



Full-Cycle Solutions for Developers

Marketing and Sales Management
for Real Estate Development Projects

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A Team with 15 Years of Experience in Real Estate Development

Our Services:

Establishing and optimizing
high-performance sales
departments

Sales management at all stages of
real estate development projects

Development and implementation
of marketing strategies

Successful execution and scaling
of real estate projects of any
complexity

10
Projects

Apartments, villas,
townhouses

2160
Apartments

Sold

184K m²
Delivered



Who We Are and What We Do?

01

Market and Competitive
Analysis

02

Development of Architectural
Concepts

03

Marketing and Sales
Strategy

04

Creating Sales
Departments from Scratch

05

Enhancing the Efficiency
of Existing Sales Teams

06

Turnkey Project
Implementation

Our Case Studies

MIJAS, MALAGA

Horizonte Village



LISNIKI, KYIV

Lion Hills



PIDGIRCI, KYIV

Park Lake City



KYIV

Lucky Land



KYIV

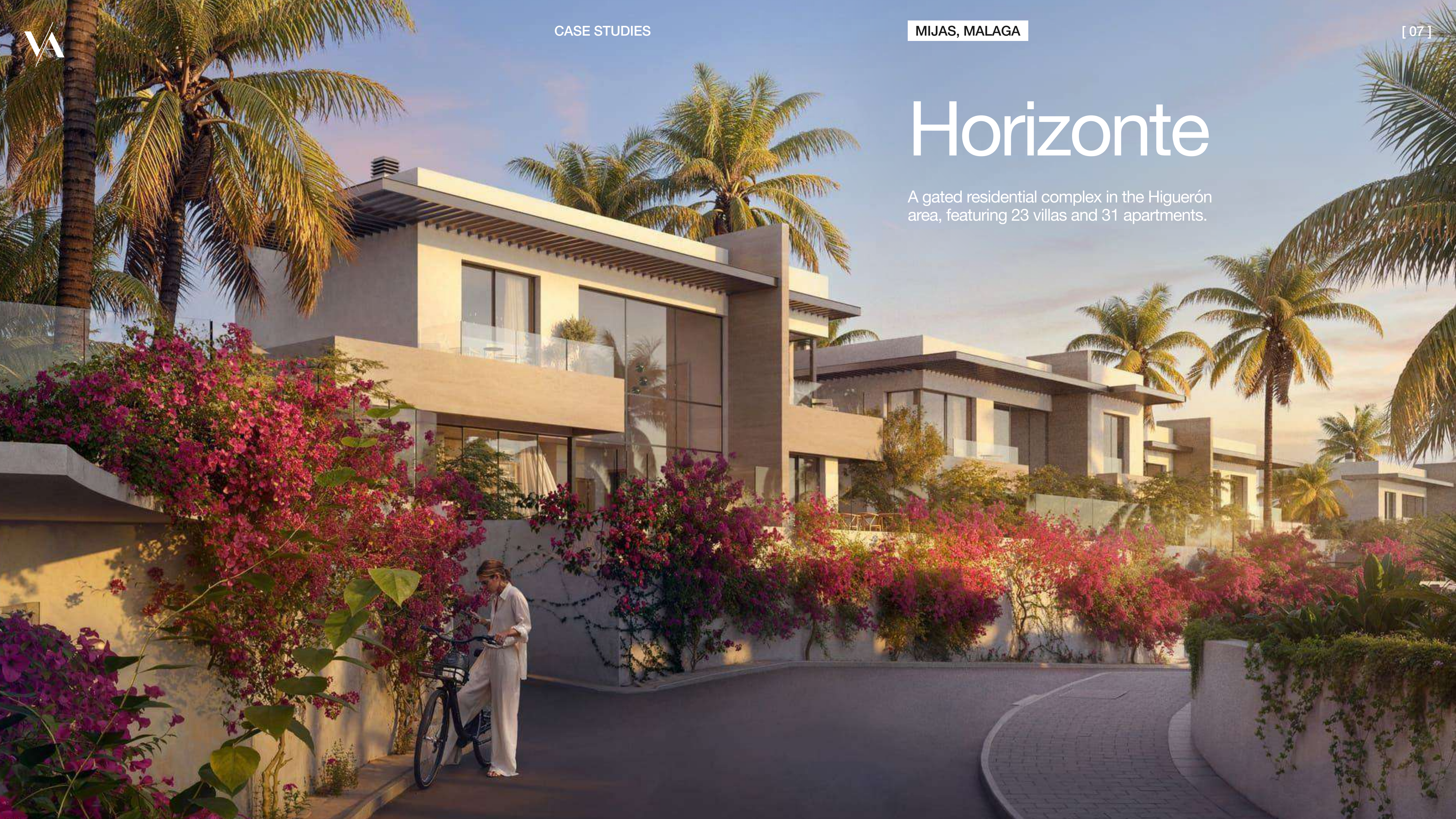
The Garden





Horizonte

A gated residential complex in the Higuerón area, featuring 23 villas and 31 apartments.





Horizonte

A gated residential complex in the Higuerón area, featuring 23 villas and 31 apartments.

Services Provided:

