EDITION 05

REAL-ESTATE ▪ REAL PERSPECTIVES

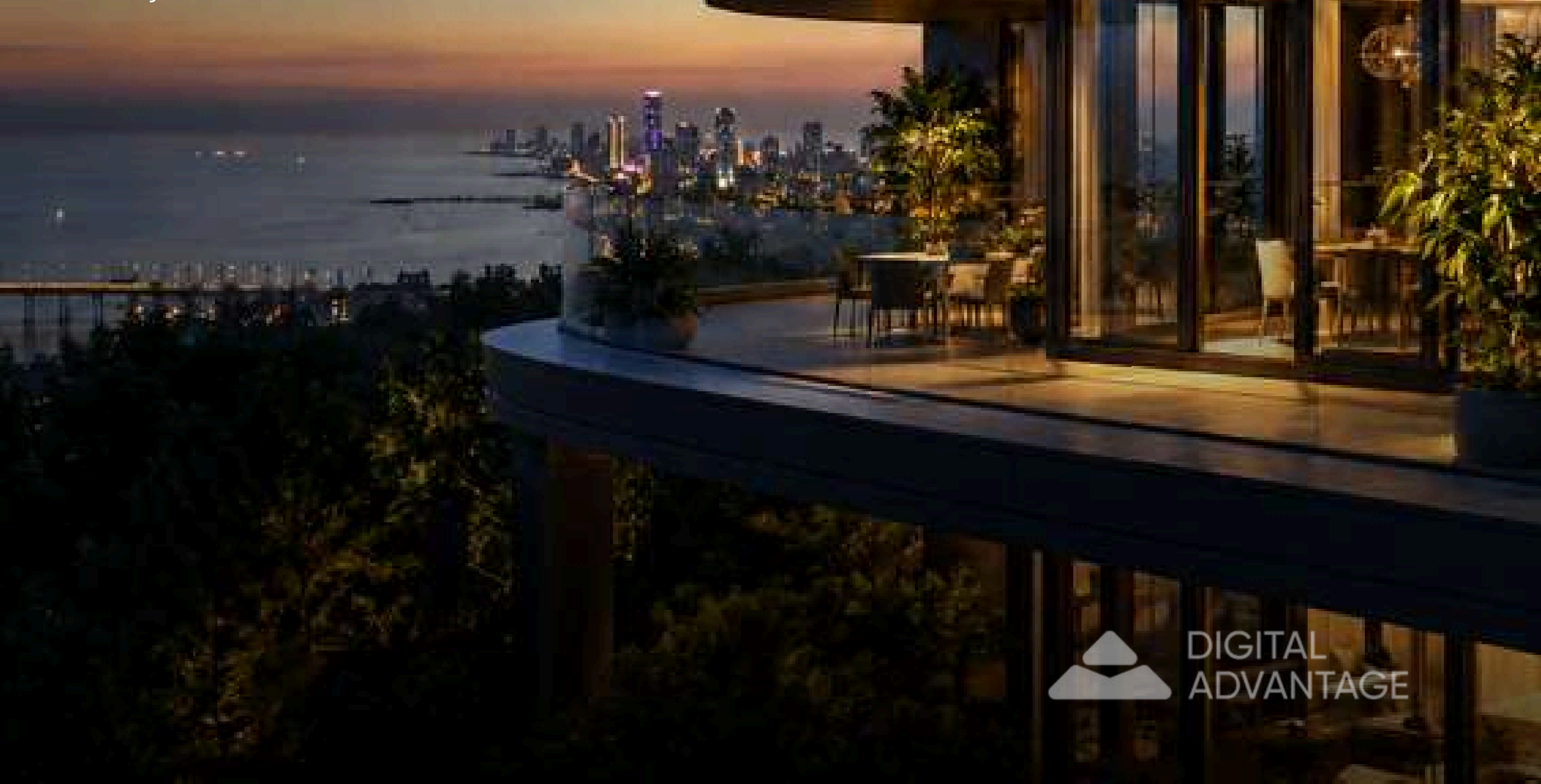
THE GODDAM REVIEW

JUNE EDITION

Curated perspectives on India's most dynamic real-estate landscape

Creative insights that drive site visits

A scorecard to check your launch readiness



DIGITAL ADVANTAGE

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EDITOR'S NOTE

THIS EDITION WAS INEVITABLE.

Over the last two years, residential real estate has quietly become one of our most active verticals at Digital Advantage. We've run performance marketing for projects across ticket sizes, launch stages, and buyer profiles in Bengaluru, Hyderabad, and Mumbai.

We've watched campaigns that should have worked fall flat, and creatives that broke every rule generate the best leads we've ever seen. **We've sat in enough sales team debriefs to know exactly where the funnel breaks, and spent enough hours inside Meta and Google Ads Manager to have strong opinions about why most real estate advertising is still stuck in 2018.**

This edition is us putting that on paper.

It isn't a report. It's what we've actually learnt from the data, from the campaigns, and from working closely with developers who are building some of the most interesting residential projects in the country right now.

We've tried to write the edition we wished existed when we first started working in this space.

If you're a developer, marketer, or anyone building in residential real estate, we hope you find something in here worth stealing.

