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CONCEPT TO CREATION CONSULTANCY

To develop Your Brand in Real Estate



To become a successful Builder in Real Estate in short time is phenomenal includes Strategy + Skill + Management & Economics. So here as a consultant we announce to you that we transform you as a successful Builder in Real Estate segment without your presence i.e. using Auto Pilot mode strategy that make your Builder Company Brand in market with Best Quality, Commitment and Transparency.

An Exclusive Consultancy To promote you a Builder in Nut and Shell of Real Estate

Benefits

- 1) You no need to set up infrastructure (office).
- 2) No need to hire a skillful staff (Engg, Acc, Sales, etc.).
- 3) No need to learn Real Estate tactics and strategies.
- 4) We makes your brand in market with Best Quality.
- 5) Its an investment as well as Business model with Best ROI than Bank FD, SIP and Mutual fund.

Brand Ethos Architect Ar. YOGESH WAJEKAR

CEO OF Kalatrava.com



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completed his Master's degree in Urban Planning and enormous courses for sales and real estate management, M.B.A. in public relationships and is currently pursuing his PhD. And then, this non-stop hustler continued his work by successfully nailing more than 1000 projects over the course of 20 years of his brilliance expertise. His education and business ethics bagged him several national and international awards. The Kalatrava was been launched in year 2016. serving all kinds of construction category real estate, health care, education, hospitality. With the vision which defines "empower the identity" of every project with start to end support provide effective business models by best detailing leveraging uniqueness delivered with effective customer delight. Through KALATRAVA, Ar. Yogesh Wajekar is aiming to promote successful entrepreneurs to generate sustainable employment for the country through various projects.

- Core Concept + OPD (Optimum Profit Denominator + Strategy + Business Modeling of Project

- Feasibility + Detail project planning + Action plan

- Creative Design (Architecture + Interior + Landscape + Structure + MEP) + 3D & Walkthroughs + Approval & Lisoning Consultant Coordination

- PMC + Construction + QCT (Quality Commitment transparency) + Value Engineering.

- Branding + Marketing + Sales CRM

- Customer Loan + OC + Possession + Feed Back

@ Kalatrava79.com

Kalatrava79.com helps you grow your business by virtue of 20 years experience & completing more than 1000 projects in the field of Real Estate, Hospitality and Tourism Sector. Which directly connected to construction industry.



- Kalatrava79.com Helps you to support from concept to creation as well as operations for your business.
- Kalatrava79.com empanels your brand in market with best value addition to your customers.
- Kalatrava79.com indirectly provides auto-pilot mode statergy to your business seeking profitable returns at the comfort of your homes
- Kalatrava79.com works in nutshell for your business as god lives in details
- Kalatrava79.com helps for sales concepts & statergy in details for real estate.



Brand Ethos Architect YOGESH WAJEKAR
8898097000



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BRANDING, QCT PERFORMANCE & MARKETING

1 Market Survey		
SR.NO	Services	Deliverables
1	Market Survey (Surrounding Projects)	Report no.1
2 Customize interior of Real Flat		
SR.NO	Services	Deliverables
1	Real Flats Interior	1.Design (1.Nos)
2	Amenites construction (Design checkup)	2. Video (1.nos)
		3. Reels (2 Nos)
		2. Report no. 2
3 Project Branding		
SR.NO	Services	Deliverables
1	Site Entrance Detailed Branding & Landscaping	1.Advertisement Design (10.Nos)
2	Site 3D Advertisement	
3	Builder's company Vision, Mission & Value	
4	Branding Identity of Builder's Existing Project Display, Interior Arrangement	2. Videos (1.Nos)
5	Brand Storey for legacy of attachment to Customer Mind	3. Reels (2 Nos)
6	Brand Recall Value addition , analysing through Optimum profit Denominator (OPD)	4. PPT no. 1
7	Builder's Branding Coffee Table Book	
4 QCT Performance Strategy Implementation		
SR.NO	Services	Deliverables
1	Document & Drawing Management	1.Videos (1.Nos)
2	During Construction a. Contractor Document b. Contract management & Work Order c. Site Execution i. Daily Project Report ii. Weekly Project Report iii. Monthly Project Report iv. Progress Chart v. Consultant Site Visit	
3	QAQC Report	
5 Marketing Concept, Story & Script		
SR.NO	Services	Deliverables
1	Old Customer CRM Development & Old Customer Feedback	1. Videos (1.Nos)
2	OPD Base Marketing	3. PPT no. 3
4	Descending Offer Design	4. Advertisement Design (10.Nos)
		5.Report no.4

