





About

Property Point is the pioneering company providing home to millions of people for over 42 years. We take pride in serving our esteemed clientele with flawless construction and real estate services.

Our Aim is not just buying, selling and constructing a roof for you to live in, its about building an everlasting relationship with you.

So, All you need to do is to enlighten us about you requirements and we'll get it done right in time!

WHAT WE DO,

1. REAL ESTATE:

Property Point is an all-in-one real estate company that gives you the best solution whether you want to buy, sell or rent your property. Whether you want your next residence or business office, our competent staff stand ready to be of service to you.

2. CONSTRUCTION:

Our construction services are what you can count on. From the very first brick to giving you final touch, we are committed to superior quality and always devoted to giving you perfect results.

We are striving to be the best in the market that pursue excellence in all kinds of construction services.



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Multiple Departments Working In-House

 Operations

 Human Resource

 Product

 Content

 Sales (Tier 1 & Tier 2)

 Project Sales

 Digital Marketing

 Public Relations (PR)

 SEO

 Production

 Marketing & Procurement

 Development & IT

 Graphics & Creative

 Quality Assurance



Branding

We create an entire identity of the project through various channels including:

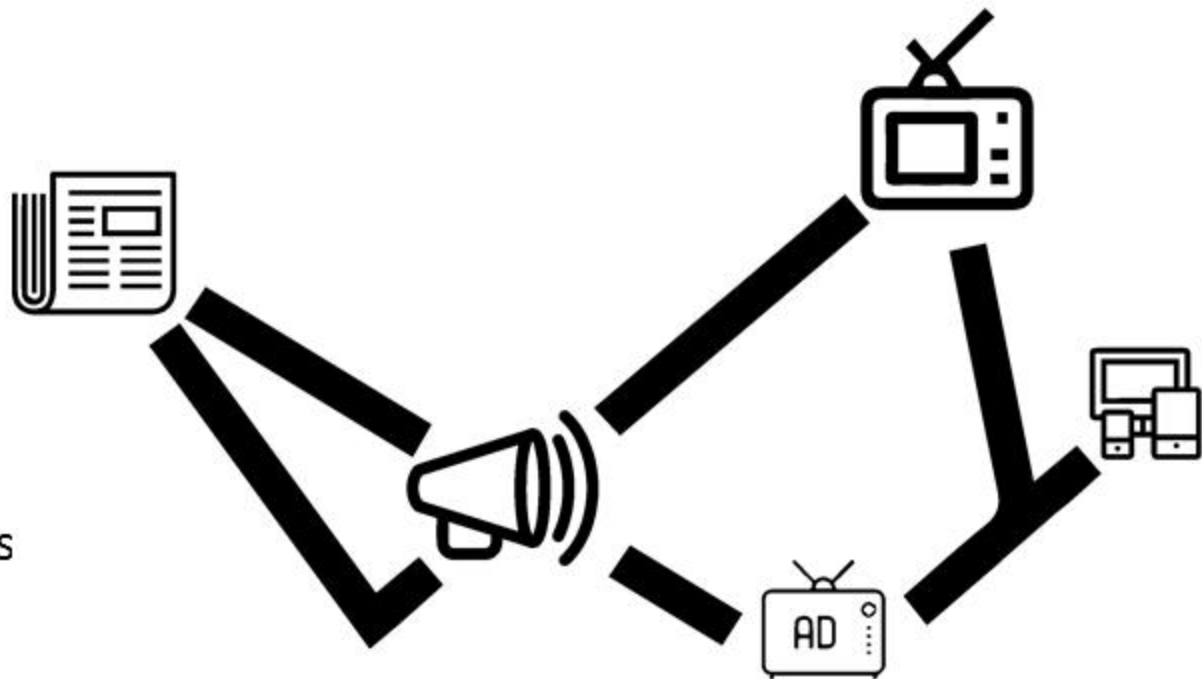
- Billboards
- Streamer
- Booklet
- Flyers & Brochures
- Much more!



Marketing Strategy

Using a comprehensive 360° marketing strategy, Property Point boosts awareness and offers the best value to the developers.

- Multiple Media Channels including:
 - Print media
 - Broadcast media
 - Social media
- TVC or DVC
- Events according to project launch phases
 - Pre-launch
 - Launch

