

New

Developments

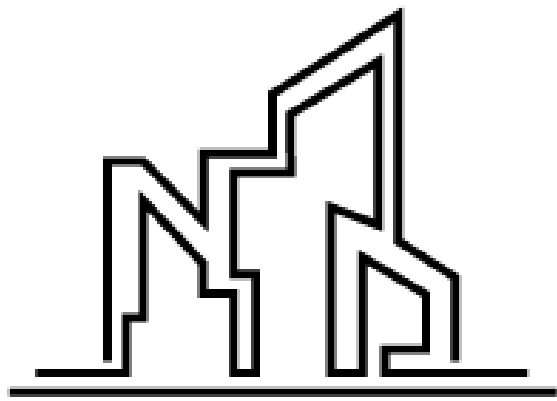
How to Sell Out Developments

How To Sell Out Developments

Data Shows What Works—And What Doesn't

The Propertybook Group

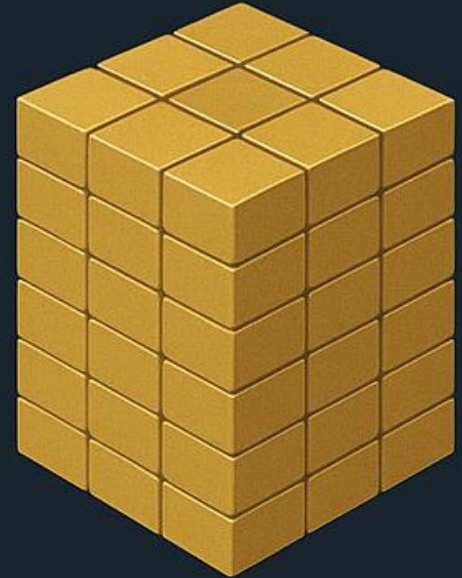




NEW
DEVELOPMENTS

The Propertybook Group

- Propertybook mothership
- SEO Optimized Website
- Niche Investment Space
- 20,000 visits a month
- Massive diaspora market



Zimbabwe Property Developments Market

The Product

Bridgewood

By Cardinal Properties

PRICE INCLUDES VAT
ENDOWMENT PAID
FULLY SERVICED
TARRED ROADS
RESIDENTIAL ELECTRICITY
RESIDENTIAL SEWERAGE
WATER CONNECTIONS
PAYMENT TERMS 1-5 YEARS



FROM USD \$14,950*

*PRICE INCLUDES VAT

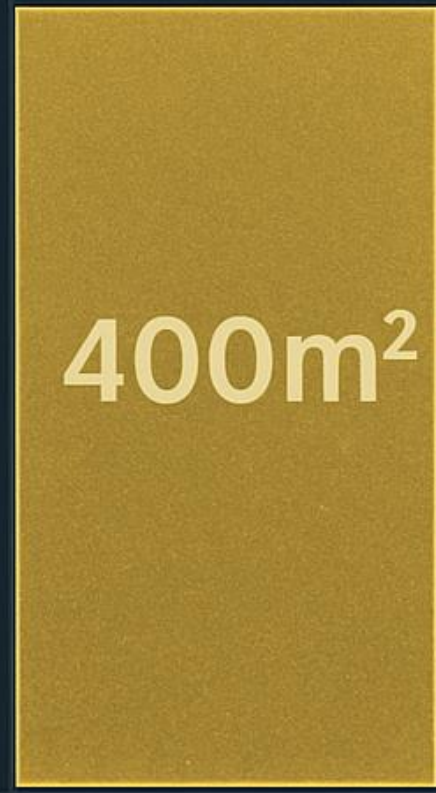

BRIDGEWOOD
— G W E R U —

MOREBLESSING +263 772 902 990 | JOSH +263 772 200 135


CARDINAL
PROPERTIES

www.cardinalproperties.co.zw

○ Land Parcels – 400m²



An aerial photograph of a field with a grid overlay. A dark blue price tag is superimposed on the grid, with a yellow string attached to its left side. A yellow diamond shape is also visible on the grid below the tag.

