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INTRODUCTION

About us and who we are, Our vision and values. Leadership and team, what we offer



OUR VISION AND VALUES

Our practices and our beliefs



OUR MANDATE SERVICES

Thinking right, Mandate framework, Mandate vertical, why are we different



STRATEGIC ENGAGEMENT

Sales overview, Micro market analysis, Sales execution



TOGETHER WE GROW

Our service fees and terms

THE REAL **ADVICE** –TO SELL **WISE!**



In today's ever-evolving real estate market, staying ahead of shifting customer sentiments is critical. To remain at the forefront of customers' preferences, we focus on delivering the right offerings tailored to their needs.

Our seasoned team of real estate professionals brings extensive experience in analyzing market trends and customer behavior. This expertise allows us to provide RIGHT ADVICE to our clients, helping them achieve optimal value, build a strong brand presence, and **SELL WISE.**

We specialize in providing comprehensive end-to-end sales and marketing solutions. Whether it's repositioning a product or implementing innovative, proven strategies, we leverage cutting-edge technology to differentiate our clients and keep them ahead of the competition.

Transparency is at the heart of everything we do. By fostering clear communication with our stakeholders, clients, and team, we work collaboratively to exceed expectations and achieve shared goals



ABOUT US



2013 – Establishment of CS LAND TRADERS & DEVELOPERS

Founded in 2013, CS Land Traders entered the dynamic Delhi-NCR real estate market with a vision to provide exceptional real estate solutions. Over the years, the company has built strong relationships with more than 7 top-tier developers, successfully delivering high-quality projects. From its inception, CS Land Traders focused on curating luxury and premium real estate offerings, establishing a reputation for excellence and customer satisfaction.

2018 – Expansion into Pune Market with HUNTING HUT

With a strong foothold in the Delhi-NCR region, CS Land Traders expanded its operations into Pune, adopting the name Hunting Hut. This strategic expansion allowed the company to tap into the growing demand for real estate in emerging markets, continuing to provide top-notch services to its customers while collaborating with local and national developers.

2020 – Collaboration with DIGI DIRECT

In 2020, the company took a significant leap forward by collaborating with DIGI DIRECT, a cutting-edge digital solutions firm. This collaboration marked a turning point in the company's journey, as CS Land Traders established an in-house digital marketing team. The strategic initiative enabled the company to generate high-quality leads through targeted online campaigns and digital solutions, further enhancing its position in the ultra-luxury and premium residential segment.

2024 – Introduction of SELL WISE INFRATECH PVT. LTD.

In 2024, as part of its ongoing commitment to innovation and customer-centricity, the company introduced Sell Wise Infratech Pvt. Ltd.. This exclusive mandate firm is created with the focused goal of driving swift sales volumes and optimizing price realization for clients. With Sell Wise Infratech, to providing unparalleled service and delivering maximum value for its customers & Developers.

Looking Ahead: Expansion and Strategic Growth

Today, the company operates across key real estate markets in Delhi-NCR, Gurugram, Kasauli, Pune, Mumbai, and Goa. With plans to expand further into Mumbai, Bengaluru, and Dubai, the company continues to build upon its strong legacy. With an eye on future growth and an unwavering commitment to excellence, the company remains poised to lead the way in premium real estate, ensuring that each customer experiences exceptional service, value, and success in their real estate journey.

This evolution has been powered by a strategic focus on delivering innovative solutions, maintaining a customer-first approach, and leveraging digital marketing to stay ahead of industry trends. Our journey continues, driven by a passion for excellence and a commitment to shaping the future of real estate.

MEET THE FOUNDERS



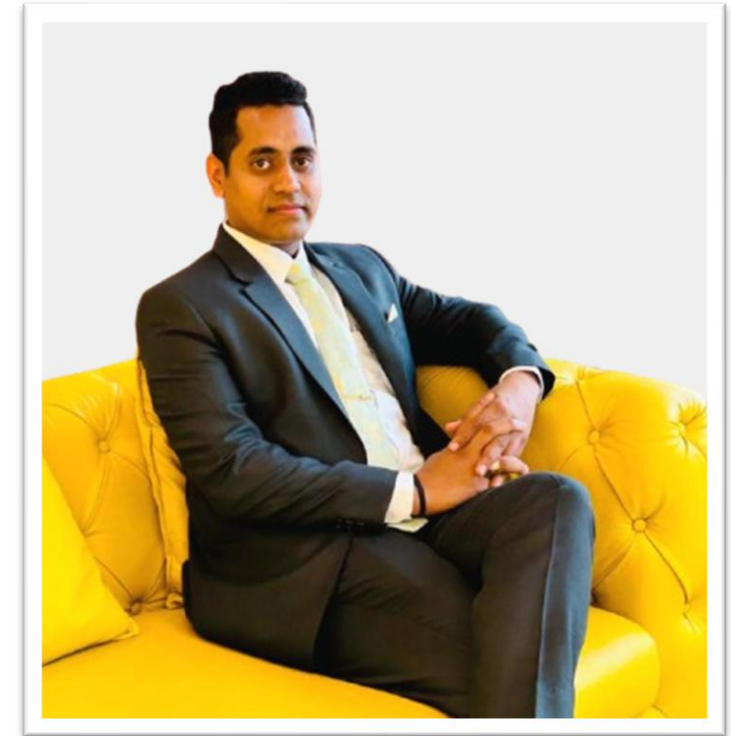
SACHIV VAID
DIRECTOR

Mr. Sachiv Vaid, who has more than 15 years of in-depth, practical expertise in sales and real estate, directs CS Land Traders & Developers LLP with acute business insight and vision, giving the utmost importance to ethical company principles and practices.



NITIN VALECHHA
DIRECTOR

Nitin brings in over 15 plus years experience in sales, strategy, Business development. Nitin has worked with leading brands such as Godrej Properties, Puraniks Builders, Runwal Group & Shapoorji Pallonji



PRITESH JAIN
DIRECTOR

Pritesh Jain brings 15+ rich experience in core real estate from ultra luxury to affordable and commercial. Worked with all major real estate giants from TATA, Godrej, Lodha ventures, Suntex and more brands across Maharashtra.

OUR BUSINESS ASSOCIATE



VARUN SHARMA
DIRECTOR

Varun Sharma brings over 8+ years of extensive experience to the CSLT Pune Team, where he plays a pivot role in leading & overseeing inside sales operation



OUR STRENGTH OUR TEAM



High quality professionals with expertise are handpicked in each city based on your requirements, providing a clear leadership for your project.



Quality

Highly trained professionals with market expertise



Quantity

Large number of agents that can be assigned to your project



Intention

Motivated to perform and hungry to sell



Guidance

Constant support from supervisor



AWARDS & ACCOLADES



VISION AND MISSION



VISION

To be in top 3 Mandate firms Be the most trusted and innovative real estate mandate Firm, empowering clients with unparalleled strategies, technology-driven solutions, and exceptional service to maximize value and achieve sustainable growth in a competitive market

MISSION



We as a firm is to expand into new markets or geographies, develop and implement out of the box strategies to speed Sales with price realization and volume for our customers.

