



# From Foundation to Full Price

Exclusively Marketed for

Presented by  
**Tam Nguyen Real Estate**

# Who We Are ?

We are Transforming Real Estate Projects  
with Strategic Marketing Solutions



In the dynamic and evolving Vancouver real estate market, the opportunity to develop multiplex properties presents a unique challenge and a significant reward. The City of Vancouver's "Missing Middle Housing Plan" initiative has opened the door for a new wave of developers, and with over 500 such projects in the region, standing out from the crowd is more critical than ever. Unlike large-scale developments with dedicated presentation centers and multi-million dollar marketing campaigns, your projects require a strategic, targeted, and highly effective approach.

This proposal outlines a comprehensive marketing plan designed to elevate your multiplex development, attract qualified buyers, and achieve a successful sale well before the completion. My experience in the Vancouver real estate market, combined with a deep understanding of the unique selling points of these homes, will ensure your property receives the attention it deserves.

# Why Choose Us?

18 mo.

Marketing Headstart



FREE Virtual Presentation Center



Dedicated Project Website



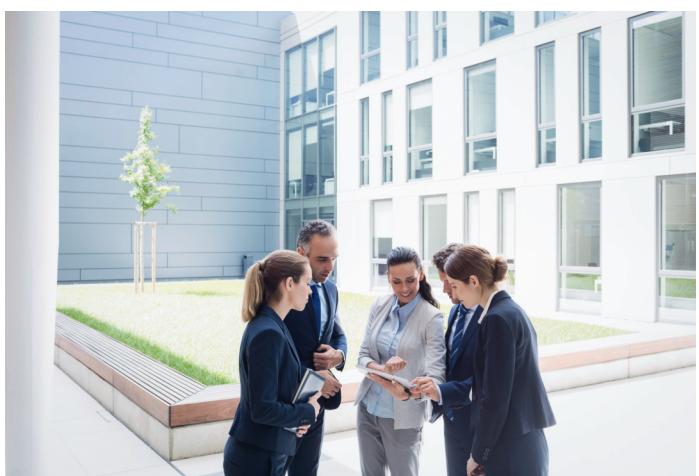
Strategic Digital Marketing



Custom Property Magazine

In a market flooded with new multiplex projects, simply listing a property isn't enough. You need a partner who can elevate your development, create a sense of urgency, and connect with buyers on an emotional level.

When you choose to work with me, you are not just hiring a real estate agent; you are partnering with a top-tier marketing powerhouse. The sophisticated, multi-million dollar marketing strategies that were once reserved for large-scale developments are now within your reach—and they come at **no additional** cost beyond a regular real estate agent's commission.



# A Partnership in Profit

**Our Value Proposition:** You are building more than a home; you are building a community. We don't just list properties; we market a lifestyle and a sound investment. Our deep understanding of the multi-unit market allows us to identify and attract the ideal buyer, whether they are a savvy investor or an owner-occupant looking for their forever home.



## Our Mission

To partner with developers in redefining how multiplexes, duplexes, townhomes, and small multi-family projects are brought to market — setting new standards in branding, marketing, and potential sales long before completion.



## Our Success

With over 10 years of successful presale and multiplex sales, we understand the unique challenges posed by Vancouver's competitive market. Our proven strategies are designed to attract qualified buyers and achieve the highest market value for your projects.

# Problem

## The High-Risk Game for Small-Scale Projects

50-75%

Higher Market Risk

60%

Less Long term  
Brand Value

2 - 3X

Slower Scaling Potential



Small to mid tier developers in Vancouver face a serious disadvantage compared to larger firms because they cannot leverage pre-sales. This forces them into a high-risk, back-loaded model where all capital—land, permits, construction, and financing—must be carried for years before a single dollar of revenue is realized. These projects often move slower, profits are thinner, and market exposure is greater, leaving them highly vulnerable to downturns at completion. On top of this, they lack the brand presence and marketing reach that large developers gain through pre-sale campaigns, presentation centers, and early buyer engagement. This combination of financial strain and limited market visibility makes it difficult for small developers to compete or scale effectively.

# Solution - Goals

## Winning against multi-million dollar competitors



We bridge this gap for small - mid tier developers by giving them the tools and marketing power that traditionally only large developers enjoy. From the moment they acquire land through our real estate services, we begin building momentum for their future project with a complete marketing strategy designed to create early awareness and lasting demand.

30%

Faster Sales Velocity

35%

Stronger Exposure

40%

More Qualified Leads

# **Solution Phase 0: Land Acquisition**

## *Marketing Advantage & Early Engagement*

As soon as the land acquisition process begins, our work begins alongside it. By involving us early, developers gain a marketing partner that builds excitement and awareness well before the first shovel hits the ground. Once architectural plans are available, we transform them into 3D models and a virtual home experience that captures the vision of the final product. From there, we build a dedicated project website and digital marketing campaign that highlights the neighbourhood, tracks construction progress, and showcases the developer's story. This strategy gives your project up to an 18-month head start, generating buyer interest and realtor awareness long before completion—ultimately shortening the time your property spends on the market once it's finished.



01

### 3D Virtual Home Models & Tours

Bring Architectural Plans to Life for Buyers Before Construction Begins.

02

### Dedicated Project Website

Showcase the Property, Builder Vision, Neighbourhood Highlights, and construction Updates in Real Time.