-Raveen

Raveen Anand,
Co-founder & Chief Editor

01

STATE OF THE SECTOR

THE GREAT INDIAN UPGRADE

HOW INDIA'S RESIDENTIAL REAL ESTATE WENT FROM A VOLUME GAME TO A VALUE STORY

BY RAVEEN ANAND

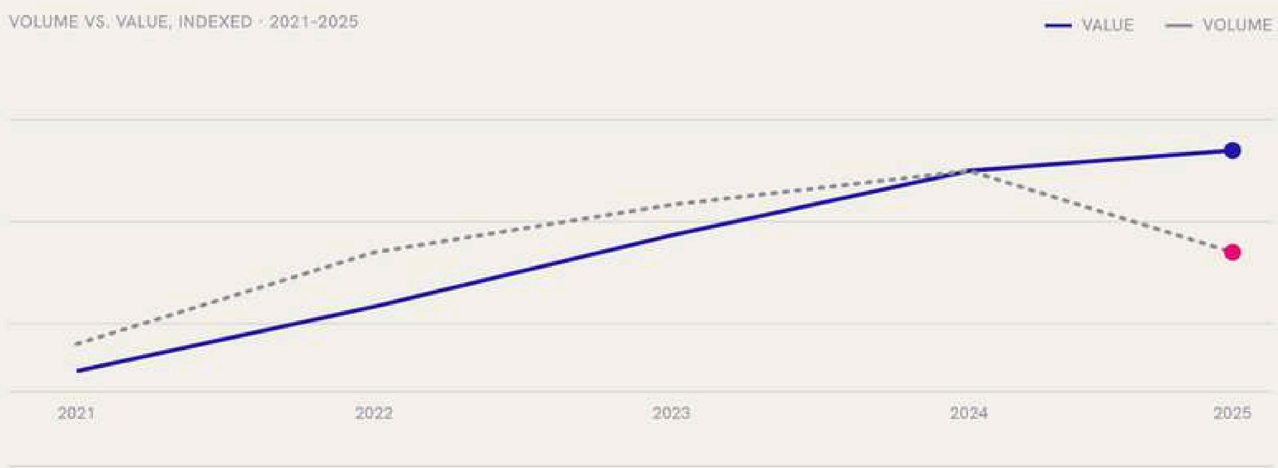
THE DIVERGENCE

IN 2025, INDIA'S RESIDENTIAL REAL ESTATE DID SOMETHING COUNTERINTUITIVE.

IT SOLD FEWER HOMES AND MADE MORE MONEY DOING IT.

HOUSING SALES, BY VOLUME	TOTAL TRANSACTION VALUE
-14%	+6%
4.59L → 3.96L UNITS · TOP 7 CITIES	CROSSED ₹6 LAKH CRORE - A FIRST IN HISTORY

That divergence is the entire story. It's a market that's maturing, not a market that's slowing. Volume is moderating; value is compounding. And the buyers, the developers, and the geographies driving that value look nothing like they did five years ago.



THE SIZE OF THE PRIZE

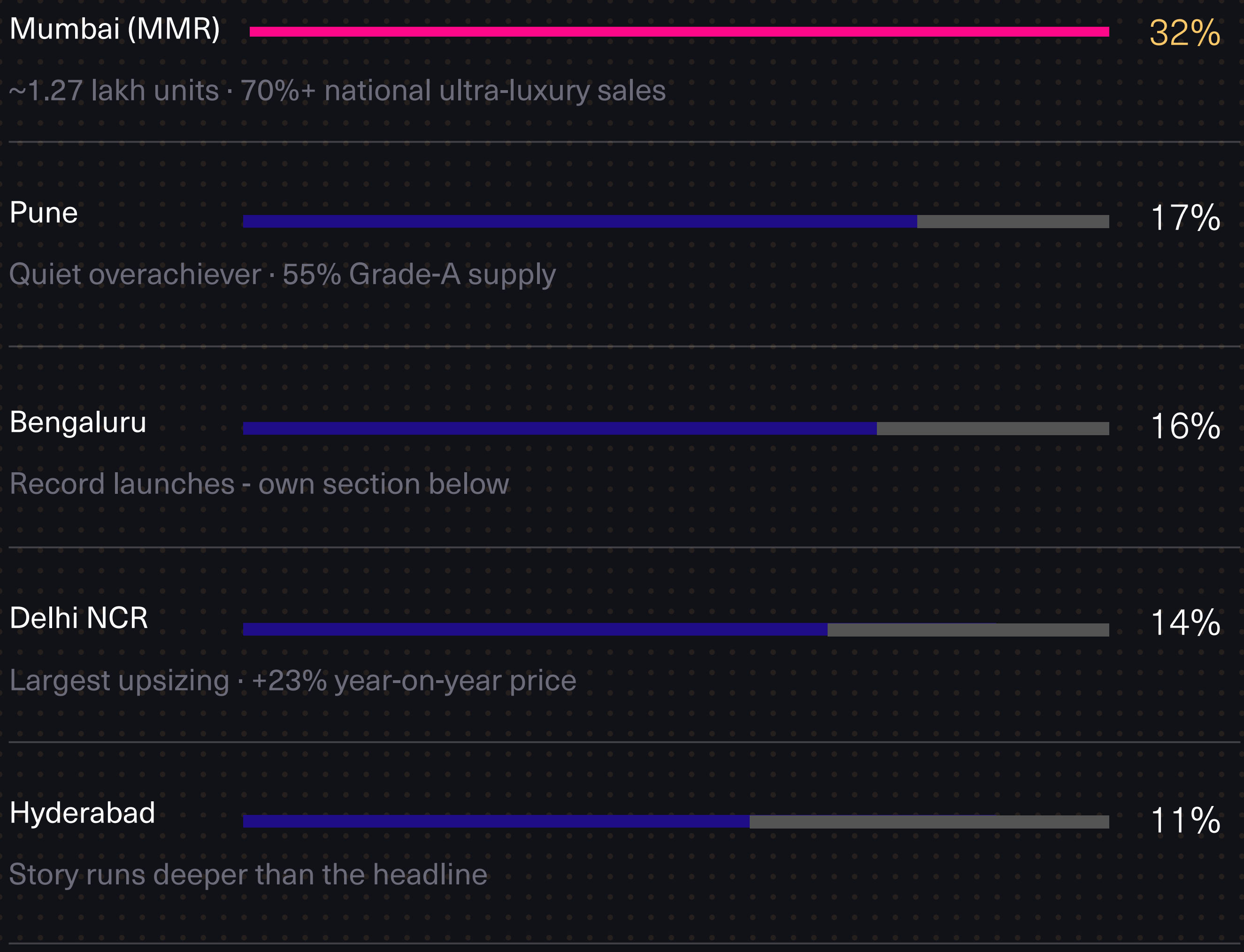
$532B	$857B	3x	13%
TOTAL RE SECTOR, 2025	RESIDENTIAL, BY 2030	IN FIVE YEARS	OF GDP BY 2030, UP FROM ~7%

WHAT'S DRIVING IT — a median age of 28, banking NPAs at a multi-decade low of 2.3–2.6%, a repo rate cut to 5.25% in December 2025, and 1,700 GCCs employing 19 lakh people, headed for 2,400 by 2030. The fundamentals all point the same way.

