



ESTABLISHED  
2020

**REAL  
PLUS.PK**

**REAL ESTATE  
MARKETING  
COMPANY**



# TABLE OF CONTENTS

TODAY'S  
AGENDA

A thick, hand-drawn black arrow points from the right side of the "TABLE OF CONTENTS" title towards the first item in the table of contents.

1	WHO WE ARE - AN INTRODUCTION!
2	OUR VISION AND MISSIONS
3	WHAT WE DO - OUR SERVICES
4	WORK SAMPLES - A VISIT TO OUR WEBSITE
5	OUR BUSINESS MODEL
6	OUR SOCIAL RESPONSIBILITY
7	OUR TEAM
8	WHAT WE EXPECT

# INTRODUCTION

WHO WE ARE

Real Plus.pk is a full-service media production company providing 360° virtual tours, 3D animation, aerial imaging, photography, video production, and web development.



Originally focused on 360° interactive aerial virtual tours for heritage, Real Estate, and archaeological projects, we now offer a wide range of services for hotels and tourism using innovative interactive technologies.



# OUR VISION

WHAT YOU CAN  
EXPECT FROM US



We strive to understand our markets and our clients' needs. Relationships are everything to us; we connect people to their dream homes and to their communities. Passionately we believe that working with "all heart" can change the world. We love what we do and it shows, our clients' needs and best interests are at the heart of everything we do. Setting a high bar and move mountains to exceed expectations in digital marketing for Real Estate business. To redefine the traditional model by building specialized technology methods to give clients unparalleled expertise and a positive experience to market their societies & projects



# OUR MISSIONS

## \* Revolution NO. 01

- Revolution is the digitization of Real Estate marketing via top-notch visuals and graphics have now become mandatory which is why we are here to help you sell your properties in an impressive and rewarding manner

## \* Mutual Success NO. 02

- An aim to persevere in our efforts no matter the obstacle with a high sense of urgency and always keeping our team and clients top of mind, promise to always do the right thing for our team, our business, and our clients, resulting in mutual success.

## \* Resourceful NO. 03

- Real Plus is resourceful, always seeking to discover a solution and providing options for any concerns that arise. The new bleeding edge technology will show wonders in marketing your Real Estate projects

# WHERE ARE THE **PROBLEMS**

- At Real Plus, we are a team of highly experienced digital media and real estate professionals who understand that old practices of marketing and content production have become outdated.
- There are a lot of existing websites that offer property listing to end buyers but none of them provides information based on real image mapping. Furthermore, those customers who live abroad and want to invest in the real-estate of Pakistan don't have a way to view the property based on actual footage.
- For this reason, most of the clients stick to their respective agents without exploring the options in an ever-changing market.



# OUR SOLUTION

A+

TO EXISTING  
PROBLEM



With our bleeding-edge technology, we can enable potential agents to come forward and give their services to clients even more resulting in healthy competition over-all. by making use of our 360-degree services, any agent or society or even an individual who wants to sell his house can market better. This will also help investors to look thoroughly before making a solid investment



# SERVICES WE PROVIDE

## 3D Media Solutions

360 Photography  
360 Videography  
3D Animations



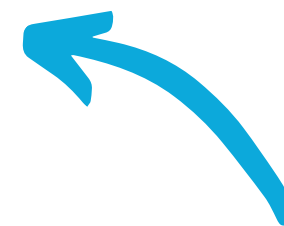
## Interactive Aerial Virtual Reality Tours

Aerial Virtual Project Tours  
Tourism Virtual Tours  
Housing Societies Virtual Tours



## Audio Visual Solutions

TV Commercials  
Documentary  
Project Filming





**WORK  
SAMPLE**



visit [realplus.pk](https://realplus.pk) for more

# OUR BUSINESS MODEL

HOW WE SUSTAIN  
THE BUSINESS

## THROUGH SERVICES →

We have specially designed our digital marketing packages for our customers say it may be an agent, society, or an individual. Acknowledging the immense importance of digital marketing in the millennial and post-millennial generation, Real Plus has been set up to provide the most aesthetic & remarkable real-estate marketing experience.

01

## THROUGH PORTAL →

Through our eye-catching UI/UX design and AI based real-estate portal, we are not only making people interested to search, watch and buy properties listed by our verified agents but we are offering personalised hotspots on main headers and sections of portal.

02

## THROUGH TOURISM →

We thrive in what is a fairly competitive local market by going above and beyond the creative call of duty and trying to create cool, new pieces of work that we hope people will enjoy while exploring the beauty of Pakistani tourism and heritage sites. This all is done with pleasing collaboration of hotel and tourism industry.

03

# OUR TEAM

## ASIF QAZI

Chief Operating Officer

Asif Qazi has been known for imparting state of the art masterpieces to the media industry. His work appeals to every sector in the media industry; from the government to private officials. Qazi's work encompasses aspects of production, direction, marketing, and more.

## AYESHA KAMAL

Director, Digital Media Marketing

Having 14 years of extensive experience in management affairs, having command over HR recruitment, operational system, administrative issues, data monitoring /reviewing, report /presentation making, customer services/care & general accounting. She has been working in managerial positions for the last 10yrs in different nationally & internationally organizations. She has proved to be a hard-working, enthusiastic & self-made young lady.

## HAFEEZ ULLAH USMAN

Director Marketing & Media

Hafeez has been in the marketing industry for quite a long time. He is an expert in legal matters as well as marketing strategies. Hafeez has work experience of over 10+ years.

# OUR TEAM

## MUHAMMAD HUZZAIFA ATTIQ

Head of IT Department

Muhammad Huzzaifa Attiq is a graduate in Software Engineering who has hands-on experience in website design and development of 3 years. He has an extensive command over many languages like HTML, CSS, Bootstrap, WordPress, and PHP. He is multi-talented, a smart worker, and skilled in every aspect of IT.

## MUHAMMAD ABUBAKAR

Director of Photography

Muhammad Abubakar has done post-graduation in AI from Beijing University of Aeronautics and Astronautics, China. Having field experience of almost 5 years, Abubakar has command over professional photography, commercial video projects, video-editing, social media management, scriptwriting, vlogging, and much more. He has a creative insight into every project he does.

## ABDULLAH KHALID

Photographer

Abdullah Khalid is one of the good photographers in town. Besides photography, Abdullah also has knowledge in post-production

# WHAT WE EXPECT FROM YOU

## HOW YOU CAN HELP US

POINT 01

Will be added here  
accordingly



01

POINT 02

Will be added here  
accordingly



02

POINT 03

Will be added here  
accordingly



03

POINT 04

Will be added here  
accordingly



04



 **THANK YOU**  
FOR THE LOVE AND TIME  
YOU SHOWERED UPON US