\$37.50/m²



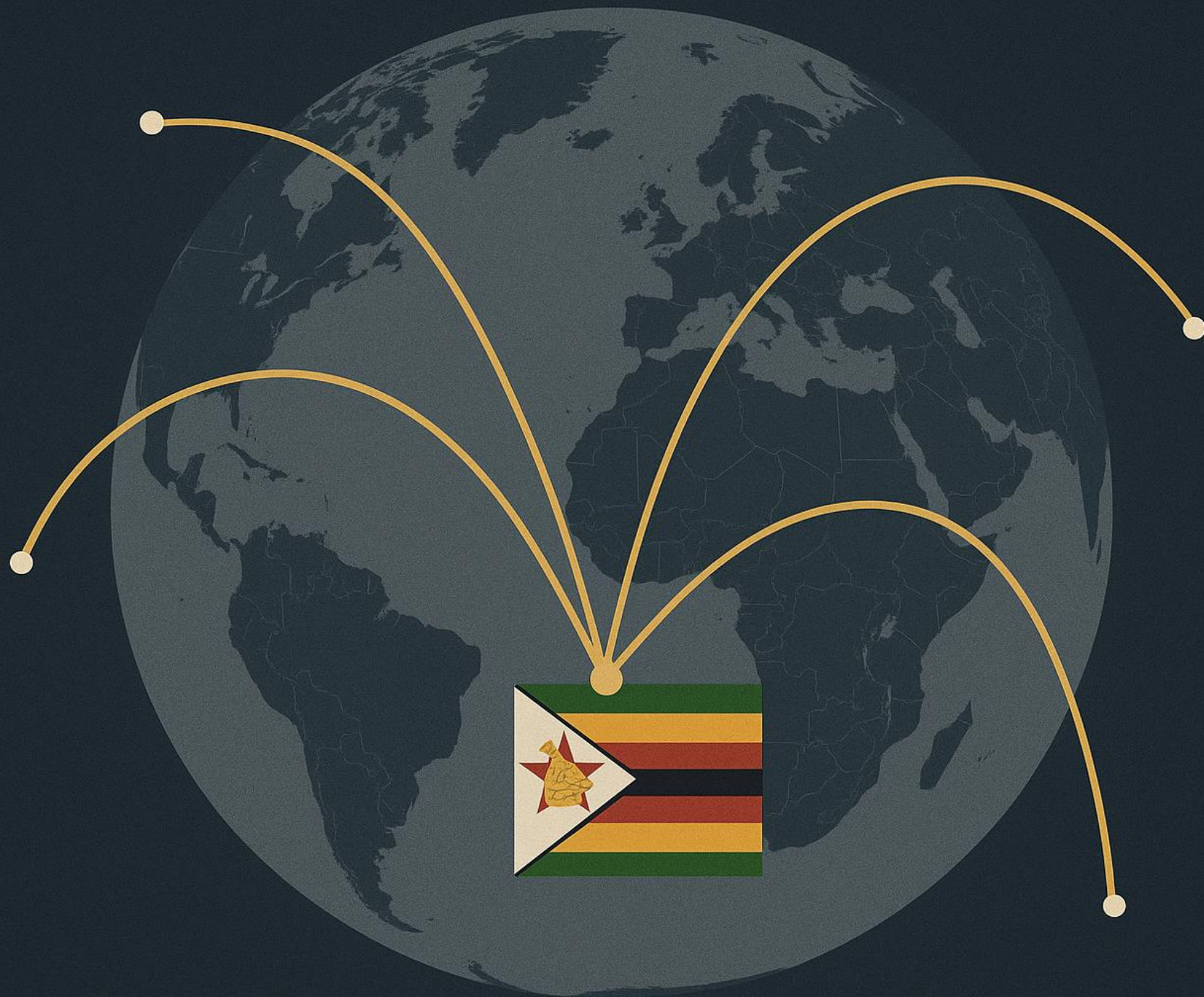