Build strong relationship with all our customers and stakeholders

OUR GUIDING PRINCIPLES



INTEGRITY

For us, integrity means operating with honesty, trustworthiness, and strong moral values. We commit to ethical and environmental standards

COLLABORATION

We create an environment where employees can work together productively and efficiently to achieve common objectives. It involves sharing knowledge, skills, resources, and ideas

CUSTOMER FOCUS

We put customers at the center of everything they do. We listen to customer feedback and incorporate it into decisions, products and services

INNOVATION

Innovation is an integral part of our company's culture and is essential for success. It means us coming up with new ideas, methods, and products that can grow the business

COMPETITOR ANYLYSIS

FEATURES

Compare features and benefits of your product and help in planning right go to market product which brings price realization and volume



PRICING

Analyze your competitors' pricing and offers

CUSTOMER FEEDBACK

Examine the feedback on their products and design Products which helps in overcoming flaws



EMERGING TRENDS

Identify emerging trends in your industry

MONITORING

Keep an eye on their offers and launches in the market and design regular marketing campaigns to break the competition



UPDATED TEAM

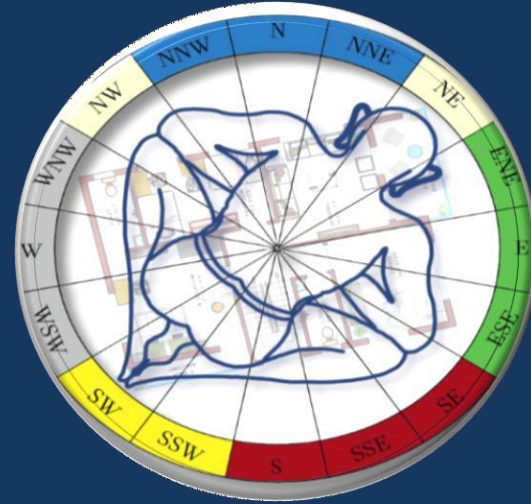
Educating Our team regularly on the competition to give customers right advice to select their Homes



OUR APPROACH & EXCELLENCE



Sales &
Marketing



Product
Planning &
Vastu
expertise



Sales strategy



Brand
Positioning



Home loans &
CRM



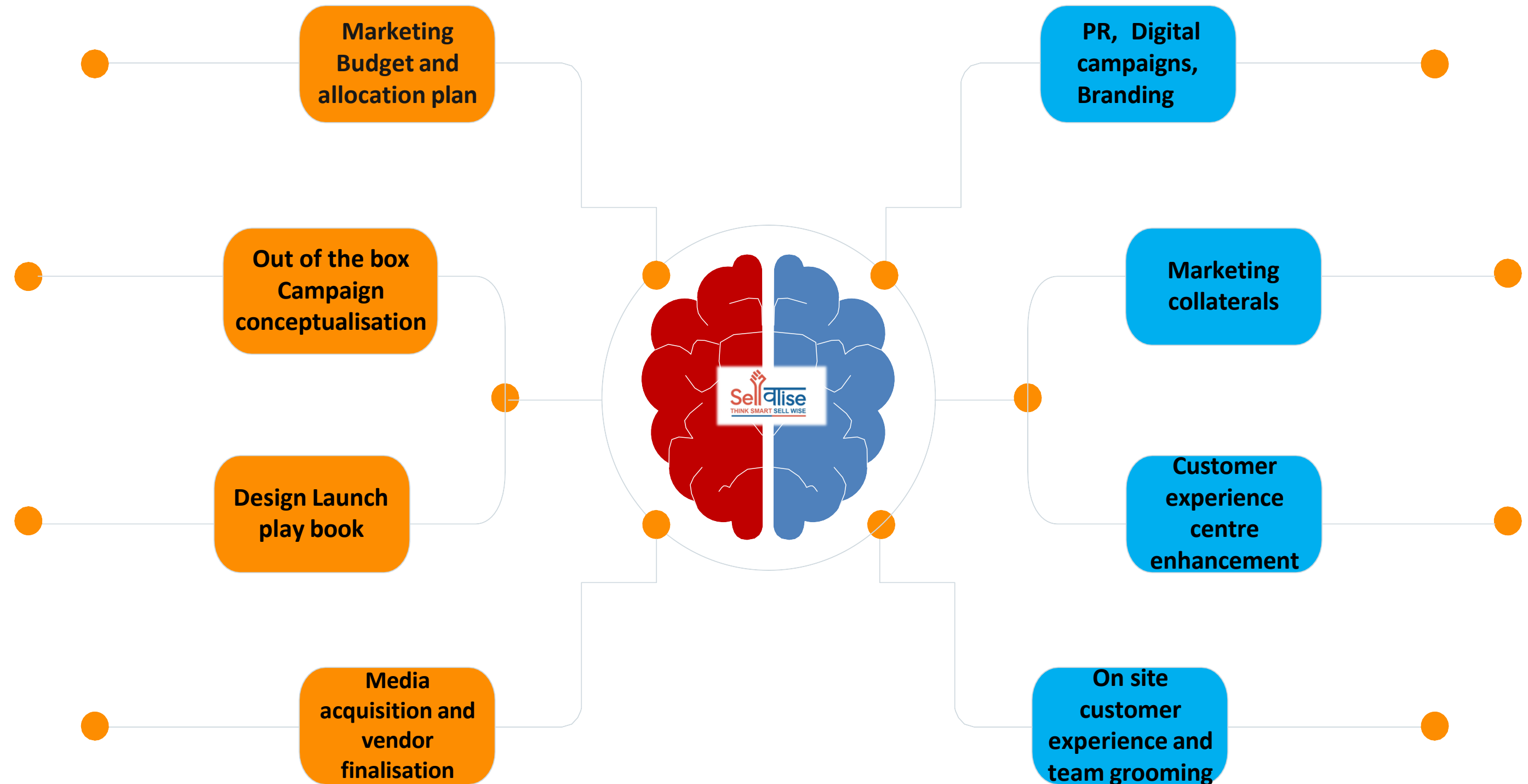


We as team plan overall Sales strategy to boost and open up new verticals of sales and bringing down the **Cost per lead** and **Cost per booking**. Understand the need of developer and help them to save of unwanted marketing expenditure!

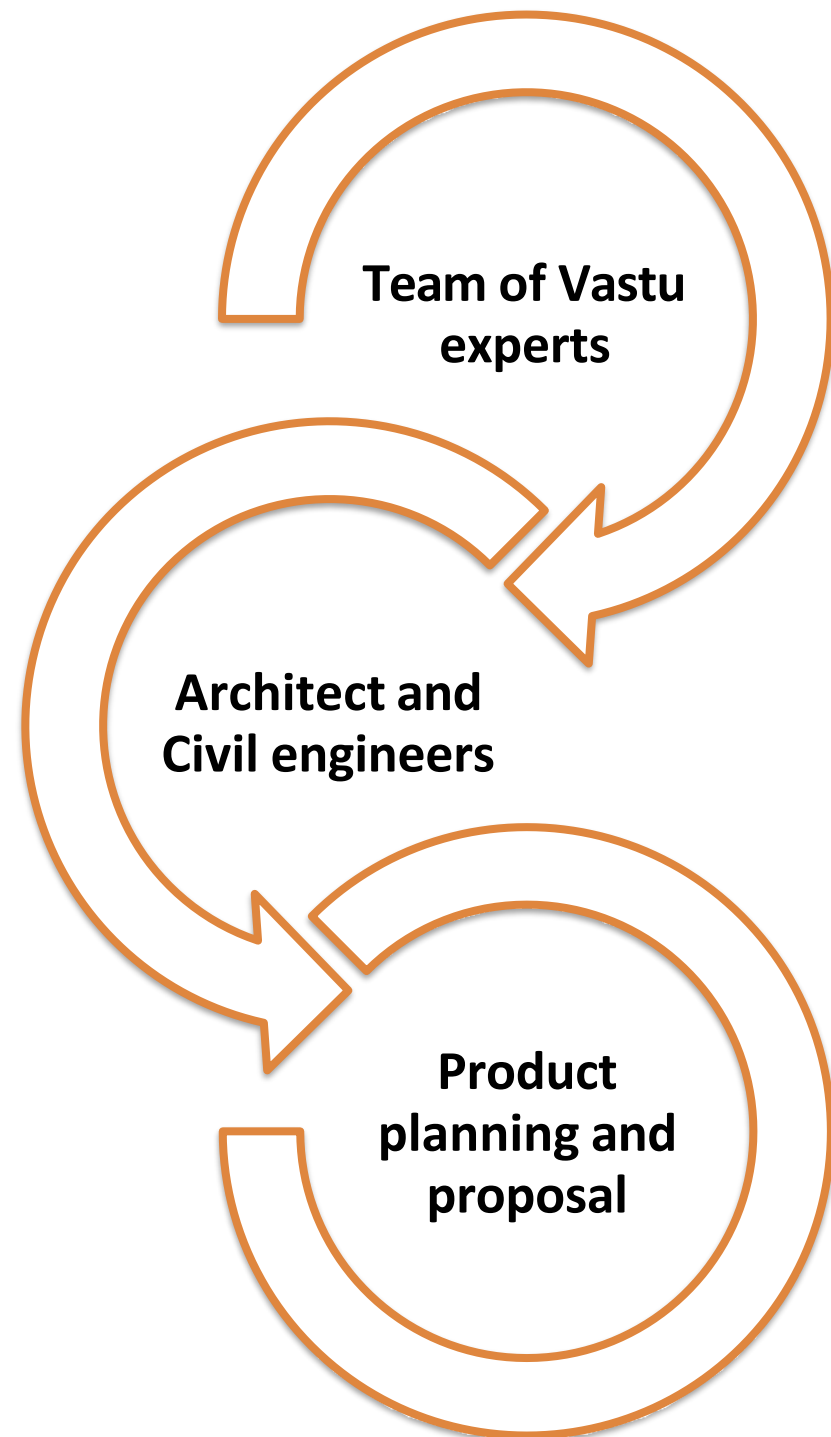
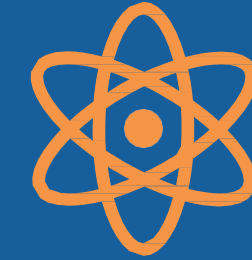