Source: ANAROCK Research & Advisory (Jan 2026); Cushman & Wakefield India Outlook 2026; Mordor Intelligence.

THE TOP CITIES

WHERE THE SALES ARE ACTUALLY HAPPENING



Source: ANAROCK Research & Advisory, CY2025 city-share data.

DELHI NCR — THE UPSIZING LEADER

2,466 sqft

Avg. unit size, up 90% in four years. Prices rose 23% year-on-year, the highest of any major market.

MUMBAI METRO ULTRA-LUXURY SHARE

40 %

Of all ₹40 crore+ home sales nationally during 2024–25.

MUMBAI METROPOLITAN REGION (MMR)

Continues to dominate with 32% of national sales, roughly 1.27 lakh units in 2025. The city punches hardest in the ultra-luxury category: MMR accounted for over 70% of all ultra-luxury (₹40 crore+) home sales nationally during 2024–25. The transaction value here is off the charts. The premium for an amenity-rich address in BKC, Worli, or the western suburbs is no longer driven by location scarcity alone, it's driven by the quality of what's been built.

PUNE · THE DISCIPLINE PLAY

The quiet overachiever with 17% of national sales. Steady demand from the IT-manufacturing corridor, a relatively younger buyer profile, and Grade-A developer concentration (55% of supply from listed developers) make Pune one of the most structurally sound residential markets in India. It doesn't have Mumbai's glamour, but it has Mumbai's discipline.

DELHI NCR · BUYING BIG

Accounts for 14% of sales but leads the country in average unit size of 2,466 sqft per unit in 2025, up from 1,300 sqft in 2021. That's a 90% increase in unit size in four years, the single largest upsizing trend of any city in India. NCR buyers are buying large, and they're willing to pay for it: prices in the region rose 23% year-on-year in 2025, the highest appreciation of any major market.

THREE MARKETS GETTING THEIR OWN MOMENT

BENGALURU: THE IT ECONOMY MADE PHYSICAL

Bengaluru's demand is structural. As long as India remains the world's back office, R&D hub, and tech talent pool, Bengaluru absorbs buyers.

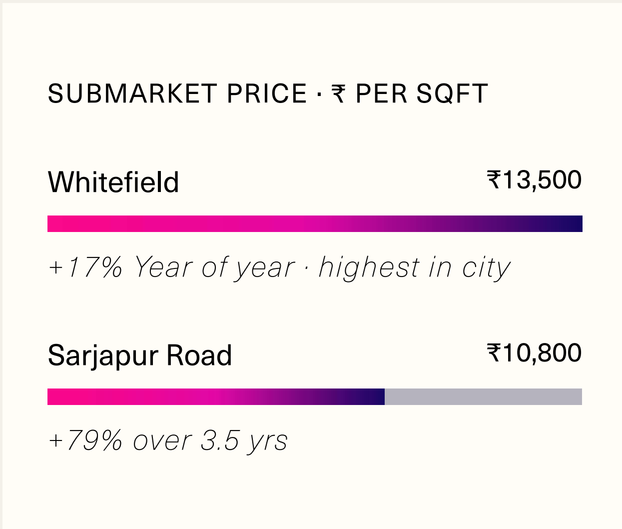
49,252
RESIDENTIAL UNITS LAUNCHED, 2025
All-time record · +28% over 2024

61%
Q1 2025 SALES
Luxury & high-end premium properties ₹1Cr+

79%
SARJAPUR ROAD APPRECIATION
₹6,050 → ₹10,800 / sqft over 3.5 years

Bengaluru launched a record 49,252 units in 2025 - the highest ever, and a 28% jump over 2024. Demand has shifted decisively upmarket, with luxury and high-end (₹1 crore+) at 61% of Q1 sales.

The micro-market story is where it gets interesting. Whitefield which was considered an inconvenient far-east location five years ago, now commands ₹13,500 per sqft and delivered 17% price appreciation year-on-year, the highest of any Bengaluru submarket. Sarjapur Road has risen 79% over 3.5 years, from ₹6,050/sqft in 2021 to ₹10,800/sqft by Q2 2025. These are not premium areas by historical definition. They became premium because that's where the jobs are and where the GCCs are setting up.



Bengaluru's demand is structural. The risk here isn't demand - it's supply quality and infrastructure keeping pace with appetite.

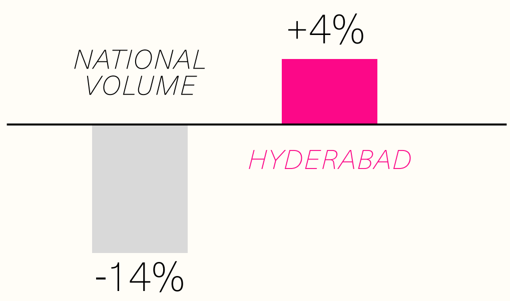
Sources: Brigade Group Q1 2025 Outlook; Puravankara Research; JLL Bengaluru MarketBeat

THREE MARKETS GETTING THEIR OWN MOMENT

HYDERABAD: DEFYING THE NATIONAL TREND

While most cities saw volumes moderate in H2 2025, Hyderabad grew - a city quietly doing the work: 63% of supply now comes from listed and Grade-A developers, the highest institutional quality mix of any southern city.

H2 2025 · HOME SALES, YEAR OF YEAR



An 18-point swing - Hyderabad grew while every comparable market slowed.

This is a city that's been quietly building quality. 63% of supply now comes from listed and Grade-A developers - the highest institutional-quality mix of any southern city.

