



YOUR REAL ESTATE SALES PMC

Premium Villas | Gated Community Villa Plots
Farm Lands | Luxury Apartments

www.dprprop.com



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 We are a professional Real Estate Consulting & Advisory Company
 with over 50 Yrs of Collective Experience in the Leadership.

Our Primary aim is to Audit, Propose & Establish Strategies in Order to
 Set up an End - End Sales Eco System for the Builder / Developer.

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PERCEPTION & PURPOSE

PERCEPTION

The ideology is aimed at providing a Canopy of services to help strengthen the Builder/Construction ecosystem to help in independence & self reliance & reduce dependence on external entities to a significant extent

PURPOSE

There is a huge void in the sales profession for refined & skilled sales personnel In the real estate sector in Hyderabad. Builders & Developers are heavily dependent on expensive Third Party Networks for Mobilizing Sales & Branding. This often becomes an expensive part in budgeting & finance

WHAT WE DO !

- Establishing an Efficient Tailormade Sales Mechanism to Suit each Project based on the Product & Location
- Focused on instill confidence in Customers & Internal Teams by Implementing friendly & Need based Policies & Incentive Policies that Drive Loyalty & Performance that feed into Excellent Customer Experience through the HR
- To Identify & Match the Project requirement with the Best suited HRM & CRM Tools for Reporting & Tracking & to ensure enforceability across the organization
- To engage vendors in various spheres in the organization wrt Sales, Marketing & Business Development
- To align Channel Partner network to the organization to increase word of mouth marketing/ branding & Sales Mobilisation
- Preparation of Project Information Report & Debt Syndication & Financial
- To drive the teams & track workforce performance weekly/monthly to make sure the set processes are being followed in order to achieve the desired output
- Creating strategic alliances & establishing tie-ups with the organization with Bankers, Investors, Marketers, Vendors & Associations that help in quick turn around



WHAT WE ASSURE !

01 Saving on Hiring & Administration Costs - Gap in Word & Addition of word Administration

02 Improved & Refined Work Environment & Organization Culture

03 Operational & Managerial Costs

04 Timely Execution of Strategies

05 Flexible Contract Association

06 Timely Revision of Sales Strategies to Suit the Market Fluctuations

07 Brand Positioning & Brand Recall via Marketing



OUR CORE ACTIVITIES

SALES & MARKETING TEAM HIRING

Advertising & Spreading the word on various social media platforms & networks to reach out to the niche audience & talent pool to procure the best resources Ex- Managers, Executives, Field Marketing Teams, Tele Marketers, CRM's, HR's

LEADERSHIP COACHING

To constantly engage & conduct self improvement sessions & skills training to all the members engaged in Sales & Marketing in various areas

SALES TRAINING & PERSONALITY DEVELOPMENT

The management needs to be able to adopt to the change in mindsets of consumers & marketing trends & hence arises a requirement to be agile & flexible in understanding & accepting the strategies that need to be implemented & to understand the outcome of those strategies



DIGITAL MARKETING STRATEGIES

In House & External Sources

NEWS PAPER ADVERTISEMENTS & PRINT MEDIA

Handling Local & National & International

CORPORATE BTL

Activities in Targeted Companies, Property Shows, Events & Exhibitions

STRATEGIC ALLIANCES & AFFILIATIONS

Local & National Level Ex:- CREDAI, TREDA, HRA, NAR, NAREDCO, IPC Affiliations (JLL, Anarock, CBRE, C&W)

BULK SMS/ WHATSAPP/ BROADCAST/ MESSENGER/ EMAIL MARKETING STRATEGIES

VENDOR MANAGEMENT

Strategizing with Marketing agencies, tall Designers & Contractors, Printers, Radio, YouTube Channels, TV Channels, Advertising Agencies

SEARCH ENGINE OPTIMIZATION

Google, Facebook,...et.al.

OTHER BTL

Local Marketing Initiatives & Cross Promotion Strategies

SOCIAL MEDIA MANAGEMENT

Linkedin, Facebook, Google, Twitter Blogs, Forums....et.al.

