



**SAMPLE**

# Alternaty Turn Key Sample Report



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Highly Commended - Best Property Consultancy  
(Vietnam), at the 2013 South East Asia Property Awards.

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real estate<sup>™</sup>



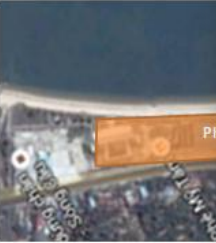
Alternaty Turn Key Sample

# Development Concept

**SAMPLE**



Turn Key Report  
Development

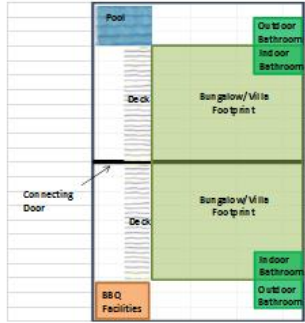




**Land Parameters**  
Site Area  
- Phase 1  
- Phase 2  
- Phase 3

SAMPLE REPORT

Turn Key Report  
Proposed Bungalow/Villa Structure

- Bungalow 1 Floor
- Villa 2 Floor
- Detached Units

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Prepared For The Client

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SAMPLE REPORT

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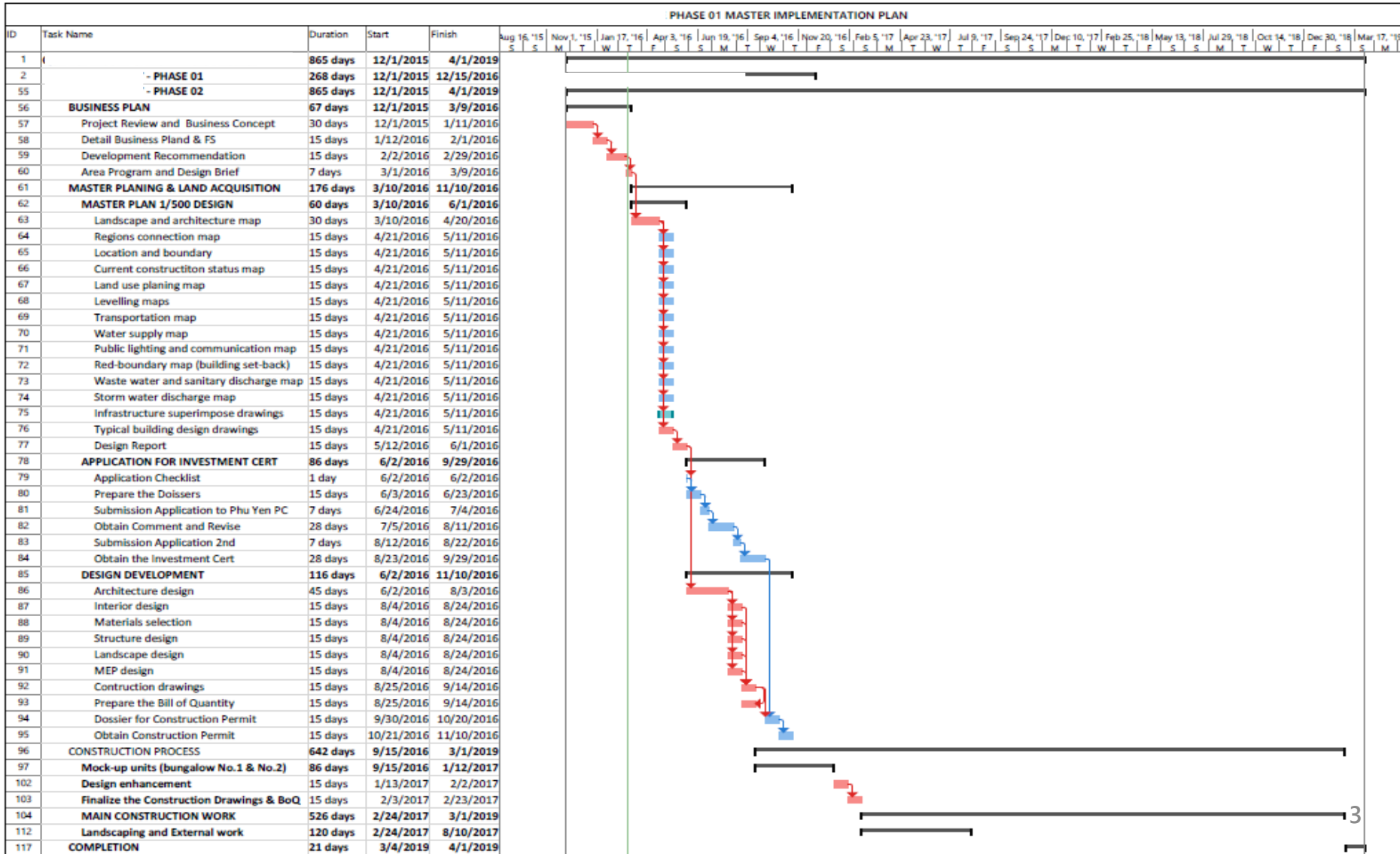