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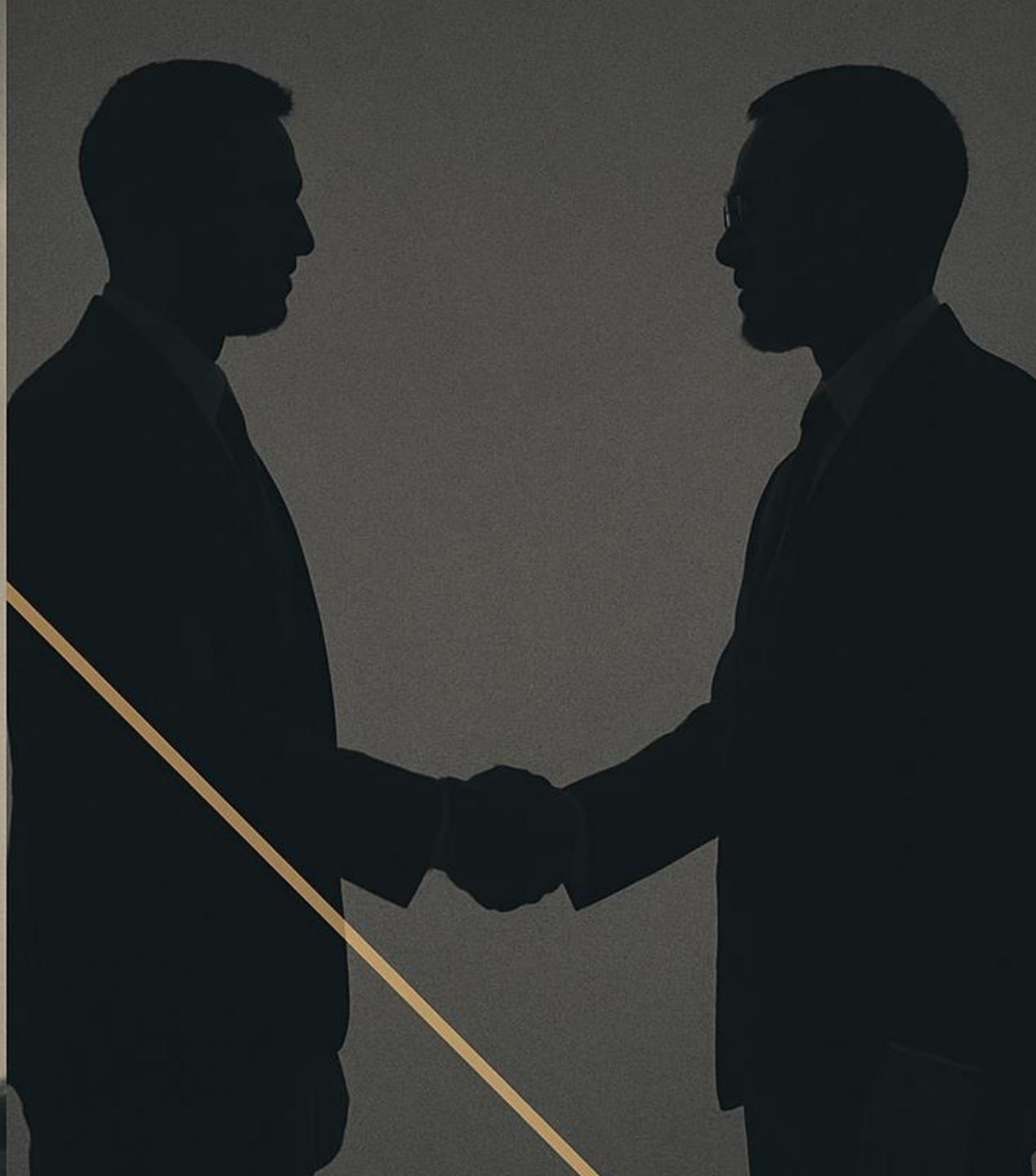
The People