Hyderabad also has the largest average unit size in India - 2,600 sqft in 2025, up from 1,550 in 2021. Buyers here are buying space aggressively, supported by lower base prices than Mumbai or NCR and strong end-user confidence.

The premium segment (above ₹1.5 crore) grew 17% in H1 2025 - over 8,200 units sold. 49% of all Hyderabad sales are now premium.The city has moved.

THE WESTERN CORRIDOR

KOKAPET · TELLAPUR · NARSINGI · KONDAPUR

The most-watched micro-market in South India.

₹155 Cr

PER ACRE · KOKAPET

Government land auction

₹18K +

LUXURY · PER SQFT

Premium from ₹9,000–15,000

25–40 %

ANNUAL APPRECIATION

Sustained over two years

Sources: Knight Frank Telangana Tribune; Sobha Hyderabad Market Report; Makprojects Hyderabad Data

THREE MARKETS GETTING THEIR OWN MOMENT

GUJARAT: THE MARKET NOBODY'S WATCHING (BUT SHOULD BE)

Gujarat doesn't appear in the top seven cities tracked by ANAROCK. That's exactly the problem with how most real estate conversations are framed.

~25,000

AHMEDABAD UNIT SALES · H1 2025

+3% Year Of Year

₹21,849 Cr

TOTAL SALES VALUE

+10% Year Of Year

+5 %

GROWTH IN LAUNCHES, 2025

While the national average fell 2%

8 %

PRICE APPRECIATION YEAR OF YEAR

₹5,200–5,800 per sqft

THE DRIVER IS GIFT CITY.

Now home to 550+ financial and technology entities, GIFT City drives 70% of Ahmedabad's gross leasing volume.

It generating concentrated residential demand in adjacent corridors. A new Infosys campus, expanding BFSI operations, and SEZ incentives are pulling a professional class into the city that didn't previously exist here at scale.

Gujarat also carries a policy advantage: as the country's manufacturing heartland and a priority corridor for PLI-scheme investment, it is building economic density in exactly the way that historically precedes a residential real estate boom

WATCH THIS MARKET.

Sources: Vitalspace Ahmedabad 2025 · GharPe GIFT City Analysis · Cushman & Wakefield Ahmedabad MarketBeat

GUJARAT

WHO'S BUILDING IT?

THE GRADE-A DEVELOPER TAKEOVER

Post-RERA, buyers pay for delivery certainty not just configuration. Nearly half of all new residential supply is now built by developers with institutional balance sheets and the brand equity to command pricing power.

GRADE-A SHARE OF NEW SUPPLY

2020

28%

2025

45%

+17% in five years - nearly half of all new supply is now institutional

GRADE-A SUPPLY SHARE · BY CITY · CY2025 — NATIONAL 45%

Mumbai (MMR)	75%
Hyderabad	63%
Kolkata	59%
Pune	55%
Bengaluru	48%
Chennai	42%
Delhi NCR	32%

NCR is the most fragmented major market and the one with the longest delivery-delay history.

Source: ANAROCK Research & Advisory, Supply Share CY2025

WHAT LED TO THIS SHIFT?

NONE OF THIS IS AN ACCIDENT

Six forces are pushing the same direction at once. Individually, each is a tailwind. Together, they're a structural re-rating of how and where India buys homes.

01 Post-pandemic home rewiring

Home became office, gym, school and sanctuary at once. 3BHK preference rose from 30% (2018) to 45–50% (2025); average unit sizes are up 40% nationally since 2021.

02 The rate cycle turned

Repo fell from 6.5% to 5.25% (2023→Dec 2025). At a mortgage-to-GDP ratio of just 11% versus 50%+ in the US and China. Small rate moves shift large buyer cohorts from waiting to buying.

03 The GCC employment boom

1,700 global capability centres employ 19 lakh globally-benchmarked professionals who won't accept substandard housing - the primary fuel for Bengaluru, Hyderabad and Pune's premium demand.

04 Infrastructure unlocking corridors

India is building 30 km of road a day. A ₹1.5 lakh crore interest-free loan programme to states is physically connecting peripheral locations once too inconvenient for residential demand.

05 Developer consolidation

Land transactions for residential development rose from 1,230 acres (2021) to 3,772 acres (2025) a 3× increase as Grade-A players turned delivery track record into a competitive weapon.

06 Rising incomes & premiumisation

Average ticket sizes are 35–40% above pre-COVID. India's HNI population is growing faster than any major economy; per-capita income is projected to rise 29% by 2028 (IMF).

Source: ANAROCK Research & Advisory; RBI; Cushman & Wakefield India Outlook 2026; IMF.

WHAT LED TO THIS SHIFT?

WHAT BUYERS ARE ACTUALLY ASKING FOR

The brief has changed. From forum threads, sales-floor debriefs and homebuyer-psychology studies - five demands now decide conversions. None of them are about price.

01 Bigger, but designed

3BHK is the default ask but with a utility room, a home-office alcove, a usable balcony and ceilings above 9 feet. The box 3BHK doesn't cut it anymore.

02 Wellness over amenities

Buyers tell a brochure pool from one maintained year-round. Wellness-led projects command a 10–12% price premium and 70–75% of premium launches now lead with it.

03 Smart, not just labelled smart

EV charging is now baseline. App-controlled access, cloud-backed CCTV and phone-linked intercoms are standard asks but buyers have learned to ask whether it actually works.

04 On-time delivery

The top complaint across Housing.com, Reddit and Quora. Developers who publish monthly construction updates and possession-date commitments convert on trust in ways no ad budget can replicate.

05 Community, not just a gate

Who else lives here is now part of due diligence. Functional RWAs and event spaces are genuine conversion factors in the ₹75 lakh–₹2 crore segment.

Sources: Provident Housing; SKJ Landbase New-Age Homebuyers 2026; LiveHomes Amenities Demand Report; Puravankara Homebuyer Psychology.

THE TAKEAWAY

THIS ISN'T A STORY ABOUT ~~NUMBERS.~~ IT'S A STORY ABOUT ASPIRATION FINDING IT'S MOMENT.