Total Deliverable : There are total 31 design , 4 Reports, 3 PPT, 4 Videos of 3 min each, 8 Reels



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Kalatrava79.com Products for start to end consultation

- 1. Core Concept of Project & Evolution of OPD
- 2. Cost Cutting & Value Analyzing of Project
- 3. Customize Interior of Real flat - Design & Implementation
- 4. Entrance Lobby, Entrance Gate, Signages, Terrace Garden Design up to 1000sq.ft & Gym Design & Implementation
- 5. Brochure, Leaflet & Layout Presentation Design
- 6. Project Branding
- 7. Builder Office Branding
- 8. QCT Performance Strategy Implementation
- 9. Marketing concept, story & Script
- 10. Detailed Project Report



PROJECT MARKETING PACKAGING

A	Core Concept of Project & Evolution of OPD	
Combine Cultivation Of Built Environment, Uniqueness & Customer Mindset Toward Optimum Profit Denominator		
SR.NO	Services	Deliverables
1	Location survey	1.Report No.1 2. PPT No.1
2	Market survey Hypothesis for project.	
3	Analysis of Built Environment advantages along with Location	
4	Analysis of Existing Amenities, interior Style.	
5	Changing Existing Customers Mindset	
6	Evolution of Optimum profit Denominator (OPD) with validation of above points with new Trend, Style, Amenities.	

B Value Engenering & Analyzing of Project		
SR.NO	Services	Deliverables
1	Cost Cutting Report of Architectural Planning	1. Report no. 2
2	Cost Cutting Report of Structure	
3	Cost Cutting Report of Amenity	
4	Cost Cutting Report of Infrastructure	2. Implementation
5	Cost Cutting Report of Landscape	3. PPT NO.2
C Customize Interior of Real flat - Design & Implementation		
SR.NO	Services	Deliverables
1	Hierarchy of Real Flat Design	1.Old Design Checkup/ New Design 2.3D Views
2	Flat Interior Layout Design & Outlook Aesthetic with respect of OPD	3.Implementation 4.Video of Real Flat (2 Nos) 3 min
3	Re- Built End Customer Mindset	5.Reels (4 Nos) 6.PPT no.3
D Entrance Lobby, Entrance Gate, Signages, Terrace Garden Design up to 1000sq.ft & Gym Design & Implementation		
SR.NO	Services	Deliverables
1	Hierarchy of Entrance lobby, Entrance Gate & Signages	1. Design Checkup/ New Design 2. implementation 3. Video Amenity (2 NO.s) 3 min
2	Hierarchy of Garden & Gym Design	4. Reels (4 No.s) 5.3D Views 6.PPT NO.4
E Brochure, Leaflet & Layout Presentation Design		
SR.NO	Services	Deliverables
1	Brochure & Leaflet Design	1.Design
2	Coffee table Book	2.Blacklight plan (3 No.s)
3	Folding Brochure	3. PPT no. 5
4	Sale Plan Portfolio	
5	Rendered Layout Design	
F Project Branding		
SR.NO	Services	Deliverables
1	Site Entrance Detailed Branding & Landscaping	1. Design 2. Site Video (2 No.s) 3 min
2	Site 3D Advertisement	3. Reels (4 Nos) 4. PPT no. 6
G Builder Office Branding		
SR.NO	Services	Deliverables
1	Builder's company Vision, Mission & Value	1. Design
2	Branding Identity of Builder's Existing Project Display, Interior Arrangement	2. Video (2 Nos) 3 min
3	Brand Storey for legacy of attachment to Customer Mind	3. Reels (4 Nos)
4	Brand Recall Value addition , analysing through Optimum profit Denominator (OPD)	4. PPT no. 7
5	Builder's Branding Coffee Table Book	5 Podcast (15 min)