Product development consulting

Market and competitor analysis

Pricing strategy and price list creation

Marketing strategy development

Marketing management and production of all advertising materials

Website and project renderings

Sales team formation

Sales management

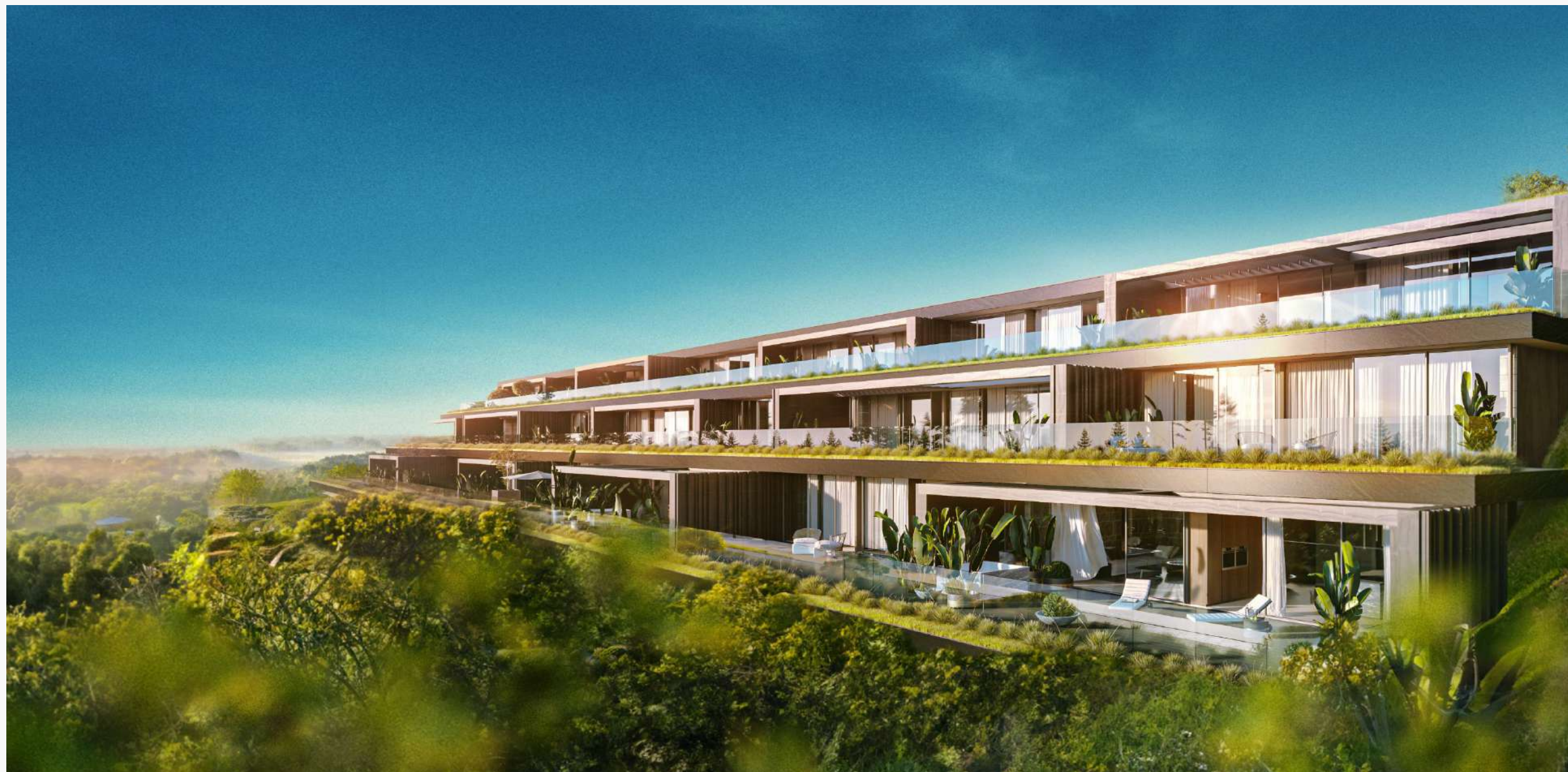


Lion Hills

Lion Hills is a collection of premium villas and penthouses located in Kyiv's suburb, just 15 minutes from the city center and next to Equides Club. Residences feature panoramic glazing, sliding windows, and spacious terraces, offering a peaceful and private living environment.



Lion Hills



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Lion Hills is a collection of premium villas and penthouses located in Kyiv's suburb, just 15 minutes from the city center and next to Equides Club. Residences feature panoramic glazing, sliding windows, and spacious terraces, offering a peaceful and private living environment.