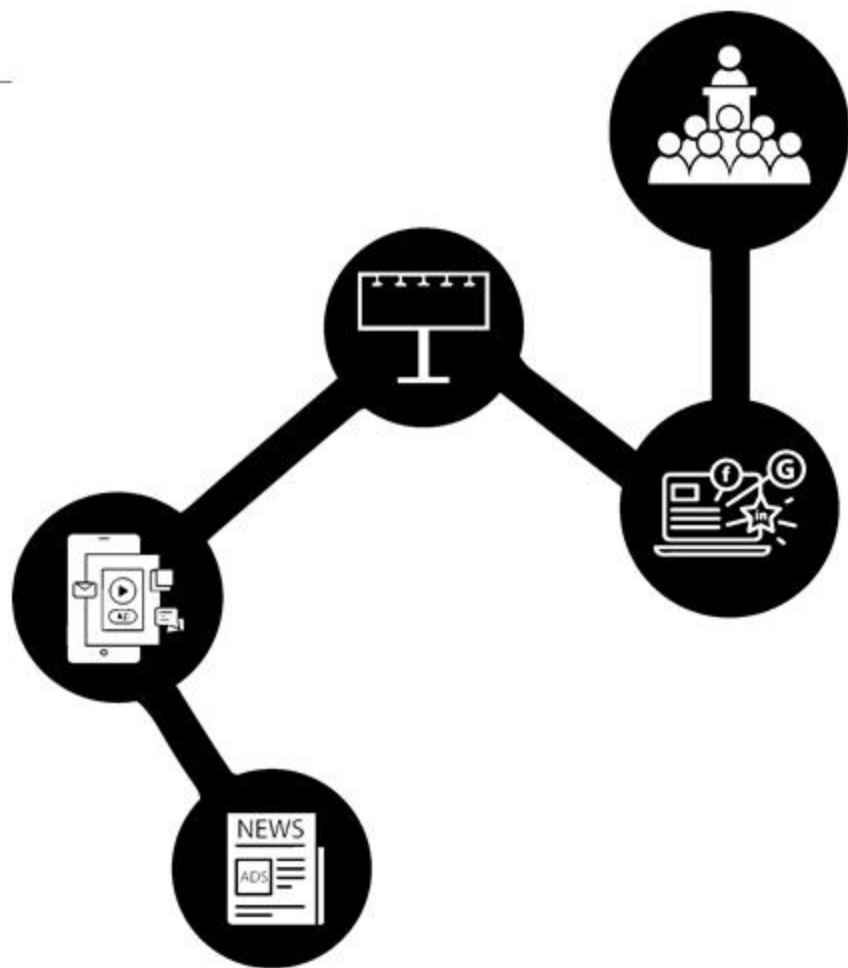




Digital & Conventional Marketing

Using a mix of conventional and digital marketing strategies, Property Point gives a major projection to your project in terms of exposure and client outreach. This is achieved using all or some of the following strategies.

- Conferences
- Outdoor campaigns
- BTLs
- Ad promotions
- Media campaigns
- Newspaper advertising





Traditional Marketing

In traditional marketing, for awareness purposes we need to advertise our service and projects through

- Billboards
- Posters
- Banners
- Streamers advertising
- On site branding

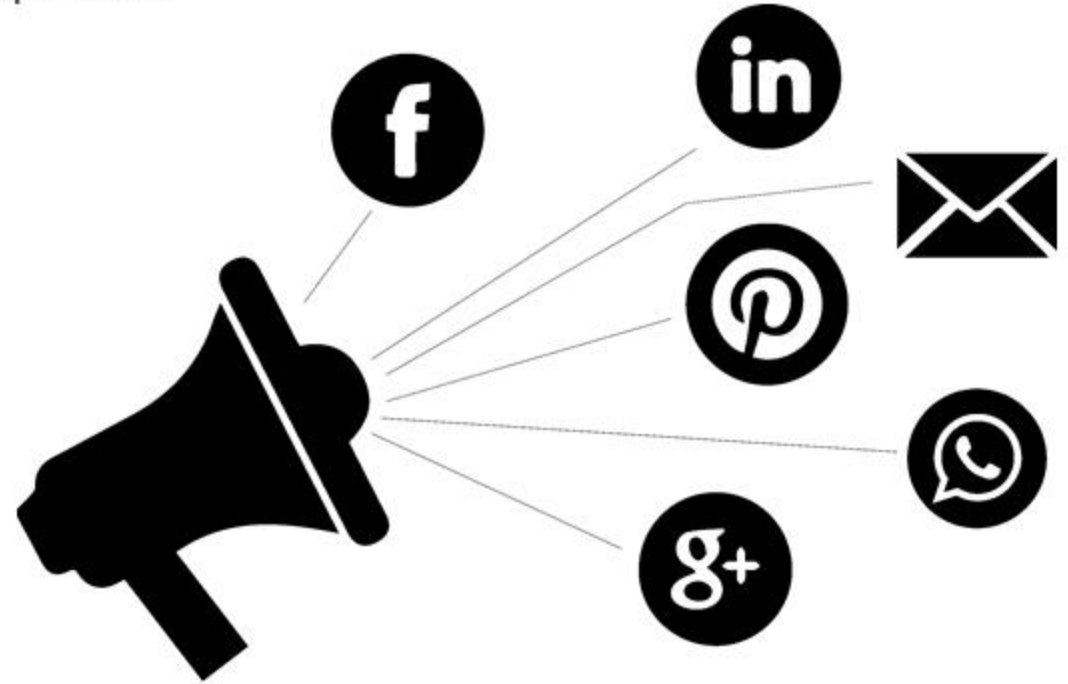




Digital Marketing

In digital marketing, we use social media platforms and advanced sources for awareness purposes, with funnel-based & highly targeted approach.

- Facebook
- Instagram
- WhatsApp cold marketing
- project Landing pages/Websites
- Site v-logs
- Pinterest
- Twitter





Project Sales

From concept initiation to branding and project selling, the project sales team utilizes all the resources to make sure the project sells quickly. They also ensure the authenticity of the project through NOC and document verification.

Types of Sales

1- Direct Sale

When we deal with the end user directly, it is direct sale.

2- Indirect Sale

When we are dealing with an agency and the agency have the details of the end user, it is an indirect sale.



Distinctive Features



Drone Coverage



HD Photography



Professional Videography



Interactive Floorplans



Agency Profile



Detailed Project Page
with Payment Plan



24/7 Live Chat Support



Multi-channel, Funnel-based
Digital Marketing



Agency Sales

The agency sales team deals with our agency clients (renewals and new sales). They also assist the project sales team on project selling part through their vast agency network.





Thank You

