

Real Estate & Development Process Guide

Welcome to leparfum.ai Real Estate Programs

Transform property transactions into lasting relationships through personalized fragrances that capture the emotion of new beginnings. This guide shows how real estate professionals create memorable experiences that generate referrals and build legacy businesses.

Program Overview

Buyers create personal fragrances inspired by their new homes, receiving luxury keepsakes that remind them daily of their achievement and the professional who made it possible.

- Minimum Order: 10 fragrances
- Timeline: 4 weeks recommended
- Applications: Closings, move-ins, investments, developments

Implementation Options

Individual Agent Programs

Build your personal brand through unforgettable closing gifts.

Brokerage Initiatives

Differentiate your firm with consistent luxury experiences.

Developer Amenities

Add value to new construction and luxury developments.

Property Management

Strengthen resident relationships and renewals.

Program Development

Step 1: Business Consultation

We explore:

- Transaction volume and types
- Client demographics
- Brand positioning
- Referral objectives
- Budget considerations

Step 2: Program Establishment

Secure your program:

- 50% deposit initiates setup
- Custom design development
- Materials preparation
- System configuration

Step 3: Professional Branding

Create your signature look:

- Agent/brokerage branding
- Property-specific options
- Luxury packaging design
- Personalization elements
- Marketing integration

Step 4: Client Management

Flexible ordering:

- Individual transactions
- Bulk advance orders
- Recurring programs
- Seasonal campaigns

Client information needed:

- Names
- Property address

- Closing date
- Personal message option

Step 5: Payment & Activation

Simple process:

- Balance payment per order
- Links generated immediately
- Tracking dashboard access
- Support activated

Step 6: Presentation Options

- Closing Table: Memorable moment with keys
- Welcome Home: First visit to new property
- Housewarming: Celebration gathering
- Mail Delivery: Surprise after move-in

Step 7: Client Experience

New owners enjoy:

- Congratulations message
- 2-5 minute creation inspired by new home
- Property-specific prompts
- Excitement building

Creates emotional connection to transaction.

Step 8: Luxury Creation

Each fragrance includes:

- IFF master perfumer craftsmanship
- 20% concentration for lasting quality
- Very high natural ingredients
- Property details on packaging
- Personal milestone recognition

Step 9: Home Delivery

Arrivals feature:

- Elegant presentation

- Property address memorialized
- Agent contact information
- QR code for reordering
- Referral encouragement

Step 10: Relationship Building

Long-term benefits:

- Anniversary reminders
- Referral generation
- Repeat business
- Social media shares
- Community building

Real Estate Support

Dedicated Success Team

Your business receives:

- Real estate specialist support
- Marketing consultation
- Performance tracking
- Best practice sharing

Marketing Materials

- Listing presentation slides
- Client announcement templates
- Social media content
- Email signatures
- Print materials

Business Tools

- ROI calculators
- Referral tracking
- Client testimonials
- Success stories
- Training resources

Transaction Types

Residential Sales

- First-time buyers
- Luxury properties
- Downsizing/upsizing
- Investment properties
- Vacation homes

Commercial Deals

- Office acquisitions
- Retail properties
- Industrial sales
- Investment groups
- Development sites

New Construction

- Custom homes
- Condo developments
- Community launches
- Model home gifts
- Builder partnerships

Differentiation Strategies

Listing Presentations

- Unique value proposition
- Emotional connection promise
- Referral statistics
- Client testimonials

Open Houses

- Experience demonstrations
- Buyer incentives
- Memory creation

- Follow-up tools

Client Events

- Anniversary celebrations
- Market updates
- Referral appreciation
- Community building

Program Scaling

Individual Agents

- Start with 10 units
- Build inventory gradually
- Track referral impact
- Expand strategically

Teams & Brokerages

- Volume discounts
- Centralized ordering
- Brand consistency
- Competitive advantage

Developers

- Bulk programs
- Model home experiences
- Buyer incentives
- Community building

Success Metrics

Business Impact

- Referral rate increase
- Transaction volume growth
- Average sale price correlation

- Client satisfaction scores

Marketing ROI

- Cost per referral
- Social media engagement
- Review improvements
- Brand differentiation

Special Programs

Luxury Markets

- Ultra-high-end packaging
- Concierge coordination
- International delivery
- Discrete service

First-Time Buyers

- Educational messaging
- Milestone celebration
- Budget-friendly options
- Memory creation

Property Management

- Renewal incentives
- Resident appreciation
- Community events
- Retention tools

Volume Benefits

Advance purchases receive preferential pricing. Annual commitments available.

Ready to Transform Your Transactions?

Contact us to create lasting impressions that build your business through referrals and relationships.