MARKETING

Our think tanks are programmed to give you the right and smart advice. Go to market and **effective marketing strategy** with optimum utilisation of budget

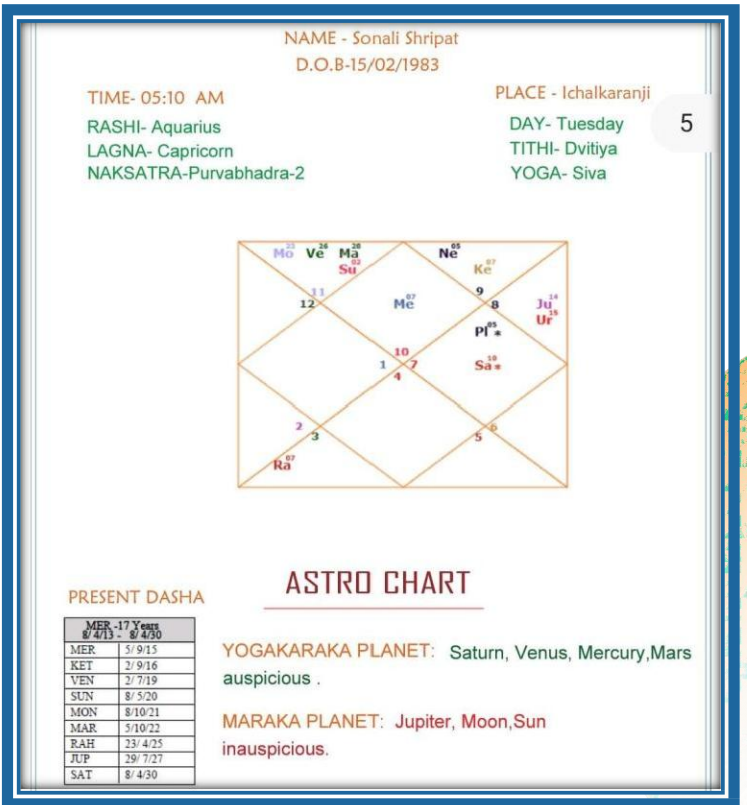
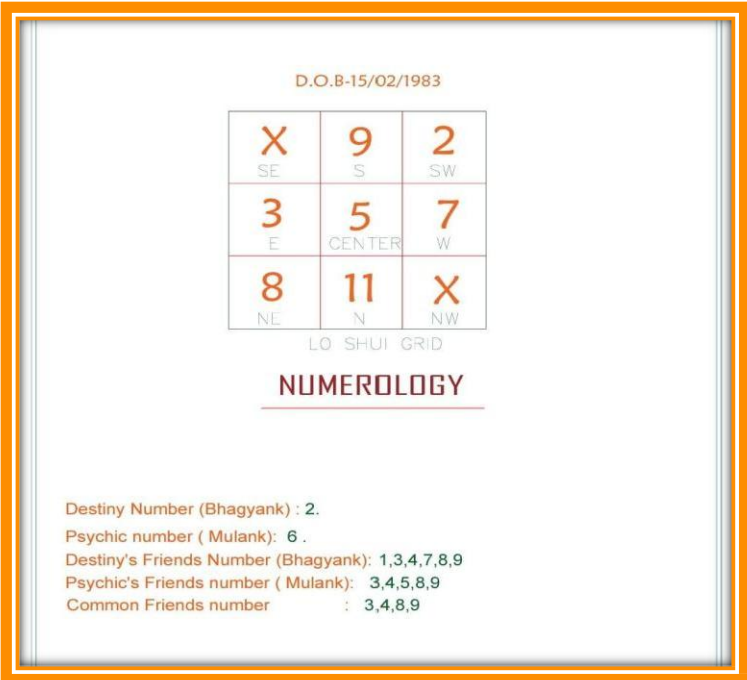
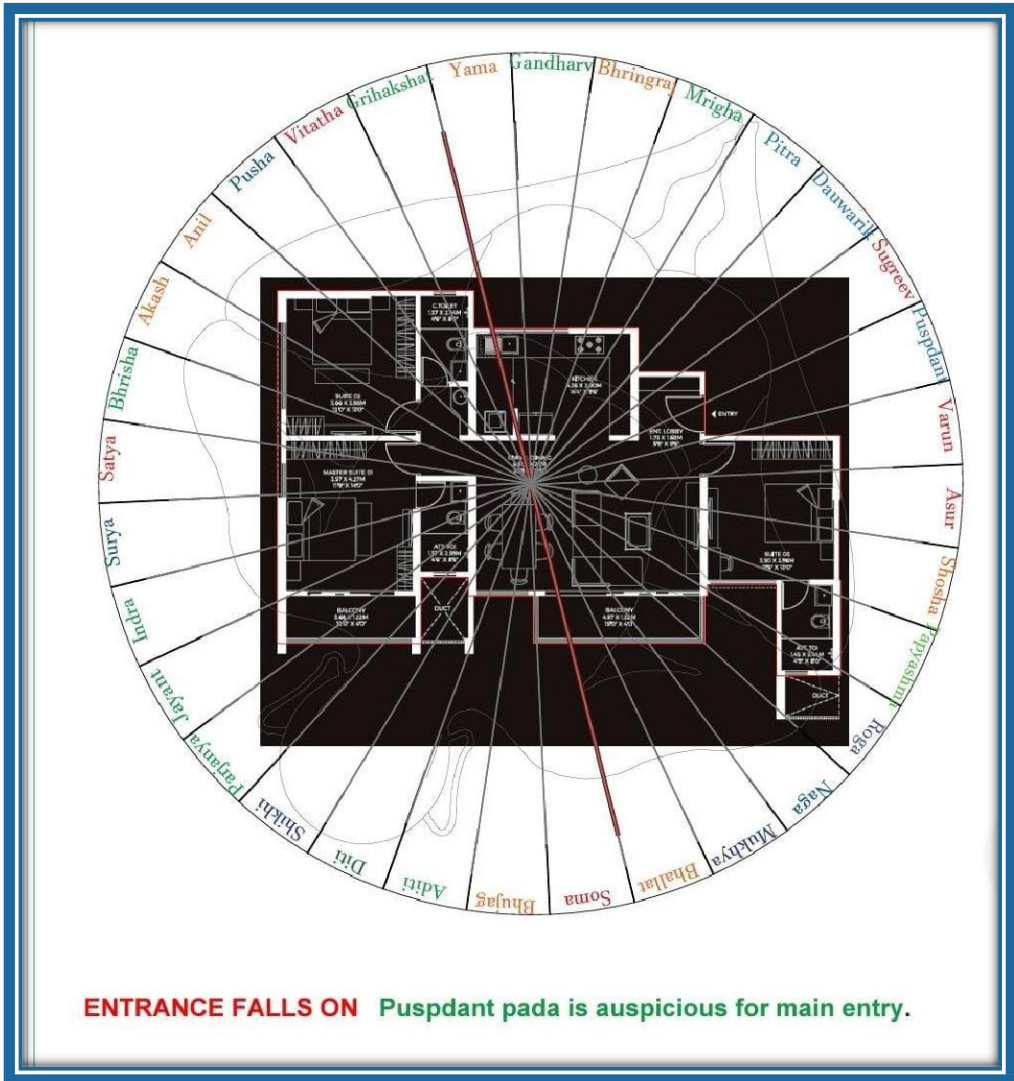
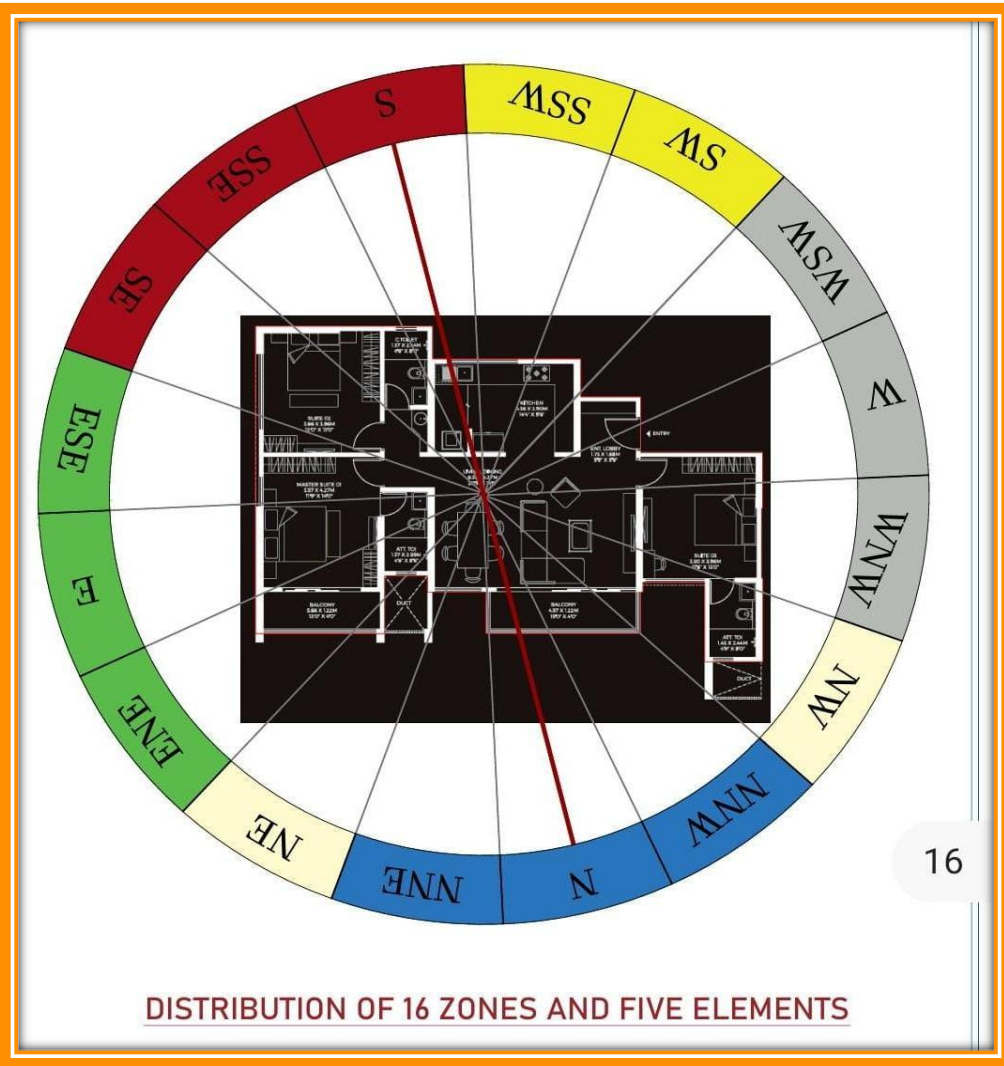
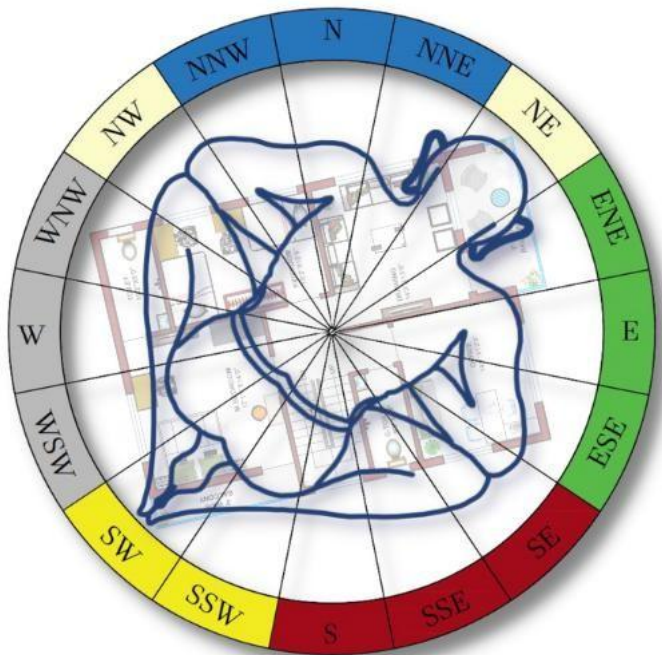


