

*Story.
Spectacle.
System.*

One coordinated PropKiva Campaign, from the destination story to the handover of qualified buyers.

STORY · SPECTACLE · SYSTEM

Create the Reason to Look Closer.

Start with a destination story that makes the property relevant to its audience.

Position. Define a clear identity and campaign story.

Produce. Coordinate magazine features, film, photography and digital visuals.

Invite. Carry the story through social adverts, premium material and landing pages.

Make the Property Feel Real.

Give interested audiences a hosted way to experience the place.

The Reveal. A premiere for landmark towers and flagship launches.

The Festival. A community experience for estates and off-plan developments.

The Open House. A considered viewing for established homes.

One Standard. Paperless information, hospitality hosts and discreet introductions.

Make Every Interaction Count.

KPP connects the campaign's digital and physical interest.

Capture. Check-ins, QR activity and campaign responses.

Qualify. Host-led conversations and follow-up.

Hand Over. Warm buyers passed to closers with partner-broker attribution.

See the Journey. Live dashboard access and campaign reports.

KPP is included in every PropKiva Campaign.

One Team. One Continuous Journey.

A typical campaign connects five stages around the project and its buyers.

Brief & Position. Define the destination, audience, project and timing.

Story & Invite. Produce assets and activate the invitation.

Host & Immerse. Deliver the right experience and capture interest.

Qualify & Hand Over. Advance warm buyers to closers and brokers.

Review & Refine. Use the dashboard and reports to guide the next step.

Build the Whole Buyer Journey.

For landmark launches, master-planned communities, established homes and international audiences.

- Bring the project, destination and buyer audience.
- Align timing, event format, closers and partner brokers.
- Scope Media, Events and KPP as one campaign.

Shape Your Campaign

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