



*TEAM THAT WORKS HARDER  
AFTER  
THE CLOSING PAPERS ARE SIGNED*

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Unit of

**Safe Biz Group**





# WHO WE ARE

**Realty Mantras (a Unit of Safe Biz Group)** a professional and reliable company, which settles everything in connection with an entrusted real estate. With a reputation for knowledge, integrity and forward-thinking, Realty Mantra's has been providing professional property services in Upcountry. The groups focus has been in prime and up-market commercial, residential & Agricultural properties.

Realty Mantras is one of the largest, most innovative and respected independent estate consultant in Tricity & NCR. We are committed to providing each of our clients with relevant and reliable information: helping them keep ahead of fast-paced property market. It is our belief that a property deal is more than just a transaction; it's the start of a long-term relationship, one which is built on knowledge, trust and transparency. We understand what you want and we suggest accordingly.



# CORE TEAM



**Suneet Singla** (B.Tech, MBA) - **Managing Director**, an explorer by heart and travelled around the world for Business and pleasure. With more than 15 years of leadership Experience in Hospitality & Real Estate Industry, Mr. Singla possess an outstanding planning and executing skills with Promoters of leading residential and commercial projects. He is a firm believer and his farsightedness and strong dedication has lead to the creation of growth.



# CORE TEAM



**Rtn Abhinav Bansal** (B.Tech, PGDBA) – **Director Sales** , Winner of Prestigious Graham-Bell Award 2013, is a Management professional with 15 years of rich Techno-Commercial experience in Sales & Management, Technical Consultancy with proficiency in handling Sales Operations encompassing Branding & Media Planning, Corporate Sales and New Product Roll-out with expertise in devising marketing activities for augmented sales & revenue growth.





# OUR VALUES

**Realty Mantras** Values are based on Dedication, Respect for our client's investment and a constant drive to achieve the final goal. Together with our Clients, we grow and learn. With complete and unparalleled Dedication we provide comprehensive service to our client and strive to maximize our client's return to investment. We love what we do. And we love pushing ourselves every day to do it better. To that end, we believe in simple guidelines,

- Place our customers goals and needs above everything else. Enable our customers to make the best possible and most informed real estate decisions.
- Understand customer's requirement in depth and to fit each customers needs to deliver top result.





*EXCELLENCE  
THROUGH  
COLLABORATION!*



## EXCELLENCE THROUGH COLLABORATION!

### Why

- Leveraging expertise to build brand across new territories across North India
- Building exclusive consumer base in B2B & B2C Segments.
- Converting profitable deals in record time (6 Months – 12 Months horizon)
- Strong collaboration instead of Competition.

### What

- Establishing trust and providing better service to our customers.
- Improving hit ratio (through better screening of customer profile) on conversions & improving margins for our partners/ brokers.
- If required, developing technology platform to integrate database of consumers needing properties.

### How

- Building and leveraging the strong network of brokers across North covering (NCR, Haryana, Punjab, Himachal , J&K).
- Focused referral conversions and improving profitable deals
- Integrating lead generation process through technology.
- Better deals & transparency for long term association.



## Core Focus on CUSTOMERS

- Better Screening / Profiling
- Better Value Proposition.
- Personalized Care.
- Long term association & On site – Support.
- Transparent & fair deals.

## Process & Support Mechanism

- Better Lead generation process.
- Integrated team support
- Better Learning Aid – Grooming, soft skill improvement, product training, objection handlings.
- Branding (BTL – Indoor/ Outdoor & Digital)

