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PROPERTY BUSINESS PLAN

OUR FORMULA FOR SUCCESS

SEPTEMBER 2024



Presented To:
AFIF

Presented By:
AFIF

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Executive Summary

Give a brief explanation for the page

Mission: To ensure that RSJ customers and RSJ suppliers get the fastest sales and benefit both parties and that we as financial advisors and real estate consultants provide the best services

Vision: To be the gold standard in the real estate world

The Product

We offer real estate consulting services in the Johor area. and we also offer the best stock of houses and properties at affordable prices. we are also a registered real estate.

The Leadership

Afif is a registered real estate negotiator and co-founder of RSJ. and VIGOR serves as a registered Company.

The Overall Industry

This industry is filled with real estate listings for houses and land in Johor that offer various types of real estate and the best. RSJ goes beyond real estate by meeting every need and desire of buyers in a professional manner.

The Competitors

RSJ's listing and interiors have been featured in magazines on the web and social media platforms in the internet world. RSJ is the first RUMAH SATU JOHOR in the city. Our focus starts with the smallest details - meeting every overlooked customer need through precise solutions guaranteed to win the hearts of our target market.

Future Plans

We aim for a 20% increase in revenue by 2025. Included in our goal is to have a class of our own for our customers and above the same by 2030.

The Organization

Give a brief explanation for the page

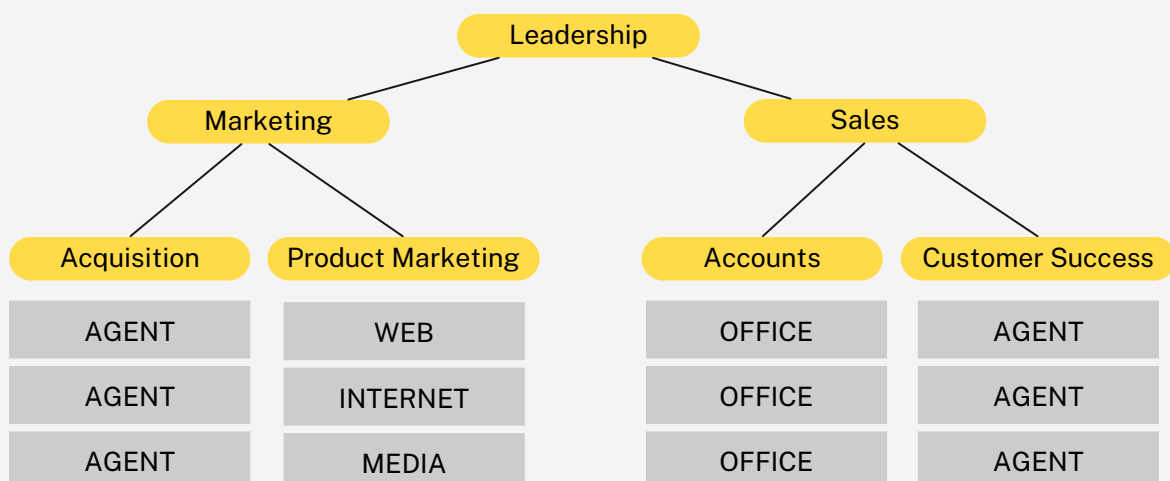


AFIF

RSJ TEAM

listen and explain
what they want as
buyers and sellers.
1 year experience?
polytechnic merlimau
melaka? Diploma in
Electrical
Engineering. Founder
of other brands.

Map of the Organization



Business Description

Give a brief explanation for the page

Images and Mockups



AFIF

In this section, OKAY here is the dream house of every buyer. our goal is to show that we have sold houses and land in Johor area successfully until the customer gets the keys to the house. this is a viable business. I offer buying and selling services with efficiency. How does it work? At the beginning I asked the customer which house they wanted and they gave the spec they wanted and according to their qualifications to buy a house. if they have no choice they have banked in our company as much as rm100 for OPEN FILE and we find a house for them, of course the customers are very happy. and while those who like their own taste and have ready stock have banked in RM500 as a sign of booking or want to buy a house. Of course I sell products that have many places or nice houses.



Product List

LIST PRODUCT ADD TO CART

OPEN FILE HOUSE BUY

if they have no choice they have banked in our company as much as rm100 for OPEN FILE and we find a house for them, of course the customers are very happy.

RM100

BOOKING HOUSE BUY

and while those who like their own taste and have ready stock have banked in RM500 as a sign of booking or want to buy a house.

RM 500

BOOKING HOUSE RENTAL

and while those who like their own taste and have ready stock have banked in RM500 as a sign of booking or want to rent a house.