H	QCT Performance Strategy Implementation	
SR.NO	Services	Deliverables
1	QAQC Report	1. 1 Video/ month for 6 months = 6 Videos 3 min 2. 2 Reels/ month for 6 months = 12 Reels 3. Report no. 3 4. PPT no. 8
2	Quality, Commitment, Transperancy.	
3	During Construction a. Contractor Document b. Contract management & Work Order c. Site Execution i. Daily Project Report ii. Weekly Project Report iii. Monthly Project Report iv. Progress Chart v. Consultant Site Visit	
I	Marketing concept, story & Script	
SR.NO	Services	Deliverables
1	Old Customer CRM Development & Old Customer Feedback	1. PPT no. 9
2	Celebrity management/ Influencer	
3	OPD Base Marketing ?	
4	Descending Offer Design for two years	
J	Detailed Project Report	
SR.NO	Services	Deliverables
1	Summary	1.Report No.4
2	FSI Statement	
3	Construction Area / sellable area statment	
4	Cost of structure	
5	Cost of elevation	
6	Cost of approval	
7	Cost of Finishing	
8	Cost of Infrastructure	
9	Cost of Amenities	
10	Cost of Marketing, Sales	
11	Cost of Miscellaneous (office expences and others)	
12	Sale Cost	
13	Profit	

Summary: There are total 4Reports, 9 PPT, 16 Videos of 3 min each, 32 Reels and all above 10 models Implementation



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5. Brochure, Leaflet & Layout Presentation Design
6. Project Branding
7. Builder Office Branding
8. QCT Performance Strategy Implementation
9. Marketing concept, story & Script
10. Detailed Project Report



A Core Concept of Project & Evolution of OPD		
Combine Cultivation Of Built Environment, Uniqueness & Customer Mindset Toward Optimum Profit Denominator		
SR.NO	Services	Deliverables
1	Location survey	1.Report No.1
2	Market survey Hypothesis for project.	
3	Analysis of Built Environment advantages along with Location	
4	Analysis of Existing Amenities, interior Style.	
5	Changing Existing Customers Mindset	2. PPT No.1
6	Evolution of Optimum profit Denominator (OPD) with validation of above points with new Trend, Style, Amenities.	

2	Value Engenering & Analyzing of Project	
SR.NO	Services	Deliverables
1	Cost Cutting Report of Architectural Planning	1. Report no. 2 2. Implementation 3. PPT NO.2
2	Cost Cutting Report of Structure	
3	Cost Cutting Report of Amenity	
4	Cost Cutting Report of Infrastructure	
5	Cost Cutting Report of Landscape	
3	Customize Interior of Real flat - Design & Implementation	
SR.NO	Services	Deliverables
1	Hierarchy of Real Flat Design	1.Old Design Checkup/ New Design 2.3D Views
2	Flat Interior Layout Design & Outlook Aesthetic with respect of OPD	3.Implementation 4.Video of Real Flat (2 Nos) 3 min
3	Re- Built End Customer Mindset	5.Reels (4 Nos) 6.PPT no.3
4	Entrance Lobby, Entrance Gate, Signages, Terrace Garden Design up to 1000sq.ft & Gym Design & Implementation	
SR.NO	Services	Deliverables
1	Hierarchy of Entrance lobby, Entrance Gate & Signages	1. Design Checkup/ New Design 2. implementation 3. Video Amenity (2 NO.s) 3 min
2	Hierarchy of Garden & Gym Design	4. Reels (4 No.s) 5.3D Views 6.PPT NO.4
5	Brochure, Leaflet & Layout Presentation Design	
SR.NO	Services	Deliverables
1	Brochure & Leaflet Design	1.Design
2	Coffee table Book	2.Blacklight plan (3 No.s)
3	Folding Brochure	3. PPT no. 5
4	Sale Plan Portfolio	
5	Rendered Layout Design	

Summary: There are total 2 Reports, 5 PPT, 2 Videos of 3 min each, 4 Reels and 2 Design all above 5 models Implementation



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- 6. Project Branding
- 7. Builder Office Branding
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- 9. Marketing concept, story & Script
- 10. Detailed Project Report



1	Project Branding	
SR.NO	Services	Deliverables
1	Site Entrance Detailed Branding & Landscaping	1. Design 2. Site Video (1No.s)
2	Site 3D Advertisement	3. Reels (2 Nos) 4. PPT no. 1
2	Builder Office Branding	
SR.NO	Services	Deliverables
1	Builder Vision, Mission & Value	1. Design
2	Ongoing Project Design display at Office	2. Video (1 Nos)
3	Builder Project History Branding	3. Reels (2 Nos)
4	Interior Arrangements of Office	4. PPT no. 2
5	Builder’s Branding Coffee Table Book	