A young, income-growing, digitally connected population is meeting a formalising, institutionalising development sector and the collision is producing a market that looks,
in many ways, like China's did in 2005: vast, structural,
and early.

The volume correction of 2025 isn't a warning signal.
It's a market finding its floor before the next leg up.
Every structural driver rates, incomes, GCCs,
infrastructure, demographics - points one way.

The question isn't whether this move is happening. It's whether you're positioned for it.

Sources:ANAROCK Jan 2026 | Cushman & Wakefield India Outlook 2026 | Knight Frank H1 2025 | JLL Q4 2025 | Telangana Tribune — Hyderabad | Vitalspace Ahmedabad | Numbeo 2026 | CSEP

7 REASONS

THESE REAL-ESTATE ADS ACTUALLY WORKED

BY PRAJWAL JAIPRAKASH
CREATIVE CASE STUDY - SKAV MADHURA SOUTH BANGALORE

Over six months, a Meta lead generation campaign for SKAV Madhura, a 108-unit boutique project in South Bengaluru, spent ₹5.25L, generated 950 leads, of which roughly 500 were genuinely qualified at under ₹1,000 each, and drove 56 directly attributed site visits at a cost of under ₹9,500 per visit. Against a ₹1.5Cr ticket size, the math worked. What follows is an analysis of the top five creatives and the seven principles that explain why they performed.

950	~500	<₹1,000	56	<₹9,500
Leads generated	Qualified leads	Cost per qualified lead	Site visits generated	Cost per site visit

7 REASONS THEY WORKED

01 PATTERN INTERRUPTION

In a category where every ad looks like every other ad - glossy renders, amenities lists, "your dream home awaits"- the fastest way to earn attention is to break the script. Not differently for the sake of it. Differently in a way that directly names the audience's fatigue.

One video creative opened with four words: Not Another High-Rise. That's it. No project name, no price, no amenity, just a direct acknowledgment of what the South Bangalore buyer has been drowning in. The creative then proceeds to prove the claim: boutique scale, rooftop pool, 108 units. But the work was done in the first second. The buyer who is exhausted by towers stopped scrolling because the ad said I see you before it said look at me.

Pattern interruption isn't about being edgy. It's about identifying the dominant convention in your category and consciously defying it in a way that's relevant to your buyer.

Link to the **video**

“NOT ANOTHER HIGH-RISE”

02 SPECIFICITY AS A TRUST SIGNAL

Vague claims are invisible. "Close to the metro" lands nowhere. "250 metres from Thalaghattapura Metro Station" lands in the body.

The difference isn't just precision, it's credibility. In Indian real estate, where buyers have been burned by "possession in 2025" and "5 minutes from everything," a developer who offers a specific, verifiable number is implicitly signalling: we have nothing to hide. The metro static used this to devastating effect. The 250m claim is checkable on Google Maps. That checkability is the point. Ads that invite verification build more trust than ads that avoid it.

Every real estate creative should have at least one specific, verifiable fact. Not a category claim, a project fact. Distance in metres, useable square footage range, price to the rupee. Specificity is the fastest shortcut to believability you have.

[Link to the creative]

“250 metres from Thalaghattapura Metro Station”

03 IMAGINATION ACTIVATION

There's a technique used in both sales copy and behavioural psychology: instead of telling someone what something is, ask them to imagine what it could feel like. The brain, when prompted to imagine, sells itself.

One video opened with: Can you imagine how convenient it would be... before it showed a single frame of the project. The aerial footage that followed - a metro train pulling into Thalaghattapura station - was the answer to a question the viewer had already started answering in their own head. By the time the project appeared, the buyer wasn't being shown something. They were confirming what they'd already begun to want.

Open-loop hooks like questions, incomplete statements, provocations, hold attention because the brain is wired to resolve them. In video advertising especially, where the first two seconds determine everything, a question does more work than a statement.

Link to the video

04 IDENTITY OVER PRODUCT

The most powerful real estate ads don't sell the apartment. They sell the buyer a version of themselves.

One video opened on a sweeping drone shot of Bengaluru's skyline at dusk with the line: Dear Bengaluru, your wait is over. It wasn't addressed to a homebuyer. It was addressed to a Bengalurean. This was addressed to someone who has watched the city transform, watched South Bangalore's prices climb, watched friends close deals while they were still "looking." The ad understood that the emotional context of buying a home in a city you've built your life in is layered with identity, pride, and relief.

Before a single spec was mentioned, the creative had made the viewer feel seen. That's identity-first messaging. It works because people don't buy products, they buy what the product says about who they are and where they belong.

Link to the creative

"DEAR BENGALURU,
YOUR WAIT IS OVER"

05 REAL FOOTAGE BEATS RENDERS

CGI renders are the default in real estate advertising. They're also the default thing buyers scroll past, because years of developer advertising have trained audiences to treat renders as fiction.

The most scroll-stopping creatives in this campaign used actual drone footage of aerial shots of the metro station, real streets of South Bangalore, a real landmark temple visible from the project area. None of it was polished. Some of it was shot in flat light or overcast conditions. It didn't matter, because it looked real.

In a category unfortunately conditioned toward distrust, authenticity is differentiation. A genuine drone shot of the actual location does more persuasive work than the most sophisticated CGI render. If the product is good and the location is real, show both. Unfiltered.

Link to the video

06 SCARCITY HAS TO BE TRUE

Manufactured scarcity is one of the most overused and least effective tactics in real estate marketing. "Only 3 units left!" in the first week of launch. Countdown timers on landing pages. "Last chance" in every second email. Buyers have been trained to ignore all of it.

Real scarcity lands differently. A boutique community of just 108 exclusive homes works because it's true, and because the project's boutique scale is visually evident in the creative . You can count the floors and see the building isn't a 400-unit tower. The word "just" isn't marketing copy. It's a product fact. And when scarcity is a product fact rather than a sales technique, it creates genuine urgency.