RM500

BANK COMPANY:

NAME BANK : RHB
NAME ACCOUNT: VIGOR PROPERTIES SDN BHD
NUMBER ACCOUNT: 20140000063545



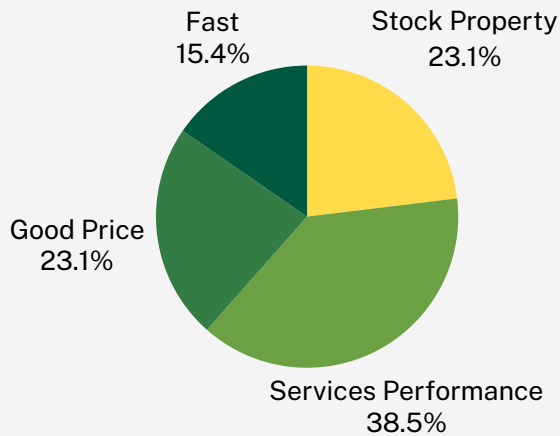
Tip: TIPS: CHEAP PRICED HOUSES WILL DEFINITELY HAVE MANY BUYERS, SO WE RECOMMEND YOU OPEN THE FILE FIRST!

How: SO WE WILL FIND THE BEST AND AFFORDABLE HOUSE FOR YOU FOR YOU TO BUY OR OWN YOUR OWN PROPERTY PERMANENTLY. IF YOU HAVE A PROBLEM SUCH AS A PROBLEM NAME DON'T WORRY WE WILL SURELY HELP UNTIL YOU GET THE KEY



Industry Real Estate Background

Give a brief explanation for the page



Deciding Factors

These are the standout qualities of this industry leading property. This highlights the two main determining factors that make Real Estate or home stock top-notch: quality home or land stock and the excellent customer service they strive to provide.

The best real estate stock is given

In this section, about wider industrial real estate. in stock sales and stock supply and also rental, and what common products and services are available such as consultation finance and real estate services are provided. in this real estate industry and what is the common trend is the change of property ownership from the old owner to the new owner. I see a new pattern will develop rapidly in the future? I think there will be more real estate in Malaysia. of course good for one's economy and make a very good investment in malaysia.



PASAL HARTANAH ? TANYA KAMI!



Competitor Analysis

Give a brief explanation for the page

Hodges

Strengths

- House stock
- Property Stock

Weaknesses

- sell their products only
- weak system

Opportunities

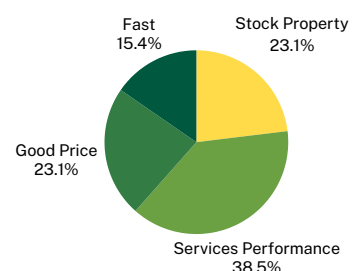
- Stock of new homes and properties featuring cheaper prices
- Utilize paid digital marketing platforms
- Warmer customer service

Threats

- Bigger and more aggressive industry players
- With social media presenting more options, people are constantly seeking new options
- Competitive companies and newer agents provide faster service

Our Edge: We have what no one else has

In this section, there are many great agencies and they stand out in this industry. they sell products that are more or less the same as mine. They may be better than me and they may also be weaker than me. and the percentage they take is quite high and there are also a few who trick the buyers by making tricks as fast as lightning. they hire many agents to do sales, branding and marketing. their brand. my company is registered with the government and I am also a registered real estate agent trained in Johor, there are no elements of fraud and tricks to my buyers and suppliers. if it happens you can make a report immediately.!



Market Analysis

Give a brief explanation for the page

Our best critics

In this section, we see that houses in the present age have skyrocketed in price. as we see the new project house, the site is far away and the area of the house is large, but it is very close to access to regional facilities. category. like us, we can see the market outlook in Johor. In addition to geography, of course, according to the area and proximity to access facilities this property will increase from year to year.

client example:



Madam Aishah
30
Female
worker
Hospitalities

Goals

- close to work
- close to school children
- facilities to go such as hospitals and certain offices are nearby

Challenges

- get a cheap product but other agents pull the strings
- the price found outside is too
- couldn't get the house he was interested in before meeting me
- want to sell the old house first before buying a new house

Likes

- Single Storey
- nice area
- like to be close to work

Dislikes

- don't like houses with stairs because there are old people to take care of them
- don't like hidden areas
- do not like crowded areas

Eligibility to buy a house

- Loan Up rm500k
- Ctos Problem
- criss okay

Products They Enjoy

- Open File
- and Booking
- House Property
- and want investment



YOUR ONE STOP PROPERTY SOLUTION

RSJ - RUMAH SATU JOHOR

Mapping Out the Road to Success to get key

LOW COST & LOW MEDIUM COST HOUSE SALES PROCESS (CONSENT)
TERRACE AND MANY TYPES | SHOP | FACTORY

CONSULTATION BEST FINANCE & PROPERTY

Product - RSJ, its features, its packaging And CASH BACK !

Common questions:

- Can you get it for me, sir?
- Do I deserve this, sir?
- I want to buy a house with a full loan and can I get cash back?

Price - discounts, bundles, credit terms

Common questions:

- What is the value of the product or service to customers?
- Are there established price points for this product or service in the market?
- How will this price compare with competitors?