PRODUCT PLANNING & VASTU EXPERTISE



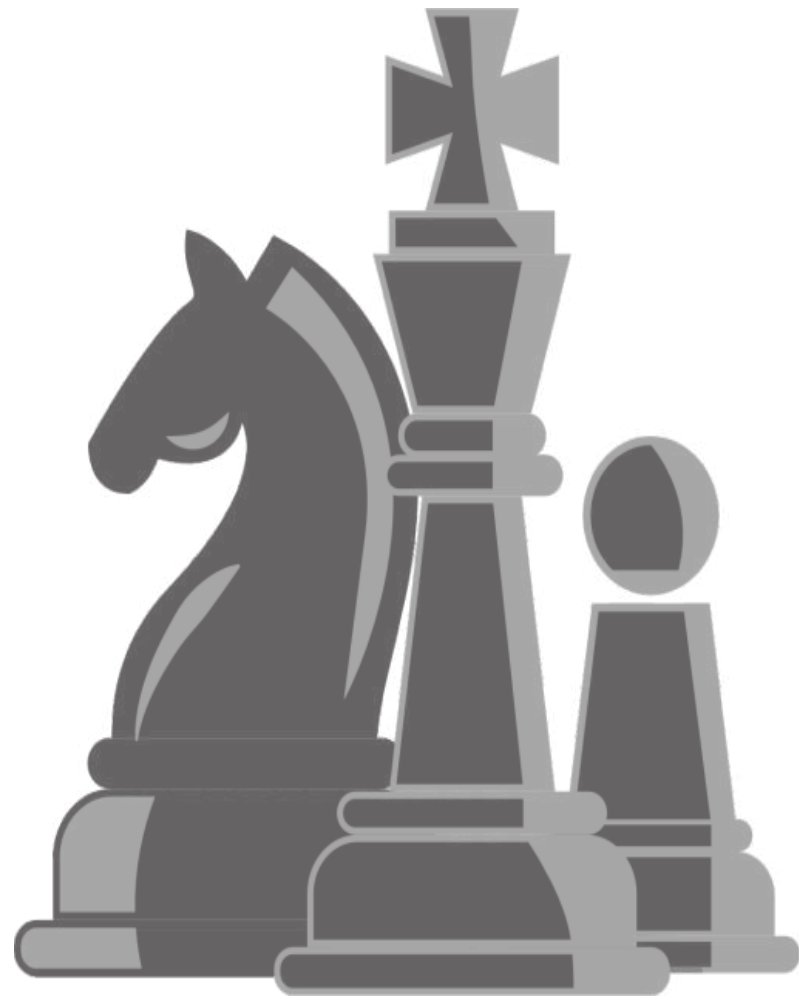
"A Rupee saved is a Rupee earned" — We deeply value the essence of this quote. Thoughtful and strategic planning not only reduces marketing expenses but also ensures seamless product acceptance. At the heart of our approach lies a commitment to understanding customer sentiments and emotions. Our team, comprising experienced civil engineers, as well as **Vastu and Numerology experts**, is equipped to guide you in designing projects and homes that are thoughtfully planned and Vastu-compliant. Let us help you create spaces that resonate with harmony and positivity.

FEW SNAPSHOTS OF PRODUCT PLAN & VASTU



Above are the snapshots of live working given to our customers based on civil planning, vastu, numerology and astrology.