If your project has a real limitation like unit count, configuration, floor, view or phase, build your creative around it. Don't manufacture what you can't prove.

Link to the video

"A BOUTIQUE COMMUNITY OF JUST 108 EXCLUSIVE HOMES"

07 LEAD WITH DESIRE. PRICE LAST.

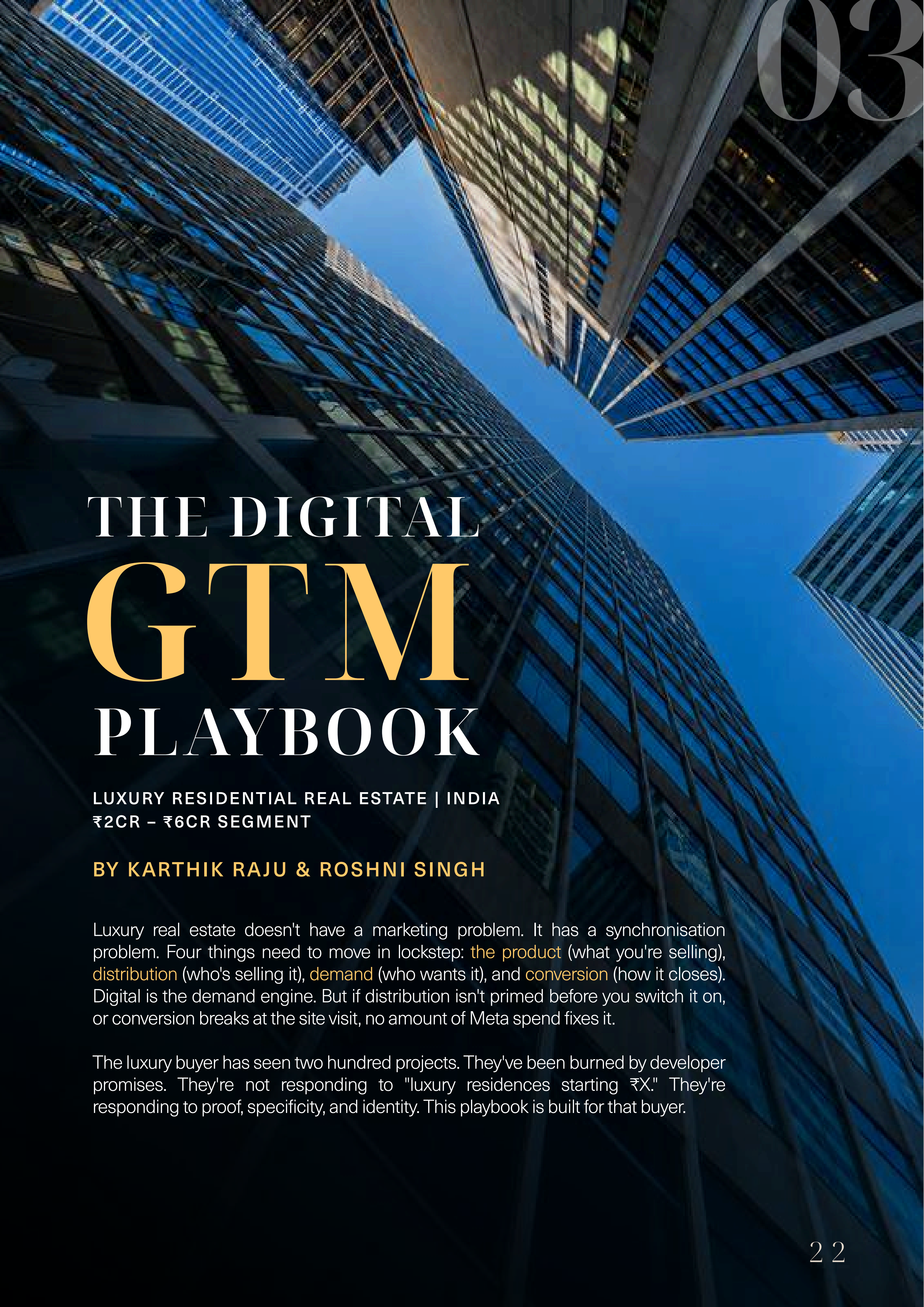
The single most common mistake in real estate advertising is leading with price. Price at the top of the creative, price in the headline, price before the buyer has any emotional reason to care what it is.

The best-performing statics and videos in this campaign kept price present but restrained. It appeared as a small callout or a footer line or in the final frame. You earn the right to mention price by building desire first. Show them the metro walk. Show them the rooftop. Show them the city from above. Show them the feeling of belonging to a neighbourhood they want to be in. Then show them ₹1.5Cr.

When a buyer has already imagined the lifestyle, ₹1.5Cr is a question of logistics. When you lead with ₹1.5Cr, it's a wall. The creative's job is to make the price feel like the answer to a question they're already asking, not the first thing they have to get past.

None of these principles require a bigger budget. They require a clearer understanding of who's on the other side of the screen, what they're tired of seeing, and what they actually want to feel when they find the right home.

Link to the creative



03

THE DIGITAL GTM PLAYBOOK

LUXURY RESIDENTIAL REAL ESTATE | INDIA
₹2CR – ₹6CR SEGMENT

BY KARTHIK RAJU & ROSHNI SINGH

Luxury real estate doesn't have a marketing problem. It has a synchronisation problem. Four things need to move in lockstep: the product (what you're selling), distribution (who's selling it), demand (who wants it), and conversion (how it closes). Digital is the demand engine. But if distribution isn't primed before you switch it on, or conversion breaks at the site visit, no amount of Meta spend fixes it.

The luxury buyer has seen two hundred projects. They've been burned by developer promises. They're not responding to "luxury residences starting ₹X." They're responding to proof, specificity, and identity. This playbook is built for that buyer.

01 Pre-RERA · Market Preparation

6–8 WEEKS BEFORE LAUNCH

Nothing goes public but this is your most valuable window.

