

# RealPlus<sup>+</sup>

**BDS**  
BDSPLUS.COM.VN

*Travän*



## STRONG FOUNDATION, SUSTAINABLE GROWTH

RealPlus JSC. is a leading company in the field of market research, communication campaign development and distribution of real estate in Vietnam.

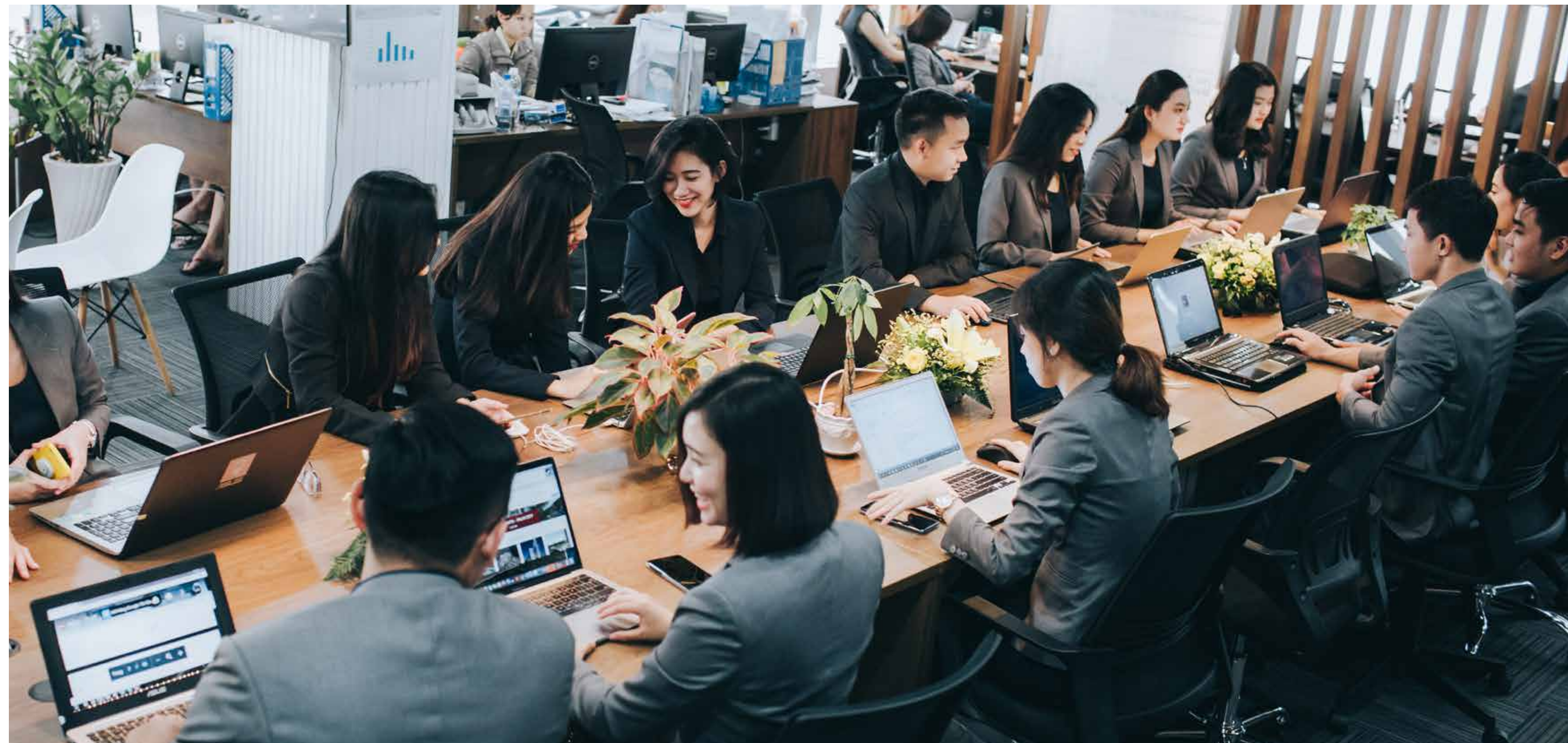
RealPlus was established in 2017, built upon the foundation of BDSPlus, a company specialized in market research, project development consulting and real estate products.

RealPlus operates based on the strategic model of "Market Research – Project and Product Development Consulting – Communication and Marketing – Distribution Services", creating competitive advantages and a solid foundation for outstanding development.

Each line of business is associated with an independent brand within RealPlus Group:



Z O N E



## BDSPLUS

BDSPlus has an extensive team of experienced market researchers, extensive market data and real estate projects. Data is always collected from reliable sources with the most accurate measurement tools and scientific data processing methods.

