

FOR REAL ESTATE DEVELOPERS

THE 90-DAY PRE-LAUNCH BRAND CHECKLIST

Everything the best developments get right in the ninety days before a single unit goes to market – for record price, at record speed.

THE GOAL

RECORD PRICES. RECORD SPEED. BY DESIGN.

Sell for more, sell faster, and move on to the next deal. Every record sale follows the same pattern – a story, a brand, and a creative campaign that builds buyer desire long before a single unit lists.

That desire is what sets the record, and the best developers engineer it on purpose. The ninety days before launch are where it's won.

Six phases, worked backwards from the day you go to market. Tick what's done. Start what isn't.

01

DAYS 90–75
BEFORE LAUNCH

POSITIONING & STORY

Decide who it's for — and why it wins

Before any media is deployed, we establish the strategic and creative platform that underpins the entire campaign – the story that elevates the project beyond floorplans, finishes and specifications.

- ☐ **Define the market position.** What this address is, who it's for, and why it's different. If it could describe the building next door, keep going.
- ☐ **Name the one buyer.** Owner-occupier or investor, local upgrader or offshore – pick the primary buyer. “Everyone with the budget” is not a strategy.
- ☐ **Justify the price with the story, not the spreadsheet.** Know exactly what the brand has to make a buyer feel to stand behind your per-square-metre.
- ☐ **Map the three you're shortlisted against.** Find the gap none of them own – and plant your flag there.
- ☐ **Agree the emotional promise.** How it feels to live here, in a sentence the whole team can repeat.

WHAT CREATES FAME

STORY IS THE DIFFERENTIATOR

A project without a narrative is a commodity. Commodities compete on price; stories compete on belief.

02

DAYS 74–60
BEFORE LAUNCH

BRAND & IDENTITY

Build a name worth remembering

The identity a buyer meets long before the display suite. It has to work on a hoarding, a brochure, and a phone screen.

- ☐ **Lock the name – then clear it.** Domain, socials and a trademark search before anyone falls in love. Rename now, never at launch.
- ☐ **Design the system, not just a logo.** Logotype, palette, type and one signature motif that survives from signage to a Story.
- ☐ **Commission the wordmark in every format you'll need.** Signage, embossing, favicon, watermark – brief them together, not one emergency at a time.
- ☐ **Set the tone of voice.** Three “we say / we don't say” pairs so every agent and portal sounds like one development.
- ☐ **Write the one-page brand guide.** Enough for a contractor to stay on-message without a phone call.

WHAT CREATES FAME

DESIGN DRIVES DEMAND

Design isn't decoration, it's commercial strategy. At this level, the brand is the asset.

03

DAYS 59–40
BEFORE LAUNCH

IMAGERY – CGI, FILM & PHOTOGRAPHY

Show the life, not the floor plan

The assets do the selling before the building exists. They take longer than anyone plans for – start now.

- ☐ **Brief CGI first.** Hero exterior, two amenity spaces, and the view that carries the price. Renders are always the long pole.
- ☐ **Storyboard the film around one feeling.** 60–90 seconds, built for sound-off social – not a spec walk-through.
- ☐ **Shoot the location while you wait.** Golden hour, the neighbourhood, the rituals of living there. Real place, real light.
- ☐ **Fix one art direction across all three.** A single reference set so CGI, film and photography read as one world.
- ☐ **Lock aspect ratios before the shoot.** 9:16 for social, 16:9 for web, full-bleed for print. Reshoots are the expensive kind of tidy.

WHAT CREATES FAME

VIDEO BEATS STATIC, 3 TO 1

The brochure doesn't close a buyer. The feeling does — and film is how feeling travels.

04

DAYS 39-20
BEFORE LAUNCH

COLLATERAL & CHANNELS

Make the pieces a buyer keeps

Where the brand becomes things people hold, visit and share. Every touchpoint is the development speaking.