Aspire Heights

By Oxford Properties







152 UNITS SOLD OUT



The Price

The Price

**1. 1 Ha for \$588k –
1,500 Views**

The Price

1. 1 Ha for \$588k – 1,500 Views

**2. 1 Ha for \$450k –
1,800 Views**

The Price

- 1. 1 Ha for \$588k – 1,500 Views**
 - 2. 1 Ha for \$450k – 1,800 Views**
-

The Price

1. 1 Ha for \$588k – 1,500 Views

2. 1 Ha for \$450k – 1,800 Views

**3. 200 sqm for \$12.5k –
11,000 Views**

The Price

1. 1 Ha for \$588k – 1,500 Views

2. 1 Ha for \$450k – 1,800 Views

3. 200 sqm for \$12.5k – 11,000 Views

**4. 400 sqm for \$48k –
15,000 Views**

The Price

1. 1 Ha for \$588k – 1,500 Views

2. 1 Ha for \$450k – 1,800 Views

3. 200 sqm for \$12.5k – 11,000 Views

4. 400 sqm for \$48k – 15,000 Views*

The Price

1. 1 Ha for \$588k – 1,500 Views

\$58/sqm

2. 1 Ha for \$450k – 1,800 Views

3. 200 sqm for \$12.5k – 11,000 Views

4. 400 sqm for \$48k – 15,000 Views*

The Price

1. 1 Ha for \$588k – 1,500 Views

\$58/sqm

2. 1 Ha for \$450k – 1,800 Views

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3. 200 sqm for \$12.5k – 11,000 Views

4. 400 sqm for \$48k – 15,000 Views*

The Price

1. 1 Ha for \$588k – 1,500 Views

\$58/sqm

2. 1 Ha for \$450k – 1,800 Views

\$45/sqm

3. 200 sqm for \$12.5k – 11,000 Views

\$63/sqm

4. 400 sqm for \$48k – 15,000 Views*

The Price

1. 1 Ha for \$588k – 1,500 Views

\$58/sqm

2. 1 Ha for \$450k – 1,800 Views

\$45/sqm

3. 200 sqm for \$12.5k – 11,000 Views

\$63/sqm

4. 400 sqm for \$48k – 15,000 Views*

\$120/sqm

The Price

- | | |
|--|------------------|
| 1. 1 Ha for \$588k – 1,500 Views | \$58/sqm |
| 2. 1 Ha for \$450k – 1,800 Views | \$45/sqm |
| <hr/> | |
| 3. 200 sqm for \$12.5k – 11,000 Views | \$63/sqm |
| 4. 400 sqm for \$48k – 15,000 Views* | \$120/sqm |

**People Spend Only
What They Have**



ND | **NEW**
DEVELOPMENTS



Planning

It's EASY to fail and barely sell your developments. Those that do sell, go in with a plan.



NEW
DEVELOPMENTS

The Product

Be deliberate about the product you are going to sell as early as possible





NEW DEVELOPMENTS

The People

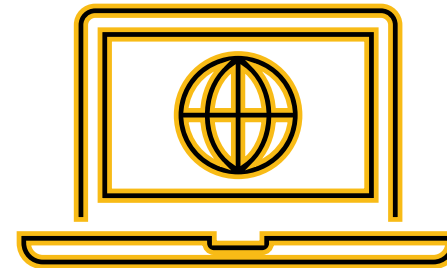
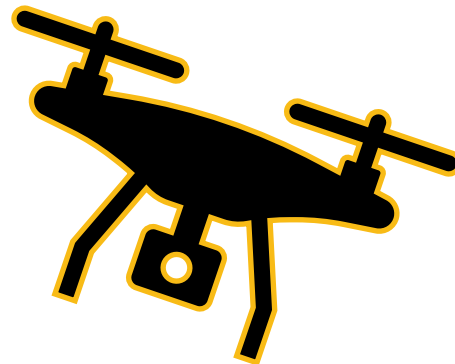
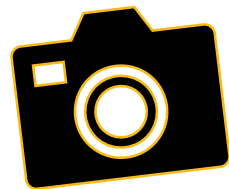
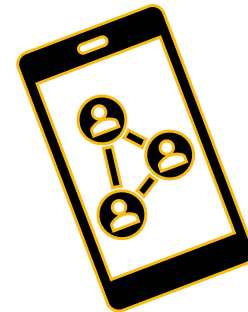
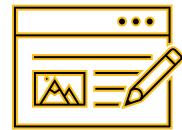
Target a specific group of people you intend to target for your product.





The Price

Be pragmatic about the price point, depending on the people you are targeting.



Propertybook

We Have the Data

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Data Shows What Works—And What Doesn't

New

Developments

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