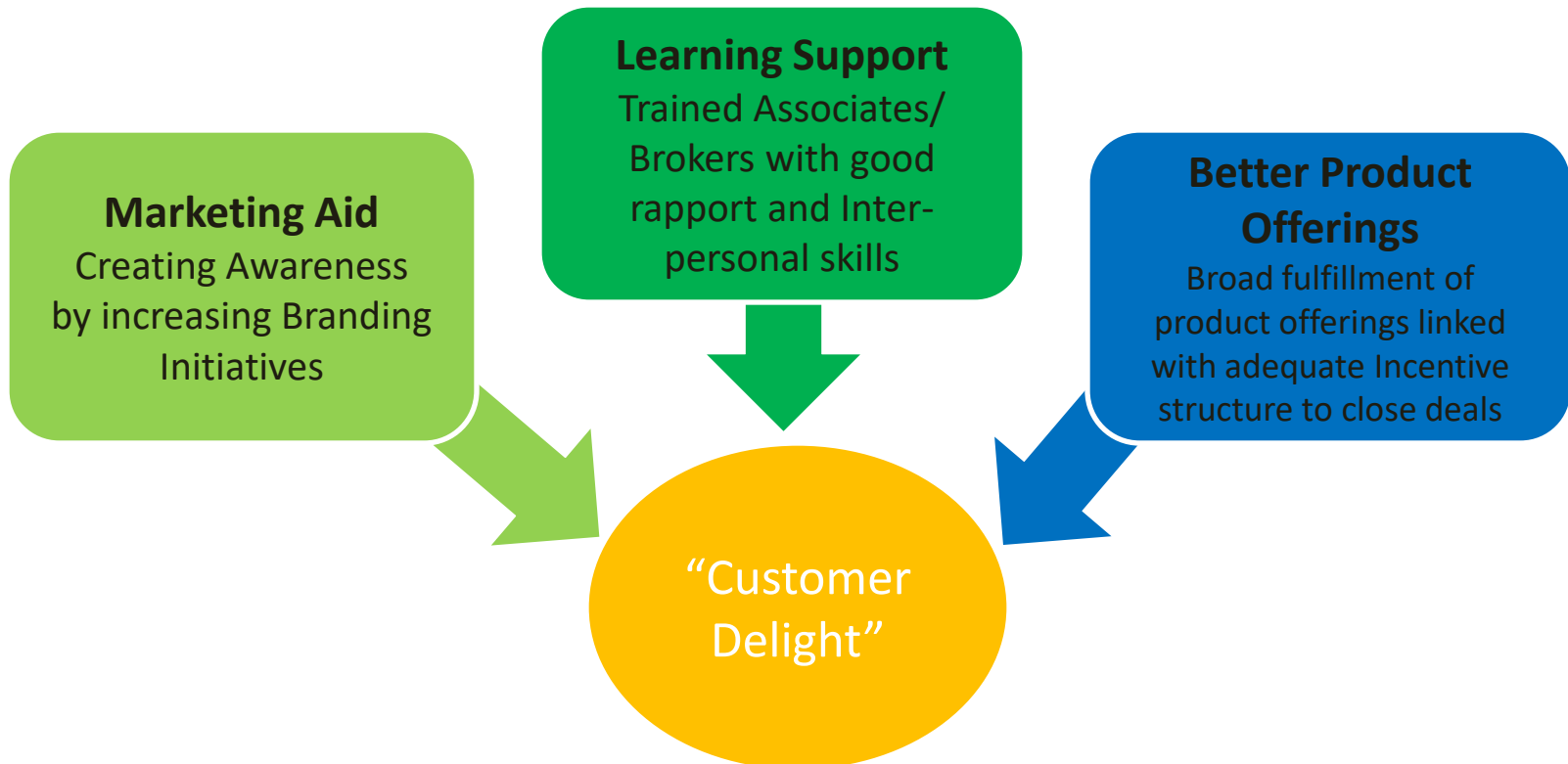
## On ground Support

- Strong incentive plan for Brokers/ Direct Channels.
- Logistic and transportation support to develop new markets
- Sales kits, T-shirts, Marketing and Internet related support.
- Onsite activities – special allowances!





# CUSTOMER CENTRICITY



# COMMERCIAL UNDERSTANDING

## BROKER CHANNEL

Compelling incentive offering as per market practices and timely payout to brokers(s)  
Ongoing engagement – Financial & Non – Financial R & R Activities

“Better control over Lead generation”  
No Calls missed/no customer remain Unattended. Lead generation & Follow ups will be properly controlled (IT/Non-IT environment)

Our expectation on Payout shall be 4-6% or max as per agreed slabs. Business will be booked under master franchise code. Pay-outs shall on monthly basis before 5<sup>th</sup> of every month

## DIRECT CHANNEL

Incentive shall be paid as per best slabs which will be decided by us  
Incentive structure will be reviewed jointly on a periodic basis based on performance.

Direct Handling of team on our panel for better training and results.

Our Expectations on payout(s) shall be as per mutually agreeable slabs with monthly pay-outs on or before 5<sup>th</sup> of the month.



## *OTHER Terms & Conditions*

**Proper Agreement/performance terms shall be agreed which includes the following –**

- Addition of 200 brokers and freelancers across Upcountry
- Business delivery of as per SOW.
- Creating brand awareness in far-away area's of north specially NCR, PB, HR, HP, J&K.
- Addition of new client's in untapped markets
- Empanelling new associates with organization (Direct Channel)
- Monthly fixed remuneration to be paid on the basis of SOW.



# EXISTING ASSOCIATIONS





*RESPECTING TIME . RESPECTING VALUES*

## Safe Biz Group

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