- ☐ **Produce the brochure as the flagship.** The piece a buyer takes home. Story first, specification last, floor plates at the back.
- ☐ **Build the website & landing pages to convert.** Fast, mobile-first, one clear enquiry action, tracking and schema in place from day one.
- ☐ **Design the arrival – and the signage.** Display suite, sales gallery and site signage – wayfinding, the moment at the door, the brand you can stand inside.
- ☐ **Warm the social channels early.** Open three to four weeks out and actually publish. An empty grid at launch reads as a stall.
- ☐ **Pack the agent & portal kit.** Approved copy, imagery and FAQs so third parties represent you, not their own version of you.

WHAT CREATES FAME

EXPERIENCE IS CUMULATIVE

Every touchpoint builds belief or erodes it. Buyers decide on the consistency of all of them.

05

DAYS 19–7
BEFORE LAUNCH

DEMAND & DATABASE

Fill the room before you open the doors

Launch day should confirm demand, not go looking for it.
This is where the pipeline gets built.

- ☐ **Give people a real reason to register.** Priority access, a price guide, a private preview – a genuine reason to raise a hand early.
- ☐ **Turn on Meta & search advertising.** Landing page, instant auto-response, GA4 and pixel firing. A lead you can't see is a lead you didn't get.
- ☐ **Load the EDM and press ads & portals.** Monthly EDM, portal listings and press placements staged, not scrambled together at launch.
- ☐ **Segment and sequence the database.** Investors, local upgraders, agents – different messages, a nurture written before you need it.
- ☐ **Set the numbers before you spend.** Daily enquiry target and the cost-per-lead you'll accept, agreed ahead of scaling budget.

WHAT CREATES FAME

MEDIA IS THE PIPELINE

The qualified buyer starts online, not on a referral list. Your media engine is your pipeline.

06

DAYS 6-0
BEFORE LAUNCH

LAUNCH & SALES READINESS

Be ready to transact on day one

The brand did its job – now the sale has to close cleanly. Readiness is the difference between momentum and a stall.

- ☐ **Rehearse the team on the story.** Objections, price justification, the narrative – not just the price list read aloud.
- ☐ **Prove the paperwork works.** Contracts, deposit process and reservation forms ready to transact the first hour.
- ☐ **Run the launch moment properly.** Event or private preview with an invite list, a run sheet, and follow-up inside 24 hours.
- ☐ **Prime one PR story.** A considered angle to the right outlet, timed to launch – earned, not sprayed.
- ☐ **Load week-one content.** Momentum is the best proof. Have the first posts ready to publish, not to write.

WHAT CREATES FAME

CADENCE

Launches are won in the months no one is looking. Silence kills them; continuous story sells them out.

WHY US

REAL ESTATE ISN'T SOLD. IT'S EXPERIENCED.

People don't buy square footage – they buy a feeling of belonging, status and possibility. We design the entire journey, from the first impression to the sales gallery, so buyers feel the value long before they sign. We don't call it marketing; we call it **demand creation**.

PARTNERS, NOT SUPPLIERS

We embed with your team, share your objectives and stake our reputation on your results – not on billable deliverables.

PERFORMANCE-OBSESSED

Every idea is built to move a metric. We measure success by sales velocity, brand equity and cultural relevance – not awards.

ONE TEAM, ONE ENGINE

Strategy, creative, media and technology operate as a single integrated engine, so nothing gets lost between disciplines.

THIS IS WHAT WE DO

WE MAKE PEOPLE FALL IN LOVE BEFORE A SINGLE BRICK IS LAID.

TREA is a creative marketing studio for real estate developers – one industry, one focus, twenty years of it. We take a project from position to sold as one team on one story, so it commands a record price at record speed and you move on to the next deal.

You just finished the checklist. Now do it with us. If your next project is inside ninety days of market, this is the moment the brand earns its price.

STRATEGY · BRAND · DESIGN · CONTENT · CGI · ADS · PR · SALES GALLERIES

START THE CONVERSATION

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