Services Provided:

Development

Architectural concept creation

Marketing and sales strategy

Master planning for a 16-hectare area

Park Lake City

A business-class club complex, located just 15 minutes from the city center, making it the closest suburban development to downtown. The project includes 30 apartment buildings and 17 townhouses.





Park Lake City

A business-class club complex, located just 15 minutes from the city center, making it the closest suburban development to downtown. The project includes 30 apartment buildings and 17 townhouses.

Services Provided:

Unique concept development

Master planning and architectural design

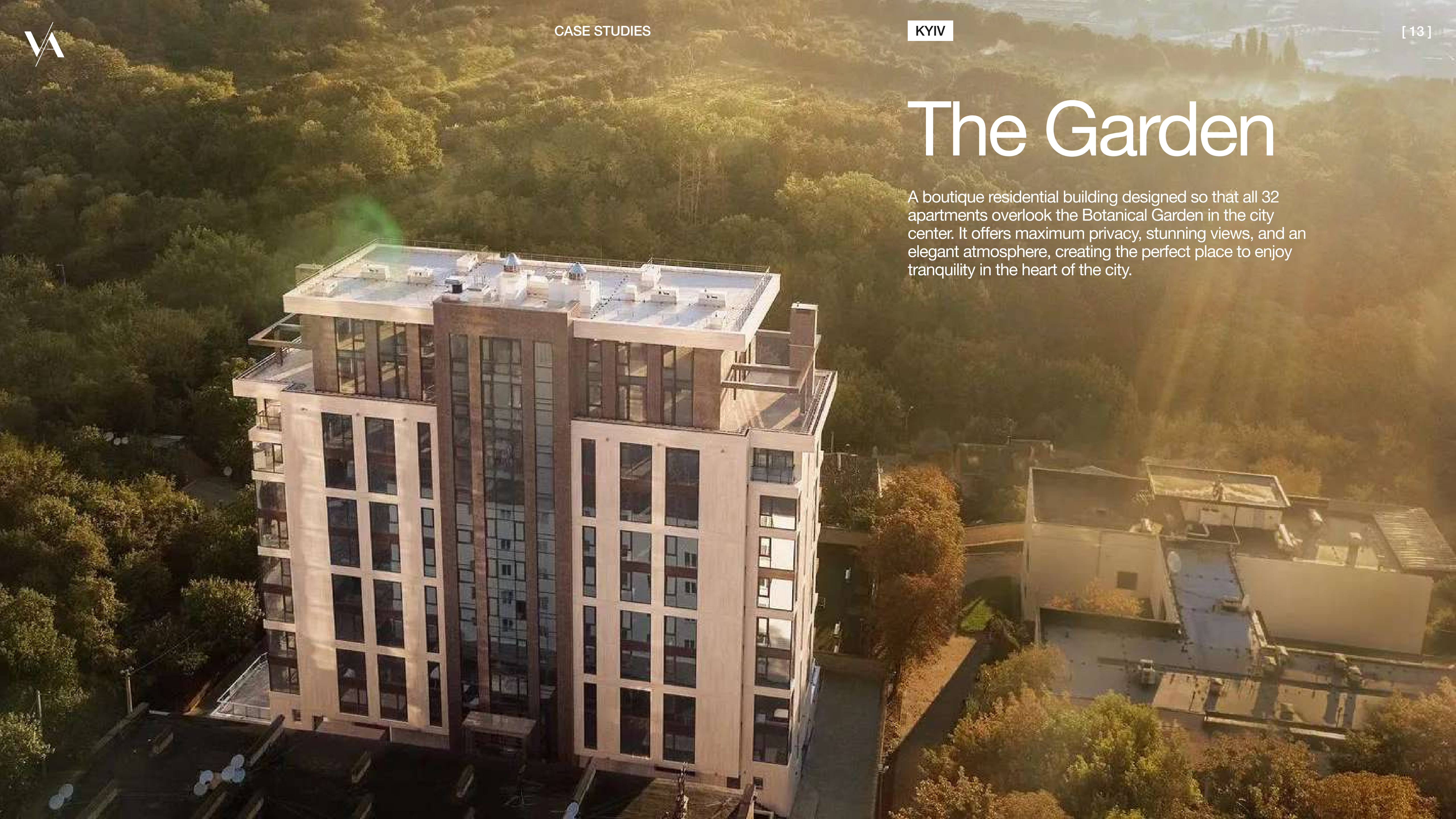
Market positioning as a business-class project