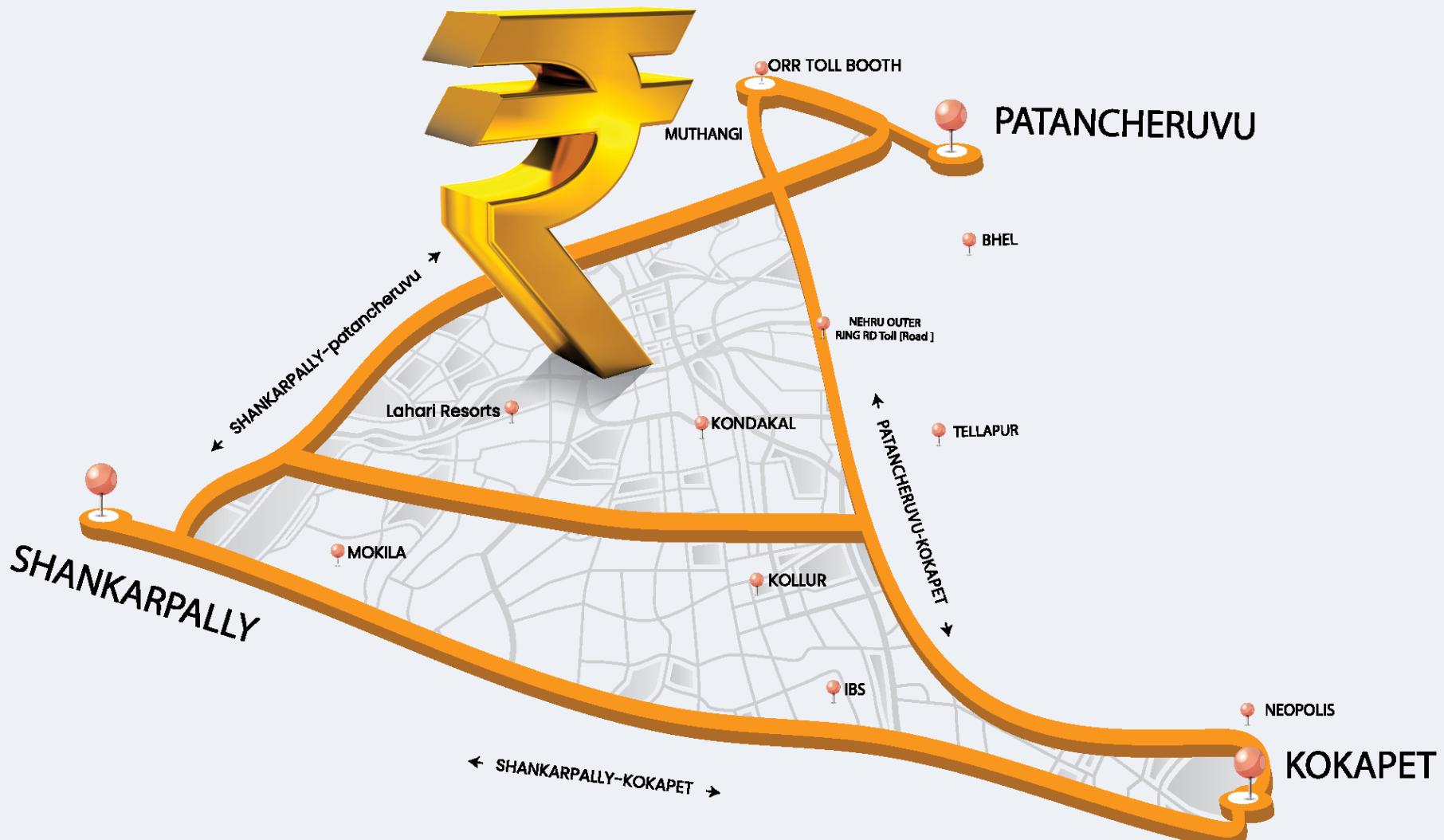
ANCILLARY SERVICES

Company Level & Project Branding, Public Relationship, Collateral Designing, Website UI/UX Designing Inputs



SCAN TO CHAT WITH
PROPERTY ADVISOR

THE CROWN JEWEL OF HYDERABAD



GOLDEN TRIANGLE

www.dprprop.com



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