

ZEN & ESTATE

PROJECT MANAGEMENT, SALES AND MARKETING

CONSULTANCY





ABOUT US

We have had sales-marketing and management experiences that we have gained through A+ projects of domestic and international big brands for many years.

With these experiences; we enable you to take fast sales action by drawing the roadmap of your company, highlighting your brand awareness, and creating your corporate identity.

In the marketing of your real estate project; we offer solutions at all stages from identifying your target customer group, creating your project name and logo, to your pricing and leverage, from sales language and strategies, to your advertising, press and public relations, from alternatives to your payment plans to the delivery of the last unit to the rightful owner.

While offering these solutions, we measure them meticulously and develop them continuously by using innovations and developing technologies. By managing business follow-up under the same roof, we implement integrated and optimized digital solutions with precision and devotion.

We are here with our full range of professional solutions for you to make a difference in the real estate sector...





VISION

We aim to be a global company by analyzing your needs in the most accurate way and keeping your investment profitability in the forefront with solutions suitable for your goals in the rapidly increasing competition conditions in the real estate sector.



MISSION

With our business partners and employees; it is our mission to work with all our strength by adding the reliability of ZEN & ESTATE to our principle of being a perfectionist by presenting the stable and entrepreneurial values of our team spirit to our customers with transparency.





OUR SERVICES

The real estate sector requires human resources who work with knowledge, experience and care from the foundation to the roof of a construction.

When a business is done with science, knowledge and competence, the more human it will be.

We are ready with our professional team...



OUR SERVICES

- PROJECT SALES MANAGEMENT
- SALES TEAM MANAGEMENT
- PROJECT PRESENTATION
- PROJECT MARKETING & ADVERTISING MANAGEMENT
- CREATIVE AGENCY
- OVERSEAS SALES & MARKETING



PROJECT SALES MANAGEMENT

The choice of housing is the most important decision in the life of buyers. It is necessary for them to feel safe, not only with your words, but also with other legal, written and visual materials that you will present.

- **PROJECT SALES MANAGEMENT**

- Preparation of the business plan suitable for the project,
- Preparing reception reports, daily sales reports,
- Preparing regional competitor analysis, SWOT, pricing strategy, leverage, payment plan alternatives and summary price list,
- Preparation of deposit form, reception form, pre-sale agreement and its annexes,
- Preparation of team bonus table and team attendance sheet,
- Management of options, deposit, sale cancellation, transfer and return principles,
- Customer demand and remaining stock analysis studies and stock follow-up management,
- Sales closing rate, prepayment or down payment collection tracking.





SALES TEAM MANAGEMENT

Sales teams should be informed about the details of the project and given a well project training. The teams should be made aware of the different buyer groups of the project and sales training should be given about the project features that should be highlighted.

• SALES TEAM MANAGEMENT

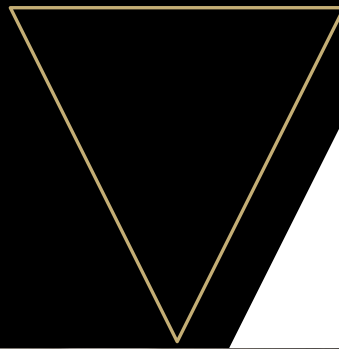
- Creation of the sales team,
- Creation of sales strategies,
- Establishing the basic principles of team management,
- Project technical knowledge training of the sales team,
- Sales tracking program usage training,
- Sales team motivation studies,
- Creating visual style and behavior patterns for the sales team,
- Follow-up of personnel and customer relations,
- Ensuring the continuity of customer relations,
- Coordinating the sales team with the central marketing team,
- Developing the sales language, project training of the sales team, planning the customer welcome and presentation flow,
- Encouragement and motivation training of the team to increase the sales force.





PROJECT PRESENTATION

The project presentations of the sales teams and their answers to the basic questions should be in parallel. Consistent, supportive and helpful teams are the biggest proof to customers of how seriously the project is taken.