Promotion - print and broadcast ads, social media, email, search engine, video

Common questions:

- How you will get the word out about your product or service?

You can get it on 01137184710 and meet face to face and see the product in front of your eyes if it's a subsale house and a new house on the developer's site.

Place - physical stores, website, online marketplace

Common questions:

- Will it be in a physical store or online?
- Where will the stores be?
- What will be the distribution channels?





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Contact us for further inquiries

Tip: Download document as a PDF.

How: On the top right corner of the screen, click 'Share'. Go to 'Download' and choose 'PDF' among the options.



Coaching Client - Face to Face



VIGOR
PROPERTIES SDN BHD



RSJ

RUMAH SATU JOHOR

PASAL HARTANAH ? TANYA KAMI!

Tujuan - consult

Untuk mengenal pasti :

- kehendak pelanggan
- kongsi ilmu hartanah
- tentukan rumah yang sesuai

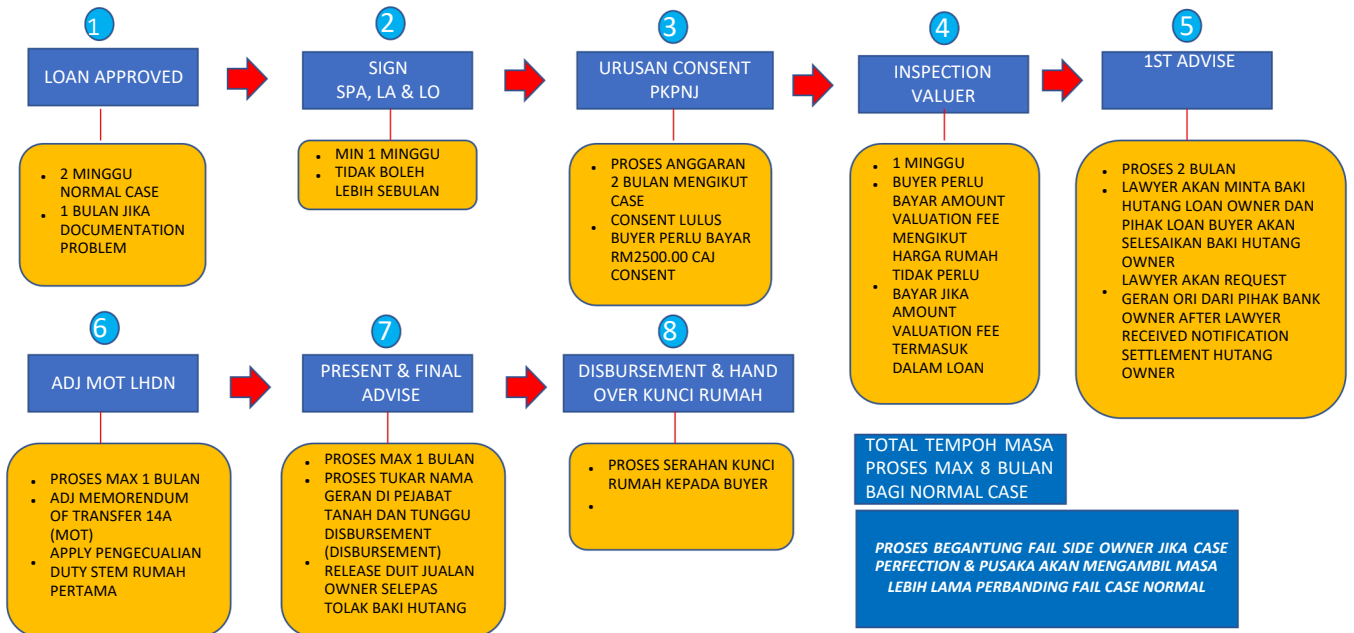


Preparation

- Setting appointment ●
- Payslip 3 bulan ●
- CRISS report ●



PROSES JUALAN RUMAH LOW COST & LOW MEDIUM COST (CONSENT)



Market outlook

LOKASI	JENIS RUMAH					
	FLAT (K)	LC (K)	LMC (K)	APARTMENT (K)	S.STOREY (K)	D.STOREY (K)
KULAI	90-130	220-270	250-300	180-250	300-380	330-500
SENAI	90-130	220-270	250-300	180-250	320-380	330-500
SKUDAI	110-180	280-330	280-350	220-350	350-450	400-600
TAMPOI	120-180	280-330	330-350	250-400	400-480	450-600
KEMPAS	120-180	280-330	330-350	250-400	400-480	450-600
LARKIN	120-180	N/A	N/A	220-450	450-600	N/A
PERLING	120-180	300-330	330-350	220-350	400-480	500-600
TEBRAU	120-180	260-330	330-350	220-350	380-420	450-600
TIRAM	100-200	220-300	250-320	N/A	350-400	380-500
PASIR GUDANG	130-200	220-280	250-320	N/A	300-380	350-420