03

### 18-Month Head Start

Build Excitement and Awareness Early, Reducing Days on Market and Accelerating Final Sales.

# Solution Phase 1:

## Completion & Market-Ready Launch

As your project approaches completion and the occupancy permit is secured, we guide you in preparing the homes for market with a polished, buyer-ready presentation. Our first priority is providing staging advice and recommendations—helping you highlight flow, functionality, and lifestyle appeal. We will leverage our vast network of trusted staging professionals to connect you with the right partners and help you save money while still achieving a high-quality presentation.

From there, we launch a complete marketing package designed to capture attention the moment the project is live. This includes professional photography, floorplans, and cinematic video tours that showcase the home in its best light. We update the project website with the finished materials, creating a seamless transition from “coming soon” to “move-in ready.” Our targeted marketing campaigns leverage buyer databases, realtor networks, and digital platforms to ensure your project reaches qualified prospects immediately.



01

### Professional Staging Guidance & Support

Expert Recommendations to  
Maximize Appeal, Flow, and  
Lifestyle Value

02

### Detailed Floorplans & Virtual Tours

Give Buyers Clarity and  
Confidence in the Layout.

03

### High-Quality Photography & Cinematic Video

Present the Home with a  
Polished, Premium Look.

04

### Website & Marketing Updates

Transform Pre-completion  
Buzz into a Ready-To-Sell  
Showcase.

# Solution Phase 3 :

## "Building the Buzz"

We begin with a strong exclusive pre-market launch to our private network of over 5,000+ agents and realtor contacts, giving them early access to the property, floorplans, and a password-protected project website. By engaging agents with detailed information, co-op commission clarity, and even exclusive incentives, we turn them into partners who actively bring buyers to your door. This creates buzz, generates early offers, and reduces days on market

At the same time, we maximize buyer engagement through a multi-channel approach. We host weekly open houses supported by **custom-printed magazines** (Called **OpenHouse** Magazine) that showcase not just the property but also local real estate news, community developments, and neighbourhood highlights. This positions your project as part of the bigger picture and increases perceived value for buyers. To attract and energize the realtor community, we host wine-and-cheese agent events, creating buzz and driving consistent professional traffic.

***"Once your project is complete and on the market, our strategy shifts into high gear to ensure every unit sells quickly and at top value. The focus here is not just listing your property—it's building ongoing excitement and maintaining momentum until the last unit is sold"***



### Exclusive Realtor Pre-Market Campaign

Reach 5,000+ Agents, Build Early Buzz, and Generate Pre-listing Offers.

### Custom OpenHouse Magazines

Highlight the Property, Local News, Neighbourhood Plans, and Community Context to Deepen Buyer Interest.

### Wine-and-Cheese Agent Events

Engage Realtors, Strengthen Relationships, and Drive More Qualified Buyer Showings.

## Solution Phase 4 :

# Digital Domination & Ongoing Sales Strategy

## Targeted Social Media Ads

# Micro-targeted Campaigns to Reach The Right Buyers with Precision

## First-Look Urgency

## Create Buzz and Generate Qualified Offers Before MLS Launch

# Sustained Digital Presence

Ensures Ongoing Buyer Engagement Until Every Unit is Sold.

We start by creating a dedicated property website, a 24/7 digital sales centre that goes beyond a simple listing. This site features high-resolution photo galleries, cinematic video tours, interactive floorplans, and a full feature list—giving buyers a professional showroom experience anytime, anywhere, on any device.

Next, we deploy paid social media campaigns on platforms like Instagram and Facebook, using precision targeting to reach your ideal buyers—whether that's young families in key postal codes, first-time buyers with pre-approvals, or local investors looking for income-producing homes. This ensures every ad dollar is efficient and drives highly qualified traffic straight to your property website.

At the same time, we run strategic email marketing campaigns to our curated database of over 5,000 agents and thousands of qualified buyers. This drip campaign creates urgency by offering exclusive “first look” updates, generating immediate buzz and a pool of motivated buyers before the property is even fully on the MLS.



With this approach, your project doesn't just enter the market—it dominates it. By combining digital reach, realtor engagement, and buyer urgency, we cut average time on market by 30-40% and help you achieve maximum value on every unit.



## Solution Phase 3:

### Negotiation, Reporting & Closing Support

Our commitment to you goes far beyond generating buyer interest—we act as your dedicated partner all the way through to completion. Once offers begin coming in, we focus on protecting your bottom line and ensuring a seamless process from negotiation to closing. With our market expertise, transparent communication, and hands-on support, you'll have complete confidence that your project is in the best hands.

- Aggressive Negotiation

We negotiate strategically and assertively to secure the highest possible market value, leveraging buyer feedback and real-time market data.

- Full Support Through Completion

Once an offer is accepted, we handle the details: coordinating due diligence, liaising with lawyers, and managing closing logistics to ensure a smooth, stress-free transaction.

- Transparent Reporting & Regular Updates

You'll always know where your project stands. From showings to offers, we provide consistent updates and clear reports, so you're never left in the dark.

**"By combining strategic negotiation, full transparency, and end-to-end support, we ensure that your project not only achieves maximum value but also closes with efficiency and confidence."**

Tam Nguyen



## Ready to Get Started?

Contact me today for a detailed marketing plan tailored to your project.

---

**Tam Nguyen**

Real Estate Professional

604-388-1196

 sold@tamwynn.ca

 [www.tamwynn.ca](http://www.tamwynn.ca)