• **PROJECT PRESENTATION**

- Techniques of giving information on the phone,
- Customer reception and orientation behaviors,
- Preparation of project presentation content,
- Effective presentation strategy,
- Presentation content on the project modal (maket),
- Principles of sample apartment (mock-up) tour,
- Preparing client information and deposit forms,
- Preparation of sales process documents,
- Preparation of preliminary sales contract and its annexes.





PROJECT MARKETING &
ADVERTISING
MANAGEMENT

The diversity of today's advertising channels and the unique advantages of each medium confuses you.

Telephones for marketing activities say that "they will make the most accurate promotion of your project in their own channels".

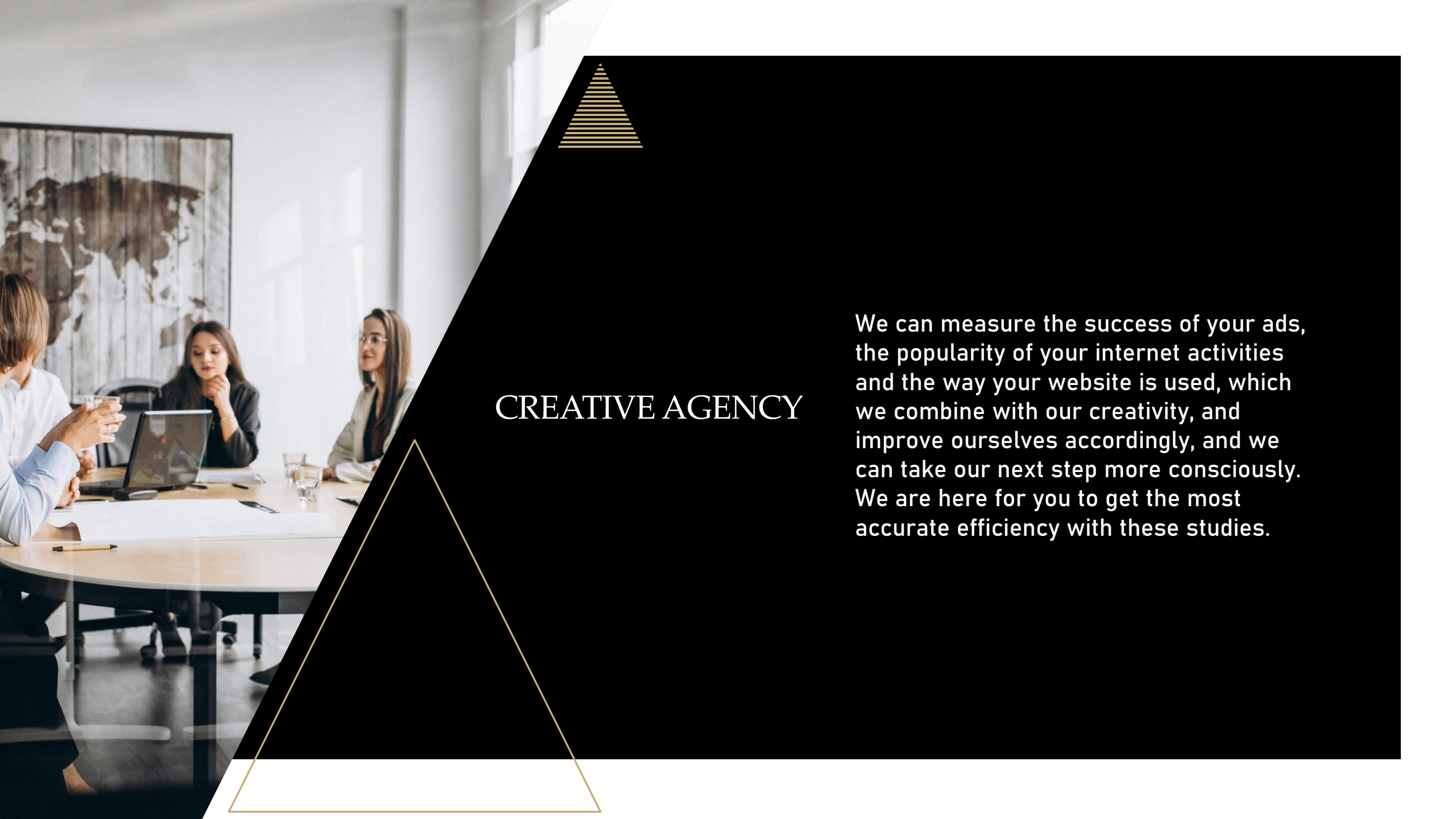
Don't get confused, we are here.