SALES STRATEGY



BRAND POSITIONING



Right and thoughtful
campaign for
creating strong brand

Exclusive research to
position product
with respect to
Brand

Strong brand
statement to create
strong brand recall

In current cut throat competition we understand right placement & position of your brand and make it stand out different and well accepted in the market

CRM & HOME LOANS



Our team of experts will ensure every sales concluded is a healthy sale and with extensive KYC of customers to ensure future smooth flow of collections for on time project delivery



DIGITAL APPRAOCH



HERE'S IS WHAT WE CAN
CONTRIBUTE THROUGH
OUR WING DIGI DIRECT

OUR OBJECTIVES

Build A Strong Digital Wing
Which Will Parallely Work With
Your In-house Team To Drive
Great Sales

We Want To Create More
Margin For Your Business From
Our Expertise

We Deliver High-performance
Solutions To Drive Exponential
Growth

OUR APPROACH OF D-CAMPAIGN



OUR APPROACH

STUDY &
RESEARCH

DIGITAL
MANAGEMENT

PRESALES CALLING
& FOLLOW UP FOR SITE VISIT

FOLLOW UP
FOR CLOSURE

P1

P3

P5

P7

P2

P4

P6

P8

CONTENT PLANNING
& DESIGN

CAMPAIGN SETUP
& OPTIMISATION

SITE VISIT
MANAGEMENT

DATA ANALYSIS
& REPORTING

OUR RESOURCES

R E S O U R C E S

STRATEGY

CONTENT
WRITER

DESIGNER –
STATIC & VIDEO

ACCOUNT
MANAGER

PERFORMANCE
MARKETING
MANAGER

CRM TEAM

PRE-SALES
& SALES
TEAM SUPPORT

TECHNICAL
SUPPORT

OUR ESTEEMED CLIENTS



OUR MANDATE SERVICES



Our Mandate Framework

Our Mandate Framework consist of key enablers and broad objectives. These key enablers are the services and inhouse resources that we bring on the table to execute a mandate. Through these Key Enablers we achieve broad objectives.



Strategic Roadmap

- Go to market strategies
- Sales Velocity Dynamics
- Pricing Strategies
- Branding & Communication



High Sales Velocity

- End to End Marketing
- PropTech Solutions
- Broker Reach
- International Reach - NRI



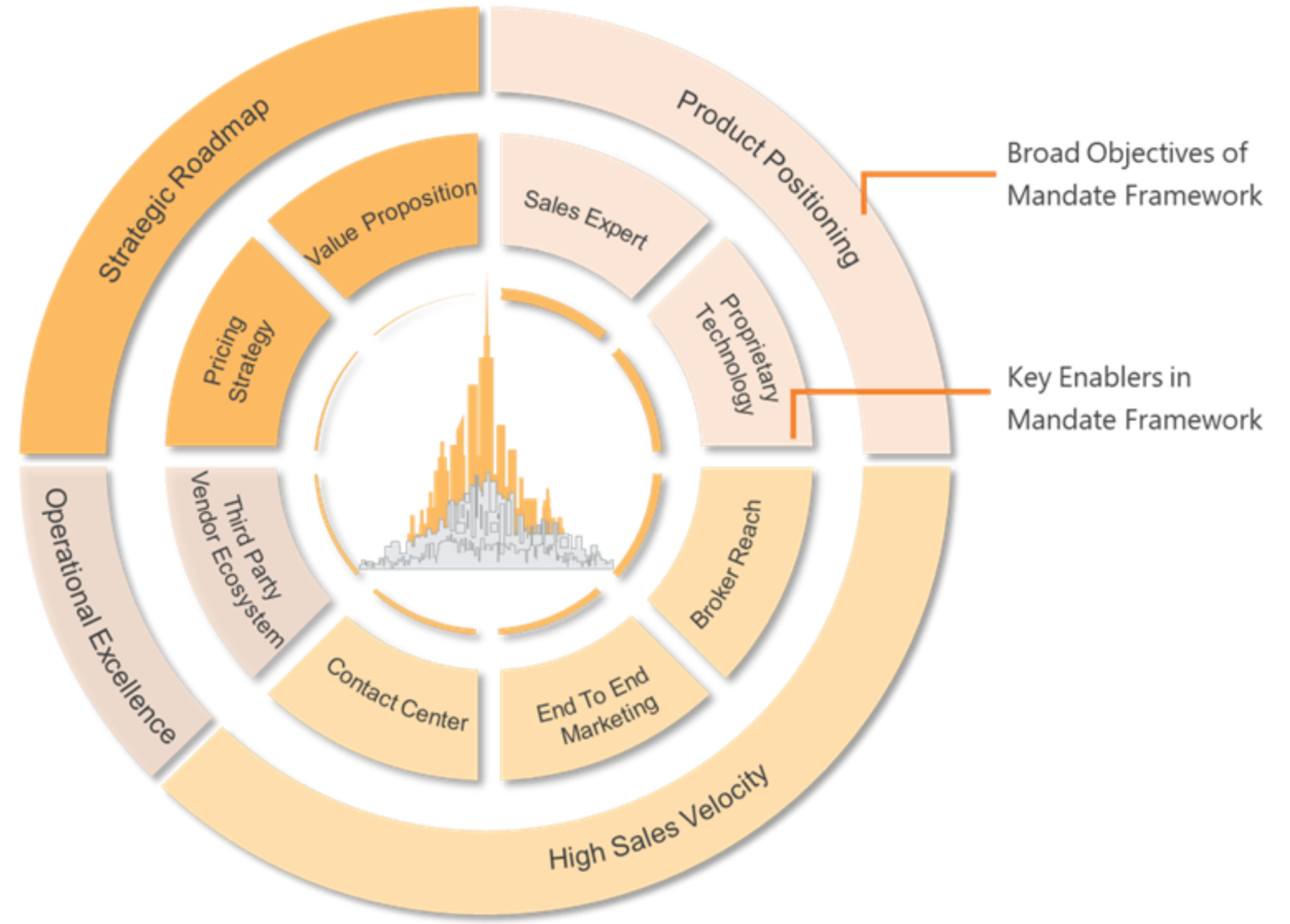
Product Positioning

- Sales Expert
- Contact centre

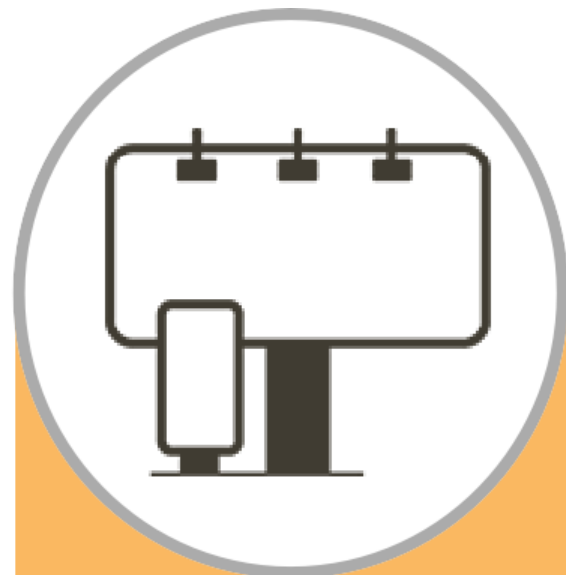


Operational Excellence

- Creative Agencies
- Media Agencies
- Vendor Ecosystem



OUR MANDATE VERTICALS



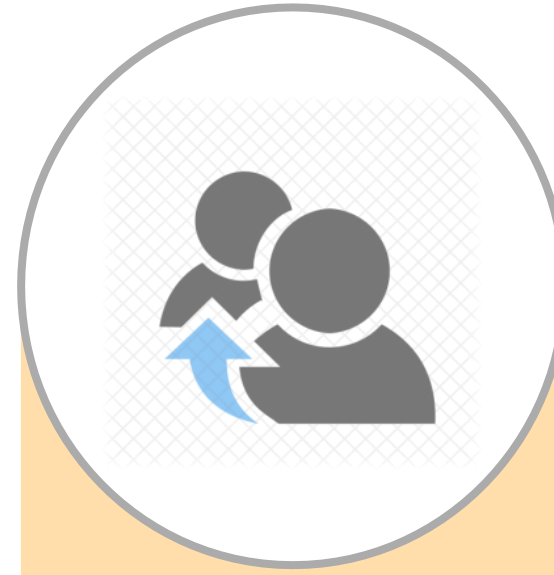
Offline
Marketing



Digital
Marketing



Channel
Partner



Referral



International



Other Cities

Lead Sourcing

International Vertical

Through RSVP calling we pitch and sell your products to prospect NRI buyers in GCC countries.