Marketing and successful sales execution



The Garden

A boutique residential building designed so that all 32 apartments overlook the Botanical Garden in the city center. It offers maximum privacy, stunning views, and an elegant atmosphere, creating the perfect place to enjoy tranquility in the heart of the city.





The Garden

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Services Provided:

Architectural concept creation

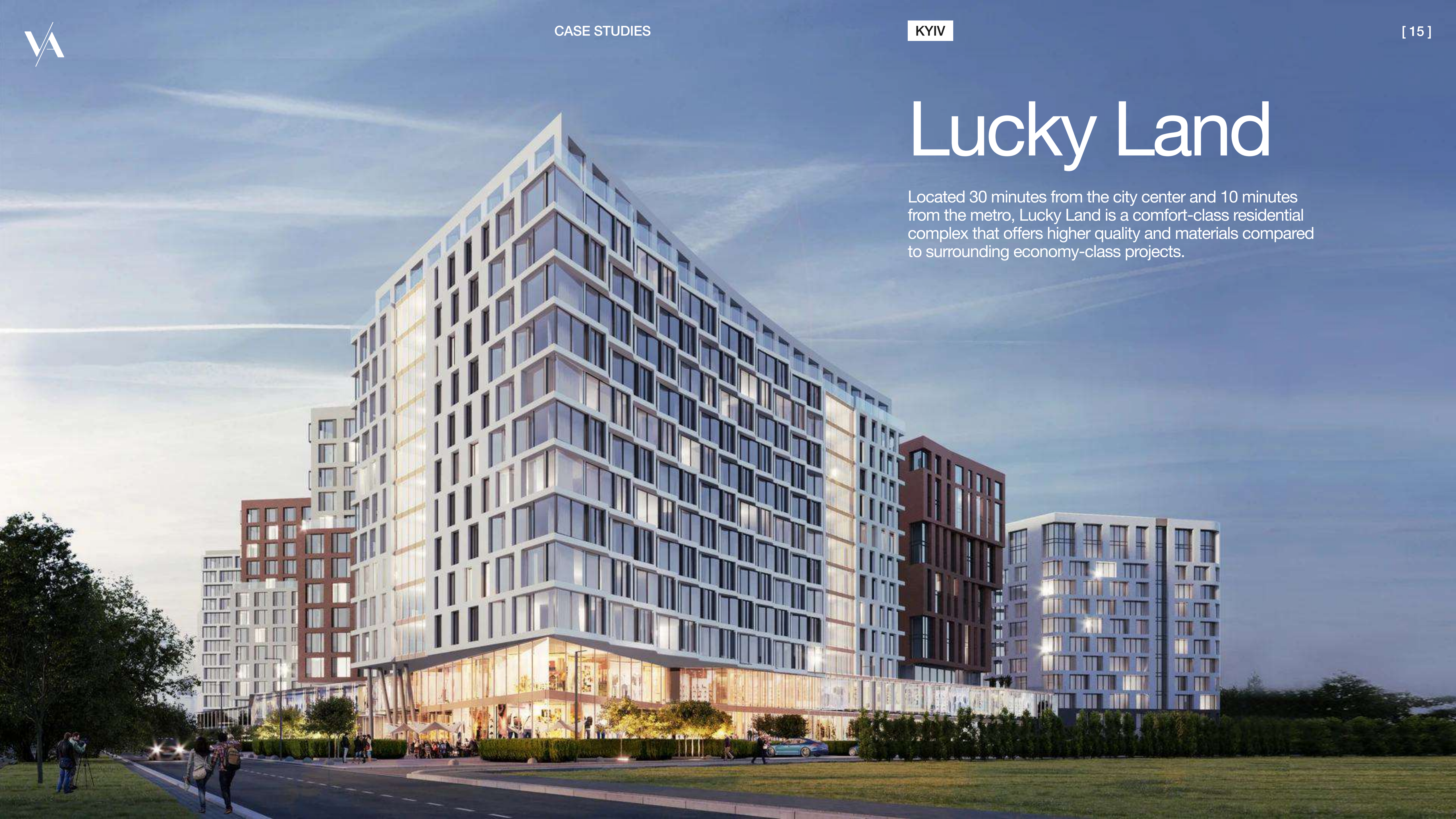
Full marketing and sales management

Property management company establishment

100% of available units sold

Lucky Land