3	QCT Performance Strategy Implementation	
SR.NO	Services	Deliverables
1	QAQC Report	1. 1 Video/ month for 6 months = 6 Videos 3 min 2. 2 Reels/ month for 6 months = 12 Reels 3. Report no. 3 4. PPT no. 8
2	Quality, Commitment, Transperancy.	
3	During Construction a. Contractor Document b. Contract management & Work Order c. Site Execution i. Daily Project Report ii. Weekly Project Report iii. Monthly Project Report iv. Progress Chart v. Consultant Site Visit	
4	Marketing concept, story & Script	
SR.NO	Services	Deliverables
1	Old Customer CRM Development & Old Customer Feedback	1. PPT no. 9
2	Celebrity management/ Influencer	
3	OPD Base Marketing ?	
4	Descending Offer Design for two years	
5	Detailed Project Report	
SR.NO	Services	Deliverables
1	Summary	1.Report No.4
2	FSI Statement	
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4	Cost of structure	
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6	Cost of approval	
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8	Cost of Infrastructure	
9	Cost of Amenities	
10	Cost of Marketing, Sales	
11	Cost of Miscellaneous (office expences and others)	
12	Sale Cost	
13	Profit	

Summary: There are total 2 Reports, 4 PPT, 14 Videos of 3 min each, 28 Reels and all above 5 models Implementation

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CONCEPT + DESIGN + PMC STRATEGIST

- ◆ Core Concept + Acquisition + Administration Setup
- ◆ Surveys + Design + Approval + Execution
- ◆ PMC Strategist + QCT + Value Engineering.

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Brand Ethos Ar. Yogesh Wajekar



Brand Ethos Architect YOGESH WAJEKAR
8898097000



CMVBD REAL ESTATE PORTFOLIO



CORE CONCEPT



MASTER LAYOUT



VISUAL ILLUSTRATION



BRANDING STRATEGIES



DETAILED PROJECT REPORT

PORTFOLIO

An Exclusive Design Portfolio For Real Estate Industry To Grab Nut And Shell Of Real Estate Project Before Commencing The Project

Benefits

1. Premium Features of Project
2. Sales Strategy with USP
3. World Class Conceptual Dissertation Design
4. Cost Analysis along with Profit
5. Pitch for Investor
6. Branding Strategy to recall values

Ar. YOGESH WAJEKAR



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CORE CONCEPT

- Location survey
- Market survey Hypothesis for Project
- Analysis of built environment advantages along with location
- Analysis of Existing Amenities, Interior Style.
- Changing Existing Customer Mindset
- evolution of optimum profit denominator (OPD) with validation of above points with new Trend, Style, Amenities



MASTER LAYOUT

- Design Concept
- Basic FSI consumption statement
- Detailed Design w.r.t. Concept
- Detailed Landscaping
- Design of Common Amenities



VISUAL ILLUSTRATION

- 3D Views
- Walkthroughs
- 3Ds of Show Flats & Club House



BRANDING STRATEGIES

- Brand is your True Story
- Identify and Define Strength and Talent in Real Estate
- Minimize Impact of Your Weakness
- Identify your core values
- Define your Purpose of Project
- Create Your Personal Brand Statement
- Make an Impact with Project.
- Define Brand Values



DETAILED PROJECT REPORT

- FSI Statement (Max. FSI Potential)
- Salient Features
- Building Wise FSI Statement
- Amenity wise Rate Analysis
- Carpet, Sellable and Construction Area Statement
- Detailed Project Cost
- Detailed Selling Cost
- Detailed Net Profit

To Design CMVBD Call

Brand Ethos Architect YOGESH WAJEKAR
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PRODUCT

Product		
Sr.No	Services	Deliverables
1	Broucher Design (coffee table book, Broucher -6 pages & leaflet -2 pages)	Coffe table book - 30 pages
		Total Broucher pages- 06
		Total Leaflet pages -02
2	Advertisment Design (4'x 8')	Total No. of 10 Designs
3	Digital Sale Plan Design	Size B1 & A2 size Total No.of 10 Design
4	Office Branding (Vission, Mission & Project Wall design of 50 Sq.ft)	A2 Size Total No. of 6 Design & Acrylic Design 50 sq.ft

• **Note-** We will provide designs of above services. Printing, frame & 50 sq.ft acrylic letters cost is not Included • **Summary:** There are total 30 design.

This Graphics Explaining product No.1 For packaging of Real Estate Project Before marketing.