Utilizing in-depth data and experience with real estate development projects in Vietnam, BDSPlus always provides project planning solutions and products suitable for the market and strengths of each Investor.

Combined with long experience of the management team, the most accurate analysis on psychology, demand, taste, trends etc. of the market and data on prices, costs etc. for the type of products that investors want to introduce to the market can be provided. Information obtained from BDSPlus will serve as a foundation for RealPlus to provide the most effective solutions to clients. This advantage provides customers a more complete overview of new products and services before introducing projects to the market.

## ZONE

This is a brand that accompanied RealPlus since its early days. It has always been part of the projects that RealPlus has developed, Zone is responsible for overall and detailed design consulting. From landscape design to interior details. Zone ensures products that RealPlus strategically consult its clients will always receive high appreciation thanks to scientific and modern solutions provided by Zone's highly experienced team of architects.



## TRAUVAN

Having been aware of the important role of marketing and communication, RealPlus launched Trauvan.

Trauvan will provide general strategy on brand building and development for projects distributed by RealPlus. Based on BDSPlus's research, Trauvan will strive to develop the core values for the project from its name to comprehensive brand development including images and content. For the project to reach clients, Trauvan will propose communication messages, develop the brand's characteristics as well as advise on how to reach the market most quickly and impressively.

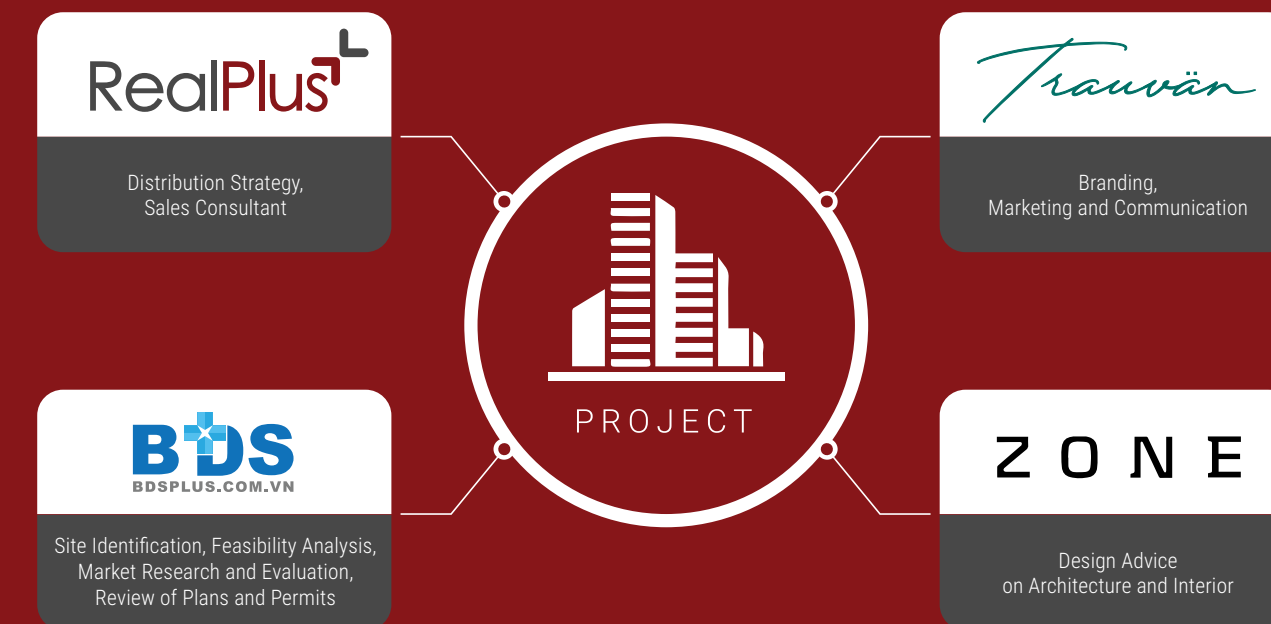
Characteristics of the product, the most prominent values of the product will be communicated to the market through appropriate communication channels. It is the communication and marketing values from Trauvan that will disseminate the information, positioning the brand's price in the market and serve as a solid foundation for RealPlus's sales staff to easily reach customers.

This strategic model allows RealPlus to provide specific and accurate data, and provide the most comprehensive solutions.

When participating in planning consultancy, conceptualization and project development planning, RealPlus will provide practical solutions based on the most scientific and accurate market research. All processes work together to help distribution achieve results exceeding the expectations of investors.

RealPlus's foundation for development is built not only on quality products, excellent services but also on the creative, enthusiastic and strategic vision of its young leaders. In addition, our dedicated, professional, reliable staff also contribute to bringing RealPlus closer to our customers.

RealPlus focuses on mid-end and high-end projects and international clients and investors.