Located 30 minutes from the city center and 10 minutes from the metro, Lucky Land is a comfort-class residential complex that offers higher quality and materials compared to surrounding economy-class projects.





Lucky Land

Located 30 minutes from the city center and 10 minutes from the metro, Lucky Land is a comfort-class residential complex that offers higher quality and materials compared to surrounding economy-class projects.

Services Provided:

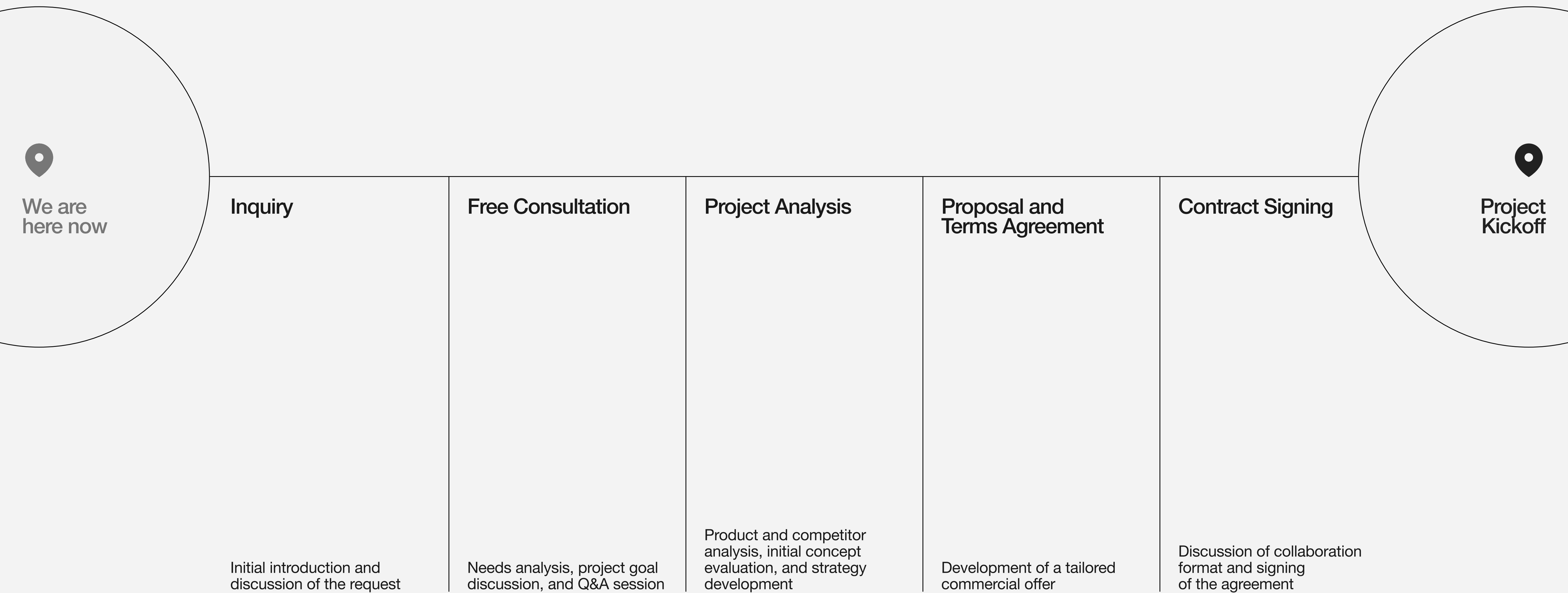
Complex concept development

Master planning and design of 3,800 apartments

Marketing strategy creation and implementation

Sales increased from 6 to 60 apartments per month within 5 months

Stages of Collaboration



Why Choose Us?