Channel-partner seeding	Identify the top 15–20 CPs operating within a 3 km micro-market radius. Brief them in closed-room sessions with the product story, pricing envelope, and incentive structure. Create early loyalty before inventory opens. By launch day, CPs should not be discovering your project. They should be waiting for it.
Internal demand mapping	Pull the developer's existing CRM. Segment by budget range, location preference, and buyer intent (investor vs. end-user). These become your first outbound calling list the moment RERA clears.
The curiosity layer	Hoardings near site: "Something premium is coming to [area]." No pricing, no inventory, no selling. Legal. Effective. Warms the micro-market before the launch window opens.

02 Launch Day · Fire Everything Simultaneously

Distribution first	CPs receive the full package on Day 1: pricing sheet, inventory access, brochures, floor plans. Launch events (broker meets + HNI preview nights) happen in the first week. The first 7–10 luxury deals are almost always broker-driven. Digital does not close them. Relationships do.
Digital switches on	Now you can legally push. Demand-gen and lead-gen go live across Meta and Google, feeding an audience that's already heard the project exists.
Offline in parallel	Hoardings near site + key junctions. MyGate/ Anacity ads in catchment residential clusters. A buyer who sees your Meta ad and then drives past your hoarding treats the project as real. Digital alone doesn't do that.

Sources: Brigade Group Q1 2025 Outlook; Puravankara Research; JLL Bengaluru MarketBeat

03 Digital Funnel Architecture

THREE STAGES, ONE BUDGET

Most of the money sits in the middle. Awareness earns the right to be seen; the engine runs on lead generation; retargeting closes the loop across a 3–6-month consideration cycle.

20% · AWARENESS   60% · LEAD GENERATION   20% · RETARGETING

AWARENESS

META · GOOGLE DEMAND GEN

Video views & traffic

BUDGET : 20%

CREATIVE TYPE

Drone footage, lifestyle video, location story, Founder and brand vision

AUDIENCE

High-income professionals, RE intent audiences, IT professionals (if near tech corridor)

LEAD GENERATION

META LEAD GEN, GOOGLE SEARCH

Leads (Instant Form + WhatsApp)

BUDGET : 60%

CREATIVE TYPE

Price + location statics, investment angle, real footage reels, UGC content like walthroughs

AUDIENCE

Broad, Interest stack, Lookalike 1–3%

RETARGETING

META RETARGETING, GOOGLE SEARCH (BRAND + HIGH PURCHASE INTENT)

Site Visits / Booking Enquiries

BUDGET : 20%

CREATIVE TYPE

Urgency-led: scarcity, social proof, "still looking?

AUDIENCE

30-day site visitors, 50%+ video viewers, form openers, IG engagers

04 Digital Funnel Architecture

Audience Stack	Who	Best Used For
REAL ESTATE INTENT	Housing.com, MagicBricks, 99acres behaviours	All luxury projects
HIGH INCOME PROFESSIONALS	Founders, Directors, Senior Managers; top 10% household income; frequent intl travellers	₹3Cr+ projects
IT PROFESSIONALS	Tech park adjacency targeting, IT decision makers	Projects within 5 km of major tech corridors
NRI INVESTORS	UAE, Singapore, USA, UK, GCC	Later possession projects, retirement / investment framing
LOOKALIKE AUDIENCES	Modelled on qualified leads, site visitors, bookers	Activate once 100+ conversions in pixel

Meta Instant Form : Keep it to 3–5 questions - budget range, timeline, end-use vs. investment. Qualifier questions mean fewer, better-qualified leads. At ₹3 Cr+, that's the right trade.

05 Creative Strategy for the Luxury Segment

WHAT WORKS	WHAT DOESN'T
Real drone footage of actual location	CGI renders as the hero visual
Specific claims: "250M from metro station"	Vague lifestyle statements: "close to everything"
Identity-first hooks: "Dear Bengaluru, your wait is over"	Generic price-first headlines
Pattern interruption: "Not another high-rise"	Amenities lists as the opening frame
Scarcity that's real: "108 homes. Just 108."	Manufactured urgency: countdown timers, "last 3 units"

06 The Conversion Layer: Site Visit to Booking

80% of luxury projects lose sales not at the ad stage, but at the site visit.

Digital brings the lead. The experience closes the deal.

The site visit journey: Pickup service offered in the lead form → guided tour with a senior advisor → sample flat that matches the aspiration the ad created → personalised WhatsApp follow-up within 24 hours (not a templated brochure blast).

Trust multipliers: Past delivery credentials on landing page, PR coverage, RERA number on every creative, early social proof ("X units booked in 30 days"). Luxury buyers are buying confidence more than square footage.

07 Post-Launch Momentum

Action	Why It Works
Price hikes at every 20–25% inventory milestone	Validates investment thesis, creates urgency for fence-sitters
Broker contest structures	Keeps CP energy alive past the first couple of months
Referral programme from early buyers	Warm leads at a fraction of digital CPL
Continuous retargeting to warm audiences	Luxury consideration cycle = 3–6 months; don't switch off

08 KPI Benchmarks: Luxury Segment

Here are some actual achievable numbers as delivered by our team for various residential real estate projects in Bengaluru. The ticket sizes of the homes range between ₹1.5 Cr to ₹6Cr.

COST PER LEAD ₹500 –1.5K	COST PER QUALIFIED LEAD ₹1K–3K	SITE VISIT RATE (from qualified leads) 8–15 %
COST PER SITE VISIT ₹8K–20K	COST PER BOOKING ₹60K–2L	RETARGETING WINDOW 14–45 Days (peak conversion zone)

A project doesn't sell because of marketing.

It sells when brokers are pushing it, pricing creates urgency, demand is constantly fed, and the experience converts.

Digital amplifies what's already working. Build the distribution. Train the sales team. Then switch on the ads.

05

IS YOUR PROJECT *ACTUALLY* LAUNCH-READY?