RealPlus<sup>+</sup>

“ Real Choice  
Real Home  
Real Life ”



# REALPLUS DEVELOPMENT JOURNEY

● **July 2015**

RealPlus established a market research division under the brand BDSPlus to provide professional assessments, in depth analysis of the real estate market and consulting for developers.

● **June 2017**

RealPlus JSC was officially established by a team of leaders with many years of prior experience working with major real estate developers and corporates. Providing professional and effective services in the real estate consulting and distribution in Vietnam.

● **July 2018**

From one modest office in the beginning RealPlus relocated its Head office to a new location at 19 Dang Huu Phu Street, Thao Dien Ward, District 2, Ho Chi Minh City and retained its old Head office as Masteri office. Our headcount reached the milestone of over 100.



● **October 2018**

To meet the growing market demand , RealPlus continued to expand business to the northern market in Vietnam. The third branch was opened in October 2018 and is located at 319 Tower, 63 Le Van Luong, Cau Giay district, Hanoi. Headcount was now over 150 and continue to increase in order to have a strong team to cater for the need of customers.

● **March 2019**

BDSPlus merged with RealPlus to become its Market research and Project development consulting department.

● **July 2019**

RealPlus established Trauvan marketing and communications, which is proud to provide consulting services and building communication strategies for investors and real estate projects.

At the same time, RealPlus established its fourth office in Hong Bang, District 5 and a Transaction Office in Long An province. The new offices increased headcount to more than 200.

● **October 2019**

Second Transaction Office was established in Phu Quoc. In November 2019, RealPlus is expected to continue to establish a fifth office with more than 600 m2 of floor area in An Phu An Khanh, District 2 and a third transaction office in Da Nang. RealPlus' headcount is expected to reach 300 by the end of 2019.

# REALPLUS IMPORTANT MILESTONES IN 2019

Throughout RealPlus' course of establishment and development, its collective character and integrity helped RealPlus become one of the fastest growing real estate companies in Vietnam.



## 7 OUTSTANDING ACHIEVEMENTS IN 2019

- ❖ Revenue
  - 2017: **25 Billion VND**
  - 2018: **84 Billion VND**
  - 2019: **160 Billion VND**
- ❖ Distributing Project: 14 projects
  - SwanPark, SwanBay, Alpha Hill, The Metropole, KingCrown, Malibu Hoi An, Q2 Thao Dien, The Infiniti, Saigon Asiana, Sim Island, Shantira, WaterPoint, Stellar Garden, The MarQ
- ❖ Successful Transactions: **1500 products**
- ❖ Typical research and consultancy projects / services: 8 projects
  1. Water Point Nam Long
  2. 45ha Paragon Dai Phuoc Nam Long
  3. Hoi Van, Truong Thanh, Vietnam
  4. Bai Bang, Truong Thanh, Vietnam
  5. Survey of Nguyen Kim retail land prices
  6. Lotte Eco Smart City, Pre-feasibility research
- ❖ Training event about project information, soft skill and legal: **24 events**
- ❖ Establishment of new offices in 4 locations: 2019
  1. Hong Bang Office
  2. An Phu office
  3. Long An Transaction office
  4. Phu Quoc Transaction Office
- ❖ Awards: In 2019, RealPlus is proud to have received prestigious award in **"VIETNAM'S BEST REAL ESTATE AGENCIES 2019"** - Awards recognized by **DOT PROPERTY**.



# DISTRIBUTING PROJECTS

SwanPark, SwanBay, Alpha Hill, The Metropole,  
KingCrown, Malibu Hoi An, Q2 Thao Dien,  
The Infiniti, Saigon Asiana, Sim Island,  
Shantira, WaterPoint, Stellar Garden, The MarQ



SwanPark



SwanBay



Malibu Hoi An



Q2 Thao Dien



The Infiniti



Alpha Hill



The Metropole



KingCrown



Saigon Asiana



Sim Island



Shantira



WaterPoint



Stellar Garden



The MarQ



## SALES TRAINING EVENTS

RealPlus put emphasis on creativity in all our activities. One of the strengths that RealPlus has is the ability to gather sales staff to organize Sales trainings. RealPlus' strengths on information and the number of official sales staff and distribution agents form a powerful force to spread the information to the market. With each sales kickoff event RealPlus not only provides the most up-to-date information on the market, price... but also training the latest sales skills. In addition, Sales Kickoff events help enhance the spirit of the sales team in its own ways. RealPlus always strives to provide all sales staff with opportunities to showcase their full capacity, passion, enthusiasm to help them realize their individual potential and have many achievements in their careers.



## COMPREHENSIVE REAL ESTATE SERVICE PROVIDER

The market lacks accurate, specific and transparent information about real estate such as market trends, details on projects, prices...

