seamless API integration.
PR & Media Value	Maximum. The joint MOU signing is a national news event, positioning the developer as a market integrator.	Moderate. PR focuses on the <i>utility</i> and simplicity of the offering.

5.3 Strategic Recommendation & A&P Proposal

Given the objective to showcase maximum market disruption, high PR, and superior strategic thinking, Option A: The Multi-Brand Coalition remains the recommended path. The high administrative cost is the justifiable investment for achieving exponential media reach and database access.

A&P Proposal: Maximizing Coalition Marketing (Option A Focus)

The A&P strategy is fully dedicated to celebrating the RM1,000/month alliance, using the budget to purchase advertising space and secure PR coverage across the partner coalition's channels.

Component	Channel / Medium	Estimated Budget Allocation (Sample RM250k Phase Total)	Focus / ROI Metric

PR Mega-Launch Event	Largest Allocation: Full National Media Blitz covering the MOU Signing with all C-suite executives.	45% (RM112,500)	Core ROI: Maximizing media coverage and earned media value through the joint announcement.
Coalition Cross-Promotion Buy	Purchase of high-value inventory on partners' digital and physical channels (e.g., pump screens, app banners, check-out monitors).	35% (RM87,500)	Lead Generation: Direct exposure to massive, diverse consumer databases at their point of purchase.
Creative Assets	Design of unified assets featuring all partner brand logos and the RM1,000 Per Month" universal message.	15% (RM37,500)	Ensures the message of 'collective support' is immediately understood and highly shareable.
Contingency/Legal	Allocation for managing the inherent risks and complexities of multi-system integration.	5% (RM12,500)	Maintains budget flexibility for operational challenges.

Chapter 6: Pillar 4: Career Progression (The Dual-Funnel Strategy)

The **Career Progression** pillar is your most powerful tool for securing long-term loyalty and generating high-quality leads. This phase uses a **Dual-Funnel Strategy** to simultaneously reward existing customers (Loyalty Funnel) and attract new prospects (Acquisition Funnel) by demonstrating genuine investment in the community's future.

6.1 Strategy & Mechanism: Two Programs, One Goal

The goal is to provide high-value AI/Coding upskilling through two distinct programs, each with a specific audience and objective:

Program	Audience	Core Incentive	Strategic Goal
Loyalty Funnel	Existing Homeowners ONLY	RM10,000 Cash Reward upon completion.	Retention & Loyalty: Builds long-term relationship and goodwill.
Acquisition Funnel	Public Registration (Targeted Prospects)	1-2 day <i>Physical Teaser Course</i> .	Lead Generation: Acquires M40 leads and exposes them to the property product.

6.2 The Loyalty Funnel: RM10,000 Customer Exclusivity

This is the ultimate long-term reward, reinforcing your brand's commitment to the buyer's success.

- **Mechanism:** The developer sponsors the low-cost enrollment RM2,000 for approved online AI courses (e.g., Coursera, LinkedIn Learning). The RM10,000 cash payment is triggered only *upon submission of the verified digital certificate*.
- **The Narrative:** This is heavily marketed to customers as their "**Exclusive Wealth Bonus**," a perk not available to the general public, strengthening their feeling of appreciation and community belonging.

6.3 The Acquisition Funnel: The Physical Workshop Strategy

The physical short course is the entry point for new leads, utilizing the property venue as the strategic asset.

- **Lead Generation:** The workshop is marketed to a specific demographic and geographic area (age 25-45, within 10km of the project) to ensure attendees are qualified prospects.
- **Cross-Marketing Integration:** The workshop schedule must integrate **low-pressure cross-marketing points**:
 - **Venue Showcase:** Holding the event in the sales gallery, clubhouse, or a showcase unit.
 - **Soft Presentation:** A dedicated segment (e.g., "The Future-Ready Lifestyle") showcasing the property's value proposition during a meal break.
- **Sales Conversion:** Prospects who attend the workshop are then added to a dedicated sales pipeline and offered a time-limited incentive to purchase a property.

6.4 A&P Proposal: Targeting and Fulfillment

The A&P budget must be split to fund the physical event (Acquisition) and the large cash pool (Loyalty).

Component	Channel / Medium	Estimated Budget Allocation (Sample RM250k Phase Total)	Focus / ROI Metric
Completion Reward Pool	Funds allocated to pay out the RM10,000 cash reward to Customers Only .	40% (RM100,000)	Direct CSR Investment: Budget spent only upon verified <i>loyalty</i> success.
Workshop Logistics & Instruction	Venue preparation, instructor fees, catering, and event management for the public teaser course.	25% (RM62,500)	Investment in the quality of the experiential lead generation event .
Targeted Digital Marketing	Geofenced Social Media Ads targeting Prospects (age/area) for workshop registration.	20% (RM50,000)	Acquisition Funnel: Maximizing attendance of qualified M40 leads.

PR & Event Launch	Announce the RM10k Fund (highlighting customer exclusivity) and the Public Workshop Series . Promotion of the Group Handover Event.	15% (RM37,500)	Generates high-quality earned media from the educational/community angle.
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Chapter 8: Conclusion—The Merged Marketing Entity (Future Direction)

This final chapter synthesizes the **Beyond Bricks** strategy with a visionary proposal for organizational design. It serves as my personal manifesto, demonstrating that I am prepared to **lead structural change** to ensure future efficiency and strategic differentiation.

8.1 The Core Philosophy: Storytelling Over Discounts

The root of this entire strategy lies in a simple philosophical truth: **Marketing is about storytelling, not arithmetic.**

In the property sector, the conventional approach is to resort to **lazy incentives**: "just increase the rebates." This competitive race to the bottom ignores the buyer's emotional and psychological needs, reducing a life-changing purchase to a mere financial transaction.

The **Beyond Bricks** strategy rejects this. It proves that a developer can win not by offering the highest discount, but by **crafting a deeply relevant story** for the target market.

8.2 The Case for Organizational Integration

The complexity of delivering this integrated story with multiple partners, segmented audiences, and phased A&P requires a future-proof marketing structure. The traditional model of siloed teams (Project Marketing, Creative Design, Digital Marketing) is an enemy to effective storytelling, creating slow handoffs and inconsistent narratives.

The emergence of **Generative AI** fundamentally eliminates the justification for these silos. AI democratizes content creation, allowing for the merger of functions.

This merged unit is a **larger, multi-skilled team** empowered to own the marketing process **from A-Z**—from crafting the story (strategy) to launching the visuals (creative ops) and tracking the results (digital execution).

My direction for my future career is to lead this transformation to build and lead the unified marketing team that prioritizes **strategic storytelling, operational efficiency, and tangible value creation** over lazy discounts.