PROJECT MARKETING & ADVERTISING MANAGEMENT



- Structuring strategic brand communication,
- Preparation of project marketing strategy and launch plan,
- Call Center support consultancy,
- CRM system setup and database management consultancy,
- Regional market and price analysis studies,
- Project name, logo, corporate identity, catalog and brochure configuration,
- Mystery Shopper studies and management,
- Making target audience definitions,
- Guiding the selection of the model company and choosing it according to the scaled plans,
- If there is no Creative Agency, Digital Agency or PR agency that the business partner company is working with, management of the negotiations and ensuring that the right agency is brought together with the company,
- Structuring of strategic brand communication,
- Presenting up-to-date marketing solution suggestions,
- Media planning, outdoor, parapet, direct advertising planning and purchasing management,
- Social media management and content preparation,
- Bringing together 360° virtual tour and rendering companies and business partners,
- Exterior visuals, painted plans, selection and completion of 3D animation companies,
- Process management with ATL (above the line) and BTL (below the line) agencies,
- Media purchasing activities.



CREATIVE AGENCY

We can measure the success of your ads, the popularity of your internet activities and the way your website is used, which we combine with our creativity, and improve ourselves accordingly, and we can take our next step more consciously. We are here for you to get the most accurate efficiency with these studies.

- **CREATIVE AGENCY**

- Creating and managing content for digital, social media and PR accounts,
- WordPress, HTML (custom software) website and landing page creation,
- (Corporate printed materials) Preparing letterhead, business cards, envelopes, pocket proposal file, accounting documents, customer information form, deposit form and name badge,
- Promotional materials (promotional printed materials, posters, brochures, inserts, cardboard bags),
- Branch dressings,
- Outdoor (totem, pole banner, parapet, wall and billboard) decorations,
- Communication campaign studies,
- Google search ads.





OVERSEAS SALES & MARKETING

The investment cost limit of the Mütakabiliyet Law, which paves the way for citizenship through investment, was reduced from 1 million USD to 250,000 USD as of October 2018, attracting foreign investors. We become an intermediary in the sales and marketing of your project to foreign investors.



- **OVERSEAS SALES & MARKETING**
 - Sales with our overseas agency network,
 - Sales with our domestic agency network,
 - Direct sales to foreigners,
 - Overseas direct marketing,
 - Marketing with our overseas agency network.



81 PROVINCES AND ABROAD

- Service to Turkey and Abroad

- ### **360° SERVICE**
- Managing Sales and Marketing from a Single Center

QUALITY SERVICE

- Transparent Data Sharing
- Regular Monthly Reporting

- ### **REAL SOLUTIONS**
- Advanced Performance Analysis
 - Advanced Optimization

RESULT ORIENTED

- Rate of Conversion of Forms to Sales
- Selection of Marketing Channels Appropriate for the Target Audience

- ### **DIGITAL MARKETING**
- Recognizing Marketing Objectives and Customer Audience
 - Performance Oriented



WHY WORK WITH US?

Under one roof;

- We ease your time management so that you can take care of your main field of activity by reducing your paperwork and workload...
- We build a bridge between you and your target audience...
- We provide you with easy access to fast and profitable sales...
- We provide services all over Turkey and abroad for small, medium and large projects...



CONTACT US:

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