From that demand, RealPlus's goal is to provide buyers with information about the market, prices so that they can make informed decisions when buying real estates.

In addition, RealPlus also maintain database of all projects on the market with highest transparency, quality and reliability.

Our services aim to provide investors with project and market analyses and to inform our business department.



Services of RealPlus include:

### MARKET RESEARCH

BDSPlus is a market research department under RP, specializing in research and project development consulting for investors such as site identification for maximum potential, analysing the viability of a site and in making the right choices regarding product mix, providing in-depth advice on current and predicted state of the market, etc., and as well as sharing market insights to our business department.

### MARKETING AND COMMUNICATION

Trauvân is taking on the role of packaging the project and deliver to market, from day 1 which is branding to developing the marketing strategy, execution and communication. Our develop short and long-term marketing strategies - including the development and management of integrated and innovative property-aligned marketing campaigns.

### DISTRIBUTION, SALES CONSULTANT AND RENTING

RealPlus provides a full range of distribution service, including distribution strategy with a sole focus on selling out the project prior to completion, to distribution channel and sales consultant with managing carefully the sales performance and contract administration for every sale. We distribute not only high-end apartments in central Ha Noi and Ho Chi Minh cities but also resorts in many provinces and cities. This gives clients a wide range of options when working with us. In addition to selling real estate products, we also provide short-term and long-term rental services in a wide range of quality projects in Ha Noi and Ho Chi Minh cities.

### IMMIGRATION CONSULTING

For high-end clients, RealPlus provides immigration and naturalization consulting and support services for most countries that allow immigration or naturalization through investment, including: investment in real estate, enterprises or government bonds of such countries as the United States, Australia, Canada, Portugal, Malta, Germany, Latvia, etc. In addition, we are also looking to provide immigration under employment contract for high-end clients, who want to work in such developed countries as Canada, Australia, USA.

## FULL TRUST, LASTING PRESTIGE

RealPlus successfully distributed 45 projects.  
Projects distributed by RealPlus always bring  
tremendous success and receive high appreciation  
from the leaders of investors.



“

We were very happy to partner  
with RealPlus as one of the best  
sales agencies of SwanCity.  
The dedicated sales network of  
RealPlus has strong experiences  
and professional approaches  
which can penetrate into huge  
market segment and variety  
sources of clients. RealPlus had  
significantly contributed to our  
extreme success in the market for  
our SwanBay & SwanPark projects.

”

**Mr. Lim Hua Tiong**  
Former CEO and Founder  
of SwanCity

“

I highly appreciate the consultancy and contribution to the success of Shantira Beach Resort & Spa project of RealPlus' leaders and sales staff. With specific advices and accurate market insights provided by RealPlus, we developed the best development plan for Shantira Beach Resort & Spa project and received high praises from our clients and investors. We look forward to further cooperation with RealPlus in our next projects.

”

**Mr. Nguyen Nghia Lam**  
Sales & Marketing Director  
of Hoi An Royal Group



Shantira Beach Resort & Spa

KingCrown

“

RealPlus' brand left its own mark in Vietnam's real estate market. The group can provide comprehensive services, from market insights to strategic marketing communication consulting and real estate distribution for major projects in Vietnam. We're honored to work with RealPlus in KingCrown project. We really appreciate the professional knowledge, working attitude and results that RealPlus brought to the project. The success of KingCrown project is proof that working with RealPlus is a wise decision.

”

**Mr. Ho Nam**  
Chairman of Bamboo Capital



### **HEAD OFFICE**

19 Dang Huu Pho Street, Thao Dien Ward,  
District 2, Ho Chi Minh City, Vietnam

### **MASTERI BRANCH**

Shophouse 03&04, Block B, Tower T5,  
Masteri Thao Dien, Thao Dien Ward, District 2,  
Ho Chi Minh City, Vietnam

### **HONG BANG BRANCH**

595 Hong Bang, Ward 6, District 6,  
Ho Chi Minh City, Vietnam

### **AN PHU BRANCH**

168 Cao Ba Lan, An Phu Ward,  
District 2, Ho Chi Minh City, Vietnam

### **HANOI BRANCH**

Unit S1, 17 Floors, 319 Tower, 63 Le Van Luong  
Street, Cau Giay District, Hanoi, Vietnam

### **LONG AN TRANSACTION OFFICE**

Hamlet 1A, An Thanh Commune,  
Ben Luc District, Long An Province, Vietnam

### **PHU QUOC TRANSACTION OFFICE**

S2 / SS08 ShopHouse Bai Truong,  
Duong To commune, Phu Quoc District,  
Kien Giang Province, Vietnam

[www.realplus.com.vn](http://www.realplus.com.vn)