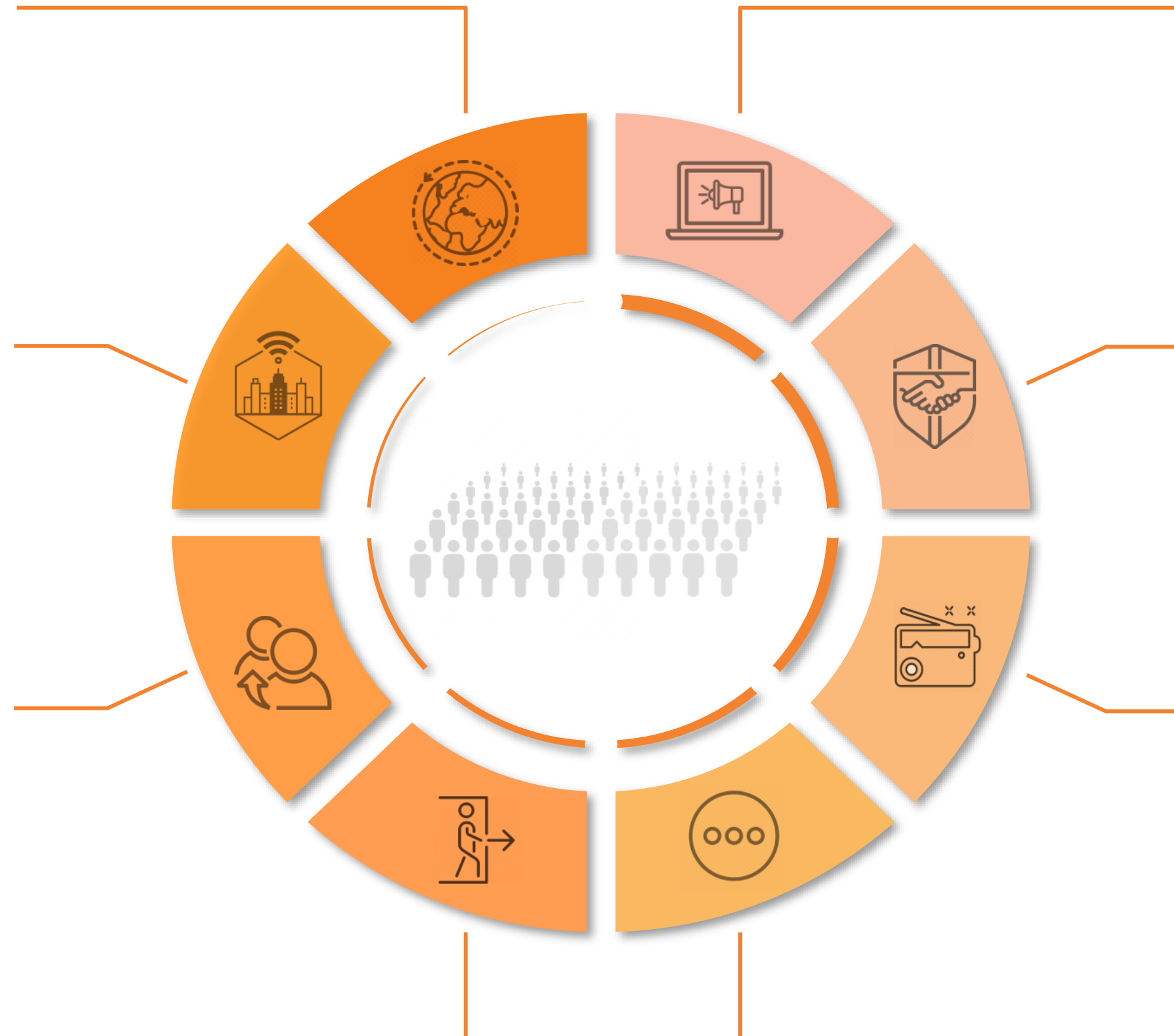
Other Cities Vertical

With our pan-India reach, we pitch your projects to prospects who are interested in purchasing properties back in their home cities. Dedicated sales representative in each city to handle out-of-city leads

Referral Vertical

We help devise well-executed incentive strategies & schemes for booked customers' friends and family, along with referral and loyalty programs when a buyer makes successful referral

Walk in Vertical



Digital Marketing Vertical

Our digital marketing team is one of the best in the market and captures high quality leads through digital mediums with CTR (Click Through Rate) above market standards.

Channel Partner Vertical

We have more than 15000 CPs empaneled on our syndicate platform who generate leads to sell your product across cities

Offline Marketing Vertical

Comprehensive Offline plan with balanced ATL-BTL mix and Campaign Collaterals. .

Others-BTL

Offline Marketing Vertical



Comprehensive Offline plan with balanced ATL-BTL mix and Campaign Collaterals.



ATL (ABOVE THE LINE)

Print Ads and Innovations, Print Inserts, Outdoor, Hoardings, Innovative 3D Hoardings, Bus Shelters with Cantilevers and lollipops, Radio, Ad Spots



BTL (BELOW THE LINE)

Society Activation, Corporate Activation, Club Activation, Event Sponsorship, Exhibition Participation, Direct Mailer



CAMPAIGN COLLATERALS

Brochure, 360-degree walkthrough, Project AV, Invites & Emailers, Site Branding, Event Branding, Standee, Construction updates folio



OFFLINE MARKETING APPROACH

DIGI DIRECT is our one of the successful ventures. We have a strong in house digital team and we have catered to more than 30+ developers for lead and brand building

- Where we have planned and executed exclusive cost effective digital campaigns !
- High outreach through high performance lead generation engine
- Influencer video marketing
- Customised digital campaign, budget and right platform selection
- Location and google based targeting, look a like audience and profile marketing
- Video advertisement through YOU TUBE marketing
- VR Sample flat video for high engagements and reducing the investment of sample flat for best use in EOI's

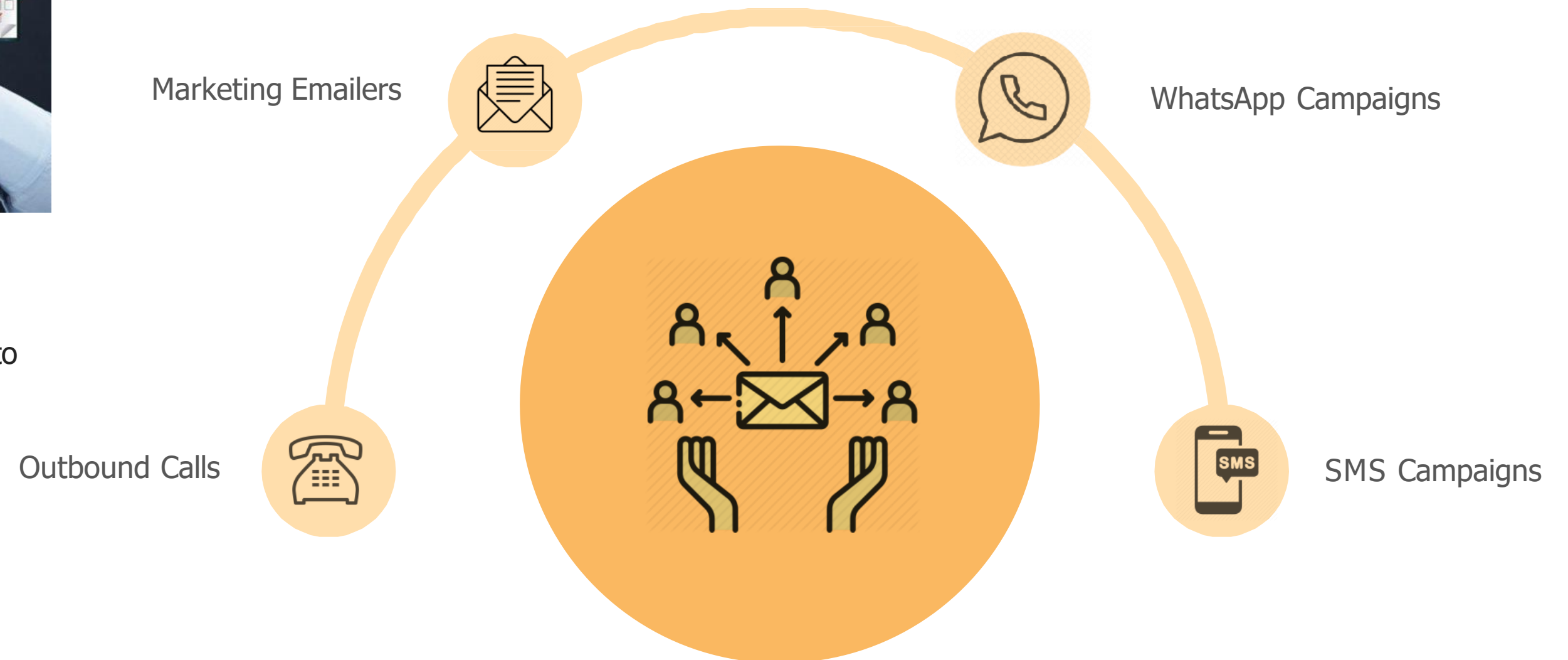


TRADITIONAL MARKETING



Key task performed by our traditional desk to increase market reach and deliver your product to prospect buyers

