



PLANNING AND STRATEGY MANAGEMENT | PSM-021

Real Estate Marketing and Sales Strategy

Contact

+31 85 7444446
info@aractech.com
<https://aractech.com>

Address

Waarderweg 50, 2031 BP Haarlem - Netherlands.

Course content

Why Attend

A well-designed project can still struggle if its marketing and sales are poorly planned. Developers and agencies need to understand their buyers, position the project clearly and run a disciplined sales process from launch to handover.

This course covers the full real estate marketing and sales cycle: market research and buyer personas, positioning and pricing, launch campaigns, sales team management, off-plan sales, and the reporting that keeps sales on target.

Course Methodology

- Expert briefings on real estate marketing practice
- Case studies of project launches and sales campaigns
- Group work to build a marketing and sales plan
- Role plays on sales conversations and negotiation
- Presentation of a complete project marketing plan

Course Objectives

- Research the market and define buyer and tenant segments
- Position a real estate project and develop its value proposition
- Design a pricing and release strategy for units
- Plan an integrated launch and marketing campaign
- Manage the sales process, sales team and channel partners
- Measure sales performance and adjust the strategy

Target Audience

- Real estate marketing and sales managers

Course content

- Development and project managers responsible for sales
- Real estate agency and brokerage managers
- Business development staff in real estate companies

Course outline

Detailed course outline

Day-by-day outline for Real Estate Marketing and Sales Strategy.

Day 1 - Understanding the Real Estate Customer

- 09:00-09:54 | How buyers and tenants make property decisions
- 09:54-10:48 | Market research for real estate projects
- 10:48-11:00 | Defining buyer personas and segments
- 11:00-11:30 | Coffee break
- 11:30-12:12 | Defining buyer personas and segments (continued)
- 12:12-13:06 | Investor buyers versus end users
- 13:06-14:00 | Competitor analysis

Day 2 - Positioning, Product and Pricing

- 09:00-10:30 | Developing the project value proposition
- 10:30-11:00 | Branding and naming a development
- 11:00-11:30 | Coffee break
- 11:30-11:45 | Branding and naming a development (continued)
- 11:45-12:30 | Unit mix and product decisions
- 12:30-13:15 | Pricing strategy and price lists
- 13:15-14:00 | Phased release and inventory management

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Day 3 - Launch and Marketing Campaigns

- 09:00-09:54 | Planning a project launch
- 09:54-10:48 | Sales centres, show units and events
- 10:48-11:00 | Integrated campaigns across channels
- 11:00-11:30 | Coffee break
- 11:30-12:12 | Integrated campaigns across channels (continued)
- 12:12-13:06 | Brokers, agents and channel partners
- 13:06-14:00 | Marketing budget and return on investment

Day 4 - Managing the Sales Process

- 09:00-09:54 | The real estate sales funnel
- 09:54-10:48 | Managing leads and follow-up
- 10:48-11:00 | Off-plan sales, reservations and payment plans
- 11:00-11:30 | Coffee break
- 11:30-12:12 | Off-plan sales, reservations and payment plans (continued)
- 12:12-13:06 | Negotiation and closing skills
- 13:06-14:00 | Sales team targets, incentives and coaching

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Day 5 - Performance and Customer Experience

- 09:00-09:45 | Sales reporting and key metrics
- 09:45-10:30 | Adjusting price and campaigns to market response
- 10:30-11:00 | Customer experience from reservation to handover
- 11:00-11:30 | Coffee break
- 11:30-11:45 | Customer experience from reservation to handover (continued)
- 11:45-12:30 | Referrals and repeat buyers
- 12:30-14:00 | Case study and personal action plan

Seminar dates

Available seminar dates

Live dates and pricing for Real Estate Marketing and Sales Strategy generated from the course details page.

Date	Location	Format	Fee
21 - 25 December 2026	Amsterdam	Classroom	€2,830
18 - 22 January 2027	Kuala lumpur	Classroom	€1,925
15 - 19 February 2027	Barcelona	Classroom	€2,815
15 - 19 March 2027	Geneva	Classroom	€4,315
19 - 23 April 2027	Munich	Classroom	€3,225
17 - 21 May 2027	Kuala lumpur	Classroom	€1,925
21 - 25 June 2027	Rome	Classroom	€3,460
19 - 23 July 2027	Munich	Classroom	€3,225
16 - 20 August 2027	Amsterdam	Classroom	€2,830
20 - 24 September 2027	Kuala lumpur	Classroom	€1,925

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