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3D Visualization is essential in real estate for multiple reasons, especially in today’s competitive and design-conscious market. Here's a detailed breakdown

- 1.Better Project Understanding Before Construction
- 2.Enhanced Marketing & Sales Tools
- 3.Interior & Exterior Design Simulation
- 4.Aids Customer Decision-Making
- 5.Speeds Up Approvals & Investment Decisions
- 6.Supports Design Review & Error Minimization
- 7.Virtual Walkthroughs for Remote Buyers
- 8.Pre-Sales Advantage



Conclusion:
3D Visualization bridges the gap between the design concept and the client’s imagination. It’s no longer optional—it’s a powerful necessity for modern real estate marketing, communication, and sales

3D Visualization

3D Visulization		
SR.NO	Services	Deliverables
1	Interior views Day & Night view (Flat Interior, Amenities Interior)	No. of 6 Views
2	Exterior views Day & Night view (Exterior elevation, Top view)	No. of 10 views
3	3D Walkthrough AnimatedGraphicalPresentation Google Presentation of Location Map 3D Animationof Total Project with Detailed Description As Sample Given, with background Music.	No. of video 1 of 4min

• Summary: Total 3D views 16 & Walkthrough video of 4 min.

This Graphics Explaining product No.1 For packaging of Real Estate Project Before marketing.



Proudly stated to have an innovative mind frame, Ar. Yogesh Wajekar holds a fascinating repertoire. He pursued his passion for architecture construction, Sales with a Civil Draftsmanship, Diploma in Civil Engineering. he parallely formed his first establishment; Shree Sthapatya Associates (SSA), alongside completing his Bachelors in Architecture. Further, Ar. Yogesh Wajekar completed his Master's degree in Urban Planning and enormous courses for sales and real estate management, M.B.A. in public relationships and is currently pursuing his PhD. And then, this non-stop hustler continued his work by successfully nailing more than 1000 projects over the course of 20 years of his brilliance expertise. His education and business ethics bagged him several national and international awards. The Kalatrava was been launched in year 2016. serving all kinds of construction category real estate, health care, education, hospitality. With the vision which defines "empower the identity" of every project with start to end support provide effective business models by best detailing leveraging

uniqueness delivered with effective customer delight. Through Kalatrava79.com, Ar. Yogesh Wajekar is aiming to promote successful entrepreneurs to generate sustainable employment for the country through various projects.

Kalatrava79.com Products for start to end consultation

Marketing videos have become an essential tool in the real estate industry, offering numerous advantages for agents, sellers, and buyers alike. Here's why incorporating video into real estate marketing strategies is crucial:

- Boosts Engagement and Inquiries
- Enhances Property Presentation
- Builds Trust and Credibility
- Expands Reach and Accessibility
- Drives Faster Sales

Incorporating video into real estate marketing not only enhances property visibility and appeal but also builds trust with clients and accelerates the sales process. As the industry continues to evolve, leveraging video content remains a powerful strategy for success.



MARKETING VIDEO

SR. NO.	SERVICES	DELIVERABLES
1	Real flat / Amenities / Location (concept & implementation)	Total no. of 1 video (3min) & total no. of 2 reels.
2	QCT (Quality, Commitment, Transparency) performance Videos.	Total No. of 6 Videos (every month 1 Video 2 Reels) & total no. of 12 Reels
3	Branding (Podcast video)	Total No. of 1 podcast Video (20 min) & No. of 2 Reels

- **Summary: Total No. of 7 videos of 3 mins & Total No. of 16 Reels, 1 podcast video of 20 min for 6 month duration.**



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Kalatrava Infra Solutions

- Kalatrava79.com helps you grow your business by virtue of 20 years experience & completing more than 1000 projects in the field of Real Estate, Hospitality and Tourism Sector. Which directly connected to construction industry.
- Kalatrava79.com Helps you to support from concept to creation as well as operations for your business.
 - Kalatrava79.com empanels your brand in market with best value addition to your customers.
 - Kalatrava79.com indirectly provides auto-pilot mode strategy to your business seeking profitable returns at the comfort of your homes
 - Kalatrava79.com works in nutshell for your business as god lives in details.



Why Marketing Concept ?

The marketing concept in real estate is essential because it focuses on understanding and meeting the needs and wants of clients—buyers, sellers, renters, or investors—rather than just pushing properties. Here's why it's so important:



SR.NO	Services	Deliverables
1	Architect – Design concept as per Core Concept	Detailed Design + Planning+ Approval Drawing
2	R.C.C	Drawings
3	MEP	Drawings
4	3D Visualization	Views + Walkthrough
5	Interior Show flat	Concept + Look A like + Drawing
6	Gym , Entrance lobby	Concept + Look A like + Drawing
7	Gardeen area upto 1000 SQ.M	Concept + Look A like + Drawing
8	Sales statergy	Drawings