- 1 Marketing Emailers
- 2 Outbound Calls
- 3 SMS Campaigns
- 4 WhatsApp Campaigns



LOYALTY & REFERRAL

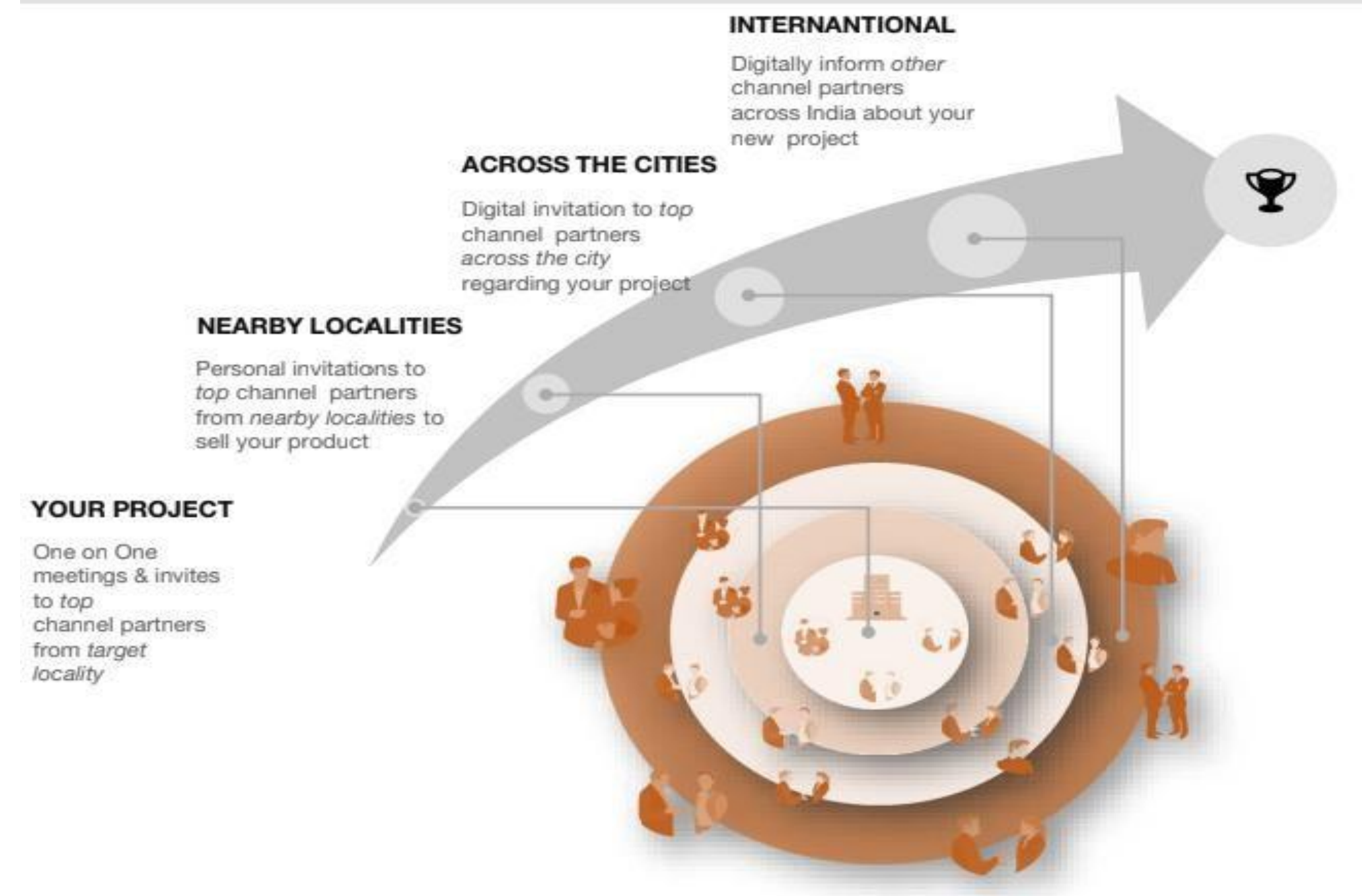
Designing and deploying referral and loyalty programs on self and booked customers database of our clients. We help devise well executed incentives strategies & Schemes for booked customers connect like family, friends or colleagues along with these programs. This helps in acquiring the sales at faster pace and also bring down the cost per booking

- Process driven approach through QR codes and Invites
- L & R engagement events
- Introducing Referral and loyalty program guidelines and booklet
- Incentive plan designed to suit – Reduction of Payment milestone, iPhone, Gold coins, International trips and more
- Choose your Neighbour Campaigns



EXTENDED ARMS

OUR CHANNEL PARTNERS



We are equipped with one of the best sourcing team Leaders and the team who has extremely good connects with all categories of the Cp's and also create the new Channel partners based on the requirement and penetrations. We introduce extremely transparent policies, easy payment disbursal for our partners, End to end lead follow up and closure and much more.

OUR MANDATE T&C



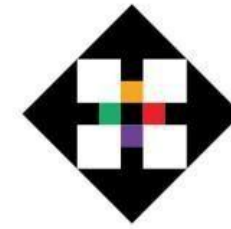
- Execution of agreement **Developer & Sell Wise**
- Exclusive mandate for 8+2 months starting (**Timelines can be discussed**)
- All enquiries would be routed through **Sell Wise** team at site
- Negotiations & closures would be supported by Developers team at site
- Brokerage invoices to be raised against the booking on 9.99% payment by customer & payment to be released with-in 15 days
- Deal Confirmation for closure to be done every 15 days
- Review meeting to be planned every 15 days
- Digital marketing and offline marketing will be done by Sell Wise and 100% advance will be given on a monthly basis agreed plan.
- Full site mobilization from lead generation to closure
- Brand campaign to be jointly approved by both the teams (If Required)