A BRUTALLY HONEST SCORECARD FOR RESIDENTIAL REAL ESTATE DEVELOPERS AND MARKETERS

Most projects don't fail at the ads. They fail before the ads even go live because the four things that need to work (product, distribution, demand, conversion) were never synchronised. **This scorecard will tell you where you actually stand.**

How it works: Answer each question honestly.
Note your answers. The scoring key is at the end. Look it up only after you've answered everything. Then add up your points and find your result.

10	4	100
QUESTIONS	SECTIONS	POINTS ON THE LINE

THE LAUNCH-READY SCORECARD

PRODUCT & PRICING

Q1 – Q3

01 Have you done a micro-market study within a 3 km radius of your project?

Not city-level data. Not statewide trends. A specific read on competing inventory, price per sqft, configuration absorption, and investor vs. end-user ratio within walking distance of your site.

- A Yes - completed before design finalisation ☐
- B Partially done, mostly based on gut and broker feedback ☐
- C We looked at a city report and called it done ☐
- D No ☐

02 Is your inventory being released in phases or all at once?

Smart developers launch with 20–30% of inventory. It creates real scarcity, allows slab-based pricing escalation, and gives CPs something to fight for.

- A Phased, with a clear escalation plan at each milestone ☐
- B We'll figure it out based on demand ☐
- C All units available from Day 1 ☐

03 Do you have "hero units" priced to anchor perception?

A few units underpriced to drive early bookings and establish the project's price story. The rest benefit from that anchoring.

- A Yes ☐
- B No ☐

DISTRIBUTION READINESS

Q4 – Q5

04 Have your channel partners been briefed before RERA registration?

By launch day, your top CPs should already know the product, the pricing envelope, the incentive structure, and the inventory split. If they're hearing about your project the same day the public is, you've lost the first 7–10 days.

- A Yes, closed-room CP briefings done 4+ weeks before launch ☐
- B We've spoken to a few brokers informally ☐
- C We'll launch first and then reach out to CPs ☐

05 Structured CP incentives with escalating slabs?

2% base, 2.5% for higher volume, 3% for top performers — plus back-end incentives and a broker contest after Month 1. Brokers sell what's worth their time.

- A Yes, structured and documented
- B Standard brokerage, nothing differentiated
- C We haven't thought about this yet

DIGITAL READINESS

Q6 – Q8

06 Is your tracking infrastructure set up?

Meta Pixel, Google Tag Manager, conversion tracking, UTM parameters, CRM lead-source tagging. If you can't tell which ad drove which site visit, you're flying blind.

- A All of the above, tested and live before launch
- B Meta Pixel only
- C We track leads in a spreadsheet
- D What's a pixel?

07 What's the creative strategy for your launch ads?

Not "we have a video and two statics." The specific answer to: what is the hook, what does the first frame show, and does it break from what every other project in your market is doing?

- A Pattern interrupt concept, real footage, identity-first messaging, price shown last
- B Good renders, project name as headline, price in the first frame
- C We're briefing the agency after RERA comes in

08 Do you have a landing page built and tested before launch?

With a lead form, WhatsApp integration, floor plans, pricing, and developer credentials. Not a template filled in on Day 1 - a page reviewed by someone who would actually buy this apartment.

- A Yes, live and tested
- B In progress
- C We're using the developer website

09 What does your site visit experience actually look like?

From the moment a lead fills a form to the moment they leave the site. Is there a pickup service? A senior advisor, not a junior executive reading off a spec sheet? A sample flat that matches the aspiration the ad created?

- A Pickup offered, senior advisor briefed, sample flat ready and genuinely aspirational
- B Sales team available, sample flat exists but nothing special
- C People turn up and someone shows them around
- D We haven't designed the experience yet

10 What's the follow-up protocol after a site visit?

Within 24 hours. Personalised. Not a brochure PDF blast.

- A Personalised WhatsApp from the advisor who did the tour, within 24 hours, referencing what the buyer specifically asked about
- B Standard follow-up call from the sales team within 48 hours
- C Leads go into a CRM and someone follows up eventually
- D The buyer has to call us back

Done? Good. Now go to the next page.

SCORING KEY

ADD UP YOUR POINTS USING THE KEY BELOW.
BE HONEST, THE ONLY PERSON THIS MISLEADS IS YOU.

Q	A	B	C	D
1	10	5	2	0
2	10	3	0	-
3	5	0	-	-
4	15	7	0	-
5	10	3	0	-
6	10	4	1	0
7	10	3	0	-
8	5	2	0	-
9	15	7	2	0
10	10	5	2	0

MAXIMUM POSSIBLE SCORE 100

85–100

YOU'RE READY. ACTUALLY READY.

Distribution is primed, tracking is live, creative has a point of view, and the site visit will do the job. Your main risk now is the first month's data, read it weekly and cut underperforming creatives fast. Don't celebrate until you have 20 qualified leads and five site visits in the bank.

60–84

STRONG FOUNDATIONS, A FEW DANGEROUS GAPS.

You have the right instincts but something in your launch readiness is going to cost you money in the first 30 days. Most likely it's the creative strategy dragging your CPL up, the CP programme leaving brokers lukewarm, or the site visit experience where leads that cost ₹1,500 each quietly stop converting. Find your lowest-scoring section. Fix it before you spend on media.

35–59

YOU'RE ABOUT TO PAY AN EXPENSIVE EDUCATION BILL

This doesn't mean don't launch. It means go in with eyes open. Your CPL will be higher than it needs to be, site visit conversion will disappoint you, and your CPs will be pushing someone else's project for the first six weeks. Use Month 1 as your learning phase, not your sales sprint and don't mistake early volume for readiness.

0–34

STOP. SERIOUSLY.

The project isn't ready for the market, and the market isn't ready for the project. That's not a failure, it's information. Use it. Fix the micro-market study, restructure the inventory release, brief your CPs, build the landing page, and design a site visit experience worth the drive. Then launch. Developers who take four extra weeks to get this right spend a third of what the ones who rushed spend.

The scorecard doesn't lie. Most projects that stall in Month 3 were already stalling in Week 1. The ads just hadn't run long enough to show it. The only question is whether you find out now, or after you've spent the budget.

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