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# Consultant Coordination





# Alternaty Turn Key Sample Sell Planning

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Turn Key Report  
Pricing Strategy  
Key Selling Points

- International operator Brand beachfront
- All with sea view
- Proximity to international stage project
- Integrated development stage project
- Freehold landed product
- Capital gain potential
- Investment yield potential
- Respected developer International
- Attractive price point
- Launch Promotion
  - Launch discount –
  - Free trip overseas
  - Gold
  - Golf membership
  - Win another property
  - Win a car - Mercedes

SAMPLE REPORT

Turn Key Report  
Marketing Budget  
Advertising – 1.0

No.	Items	Type	Distribution
<b>A Advertising</b>			
<b>1 Offline - Print Ads</b>			
<b>Vietnamese Publications</b>			
1	[News]	General News	Nationwide/ Mostly in the S
2	[News]	General News	Nationwide/ Mostly in the S
3	[News]	Business & Lifestyle	Nationwide/ Mostly in the S
4	[News]	Business & Entrepreneur magazine	50-60% Vietnam focused and 40-50% regional & global for
5	[News]	In-flight magazine	Nationwide
6	[News]	In-flight magazine	Nationwide
<b>Overseas Publications</b>			
7	[News]	Travel & Lifestyle	Distributed to more than 200 locations (restaurants, café, fitness center, private clubs, adventure travel agencies, airport lounge, airport offices, airline inflight)
8	[News]	General/News	Singapore
9	[News]		International
<b>Total (1) - Offline</b>			

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Turn Key Report  
Pricing Strategy  
Competitor Projects

Property	[The Competitor Project]	[The Competitor Project]	[The Competitor Project]	[The Competitor Project]	[The Competitor Project]	Subject Projection,
Type of Units	[Product Type]	[Product Type]	[Product Type]	[Product Type]	[Product Type]	[Product Type]
Ownership	Freehold/Leasehold	Freehold/Leasehold	Freehold/Leasehold	Freehold/Leasehold	Freehold/Leasehold	Freehold/Leasehold
Sales launch						
GFA Range (sm)						
Price Range						
Average Price (US\$ psm on GFA)						
Entrance Level						
No. of Units						
Average Sold Unit per month						
Selling rate						
Estimated Revenue per month						
Guarantee return						
Pros						
Cons						

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# Alternaty Turn Key Sample Pre Opening

## Pre-Opening Budget / Expenses Summary

Total Pre Opening Cost months before months before months before months before months before months before months before months before months before months before months before months before

### SALARIES AND STAFF

- Salary of Staff	US\$									US\$	US\$	US\$	US\$
- Salary of Staff	US\$											US\$	US\$
- Salary of Staff	US\$											US\$	US\$
- Salary of Staff	US\$												US\$
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- Salary of Staff	US\$												US\$
- Salary of Staff	US\$												US\$
- Salary of Staff	US\$												US\$
- Employee meal	US\$									US\$	US\$	US\$	US\$
-Uniform Expenses	US\$												US\$
-Recruitment Expenses	US\$											US\$	US\$
<b>TOTAL SALARIES AND STAFF</b>	<b>US\$</b>												

### ADVERTISING & PROMOTION

- Advertising & Promotion	US\$											US\$	US\$
- Advertising & Promotion	US\$											US\$	US\$
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- Advertising & Promotion	US\$										US\$	US\$	US\$
- Advertising & Promotion	US\$										US\$	US\$	US\$
<b>TOTAL ADVERTISING &amp; PROMOTION</b>	<b>US\$</b>												

### GENERAL & ADMINISTRATIVE EXPENSES

- General & Admin	US\$											US\$	US\$	US\$	US\$
- General & Admin	US\$											US\$	US\$	US\$	US\$
- General & Admin	US\$	US\$	US\$	US\$	US\$	US\$	US\$	US\$	US\$	US\$	US\$	US\$	US\$	US\$	US\$
- General & Admin	US\$											US\$	US\$	US\$	US\$
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- General & Admin	US\$											US\$	US\$	US\$	US\$
- General & Admin	US\$											US\$	US\$	US\$	US\$
- General & Admin	US\$											US\$	US\$	US\$	US\$
<b>TOTAL SALARIES AND STAFF</b>	<b>US\$</b>														
<b>SUB-TOTAL EXPENSES</b>	<b>US\$</b>														
Contingency %	US\$														
<b>NET OPERATING PROFIT</b>	<b>US\$</b>														