1200+
LEADS GENERATED
IN 6 MONTHS

5+
BOOKINGS

CASE STUDY



EKA
BUILDCON
Value+ Real Estate

180+
WALKINS
ON SITE

15 CR+
WORTH
INVENTORY SOLD



SNAPSHOTS & RESULTS

CASE STUDY

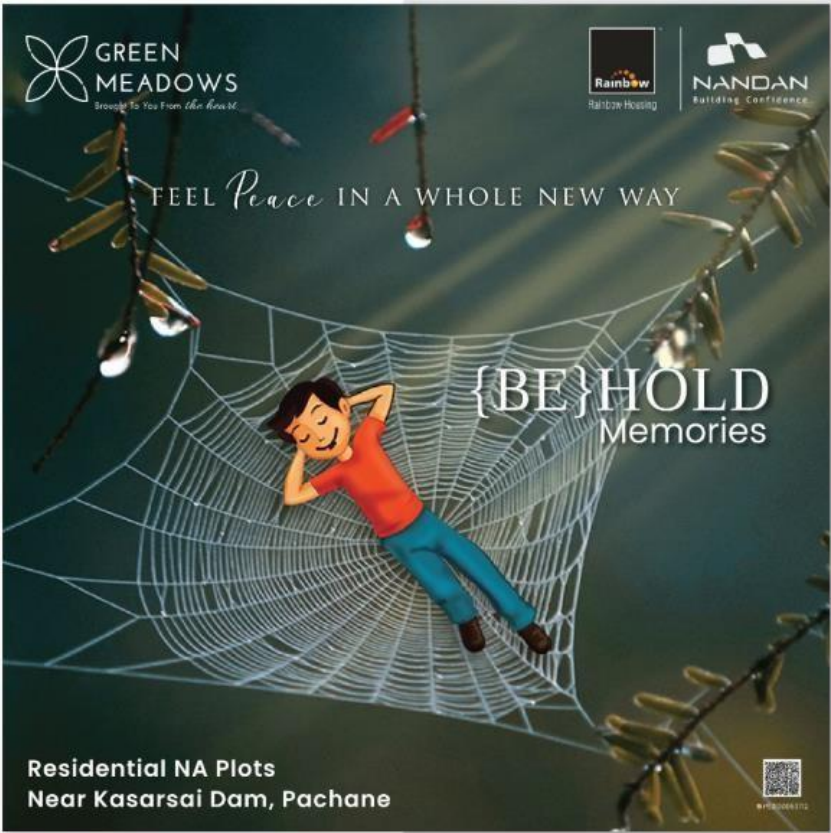
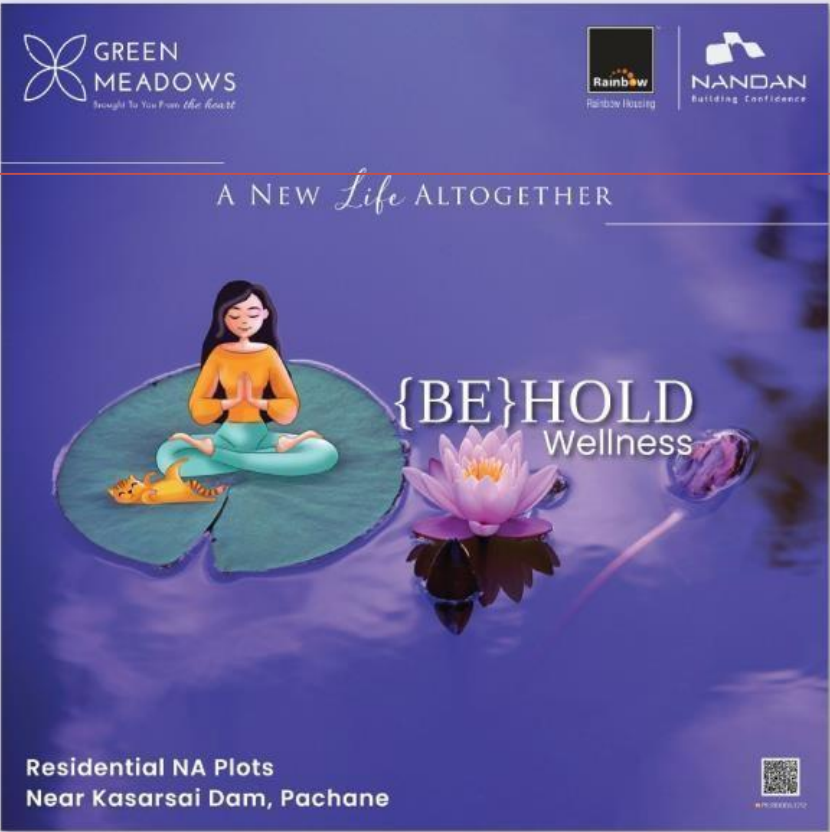


500+
LEADS GENERATED
IN 2 MONTHS

50+
WALKINS
ON SITE

3+
BOOKINGS

1.8 CR+
WORTH
INVENTORY SOLD



CASE STUDY



TALLEST TOWER OF PCMC

NOW LAUNCHING HIGHER FLOOR

Super Spacious 2, 3 & 4 Bed Residences

☎ 8804088044

THE CENTRAL PARK

HURRY..! AVAIL YOUR PRIORITY TOKEN TODAY.

MAHA NEMA NO. PSL100002500

Near Ranka Jewellers, Chinchwad

2, 3 & 4 luxury residences starting at Rs 73 Lacs*

UNDERCONSTRUCTION

50+ Amenities

Near Ranka Jewellers, Chinchwad

☎ 8804088044

NOW LAUNCHING HIGHER FLOOR

TALLEST TOWER OF PCMC

HURRY..! AVAIL YOUR PRIORITY TOKEN TODAY.

Super Spacious 2, 3 & 4 Bed Residences

Near Ranka Jewellers, Chinchwad

☎ 8804088044

2, 3 & 4 luxury residences starting at Rs 73 Lacs*

UNDERCONSTRUCTION

50+ Amenities

Near Ranka Jewellers, Chinchwad

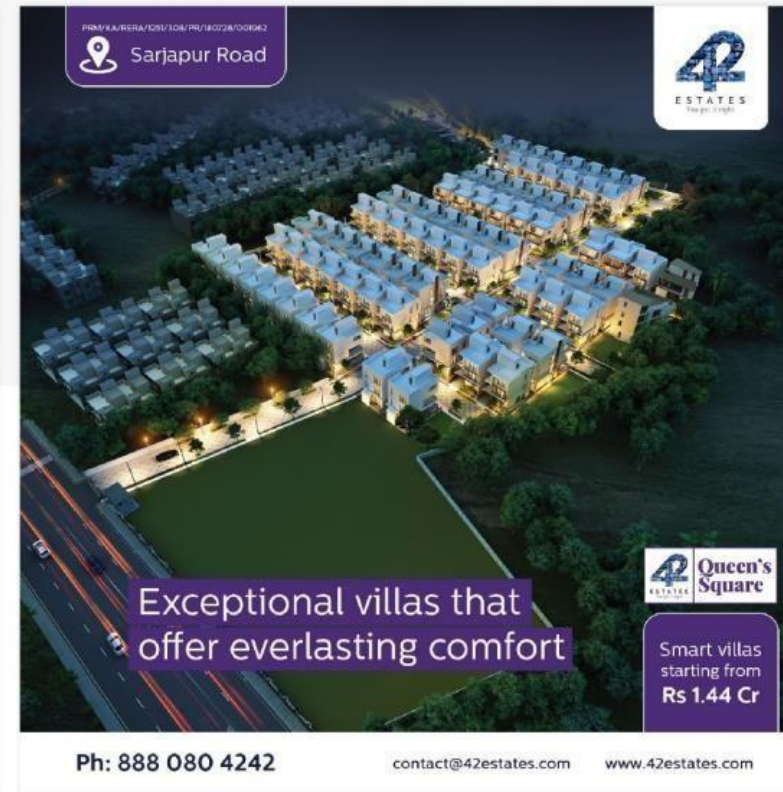
☎ 8804088044

5000+
RUNWAL LEAD
GENERATED

600+
SITEVISIT
DONE

130
BOOKINGS
DONE

CASE STUDY



1050+
RUNWAL LEAD
GENERATED

250+
SITEVISIT
DONE

45+
BOOKINGS
DONE



ALL RESORT AMENITIES
90% EXECUTED

WELLWISHER TOWN
KHOPOLI
RERA: P52000000721

1 BHK
₹18.60 Lac+Taxes

2 BHK
₹26 Lac+Taxes

99% LOAN
AVAILABLE

artistic impressions



WELLWISHER TOWN
KHOPOLI
RERA: P52000000721

1 BHK
₹20 Lac+Taxes

2 BHK
₹29 Lac+Taxes

14 STORY TOWERS
ALL RESORT AMENITIES

artistic impressions

CASE STUDY

WELLWISHER TOWN



WELLWISHER TOWN
KHOPOLI
RERA: P52000000721

1 BHK
₹20 Lac+Taxes

2 BHK
₹29 Lac+Taxes

14 STORY TOWERS
ALL RESORT AMENITIES

artistic impressions



WELLWISHER TOWN

READY POSSESSION

1 BHK
22 LACS
ALL INCLUSIVE

2 BHK
29 LACS
ALL INCLUSIVE

KHOPOLI
No taxes, Parking charges
club charges

RERA: P52000000721

artistic impressions

5000+
WELLWISHER TOWN
LEAD GENERATED

2000+
SITE VISIT
DONE

158+
BOOKINGS
DONE

Thank You

