



BLACK PEARL

SMART **TACTIC** CLEVER **SOLUTION**

# WHAT WE DO?

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Black Pearl,

- We are the solution partner of companies seeking foreign sales and marketing support in the real estate industry.
- We give strategies for companies in the real estate market to sell their projects and products to foreign customers, institutional investors and funds.
- We speed up processes in a positive sense because of the command we have on the working dynamics and culture of both local and international markets.
- We follow evolving market dynamics and trends and develop new vision and road maps for ourselves as well as our partners.

# HOW WE DO IT?

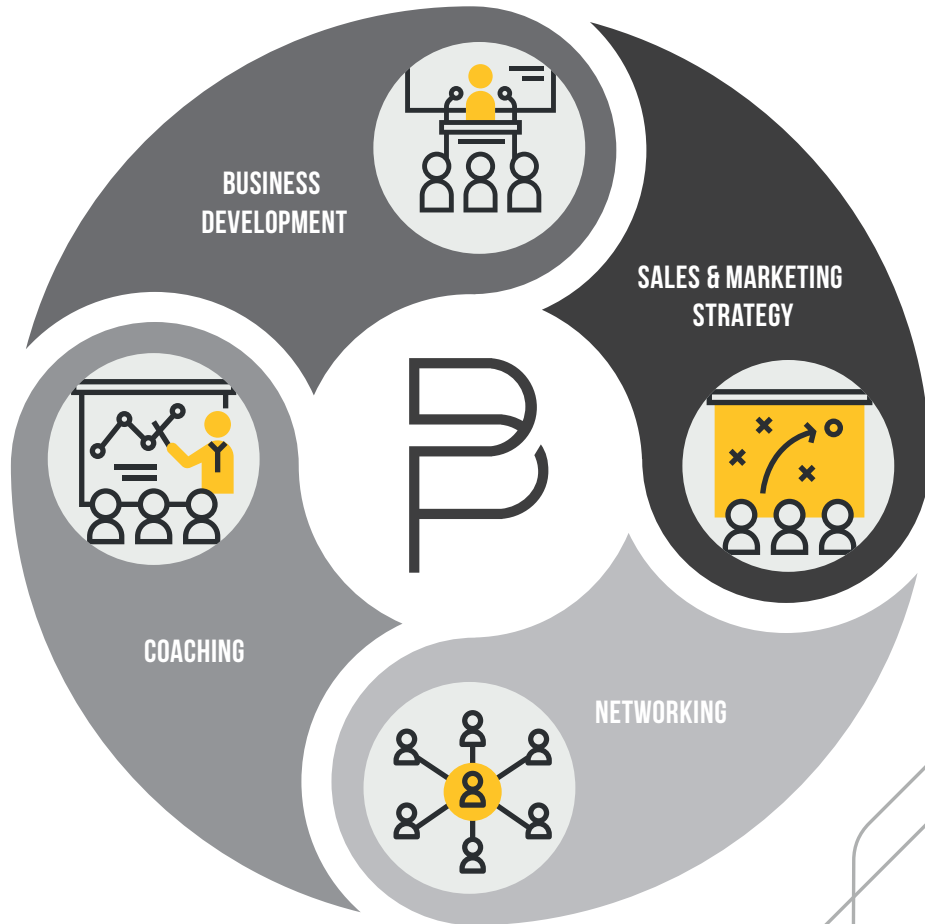
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In order for your international sales and marketing strategy to be **successful**, you need to be very familiar with your marketplace, the companies you work with, and your customers. Only through this can you develop custom-made, intelligent tactics and with these tactics you can foster smart solutions. By acting with this consciousness, we have developed a system for ourselves and for our partners:

## IMPROVEMENT TACTIC

# IMPROVEMENT TACTIC





- Project feasibility
- Concept development
- Project pricing
- Regional development trends analysis
- Potential project analysis and market compatibility designation
- Market analysis
- Turkish Real Estate Market research
- Regional market research
- Project based analyses;
  - Location
  - Quality
  - Perception
  - Customer Base



- Sales analysis
- Sales strategy development
- Marketing strategy development
- Sales performance management
- Determination of marketing channels
- Bargaining policies
- Media Planning



- Introduction to local actors / entering into contract
- Road show and fair organizations in the Gulf region and in some other countries
- Introduction to significant actors in the Gulf region and in some other countries:
  - Institutional investors
  - Real estate funds
  - Intermediary firms

COACHING



- Needs analysis
- Training planning
- Sales coaching
- Performance improving
- Mentoring programs

**BLACK PEARL**  
SMART TACTIC, CLEVER SOLUTION



# WHY WE DO IT?

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SALES



PROFIT



REVENUE



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