Experience & Expertise

15 years in real estate development, sales, and marketing

Strong Partner Network

Established collaborations with trusted contractors, agents, and marketing platforms

Ready-to-Deploy Team

Sales, marketing, and analytics specialists available for immediate engagement

Technology-Driven Approach

Implementation of CRM systems, automation, and AI-powered tools

Transparency & Accessibility

Clear reporting, well-structured business processes, and constant communication

"We Live the Project"

Deep involvement in every project aspect, results-driven approach, business-specific solutions, and a focus on building long-term relationships



Who Will Work
on Your Project?

Sales Department in 90 Days

Case Study:
Costa Del Sol

[illegible]

Sales Office



Sales Office



Sales Launch

18.09.2024

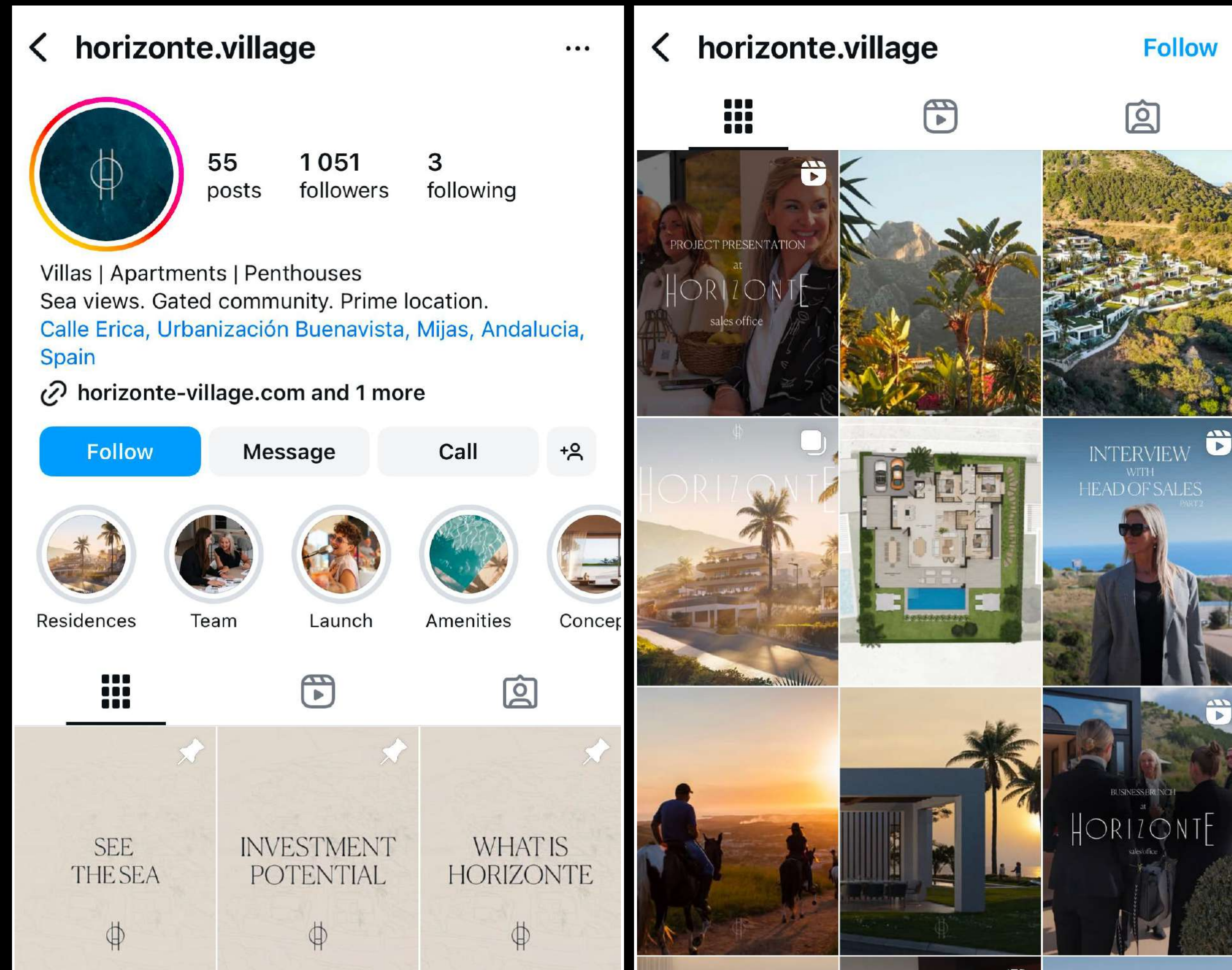


Sales Launch

18.09.2024



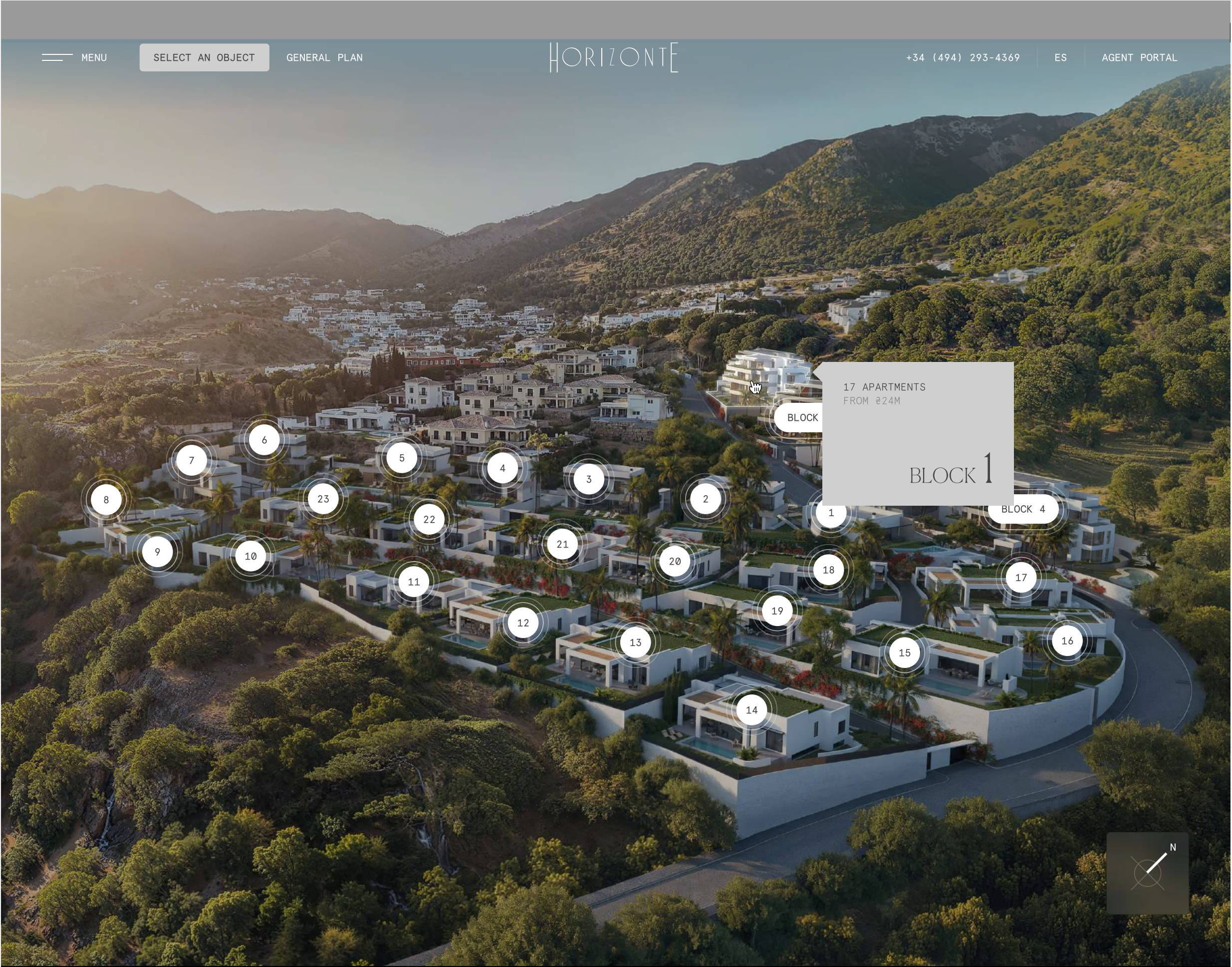
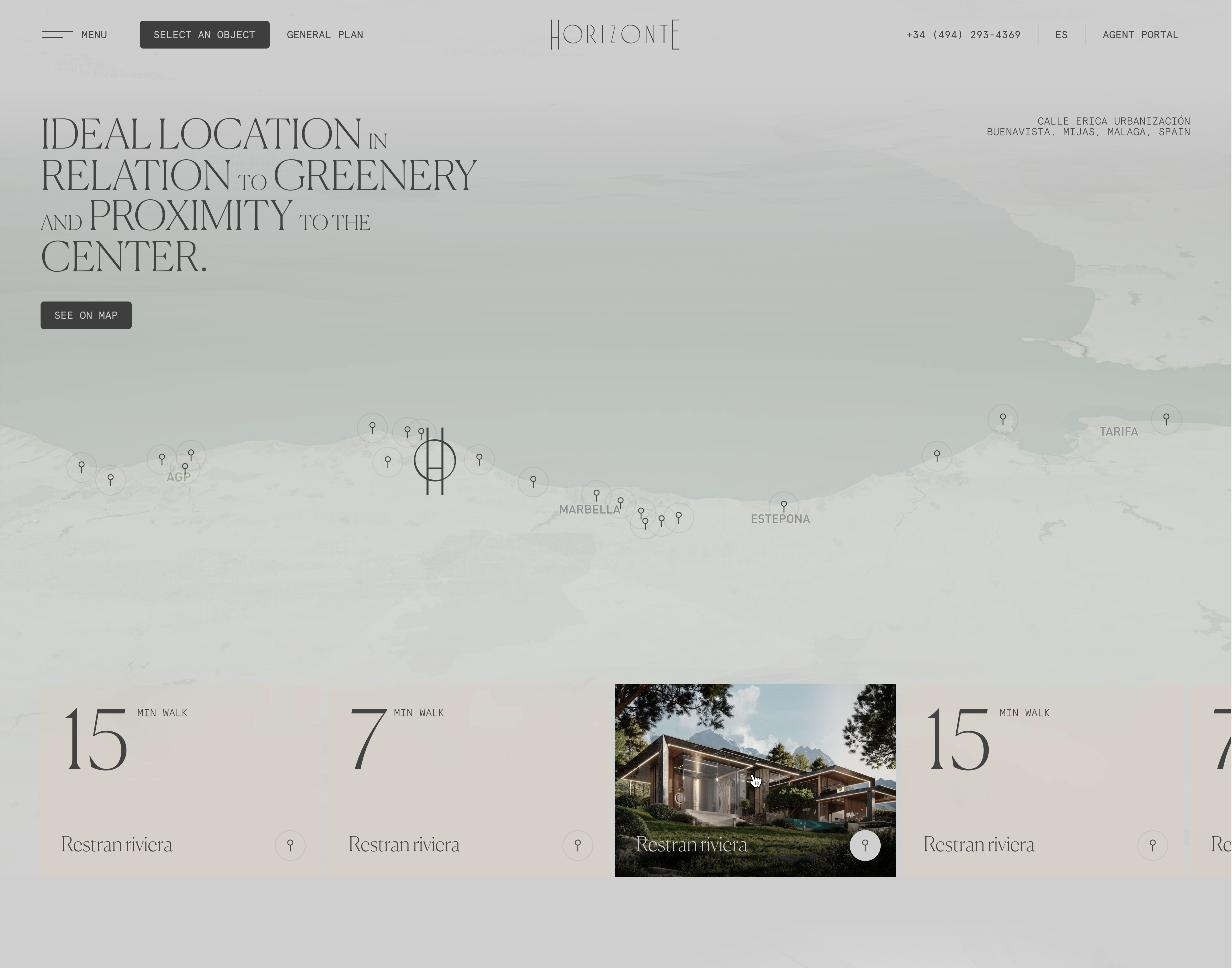
Design



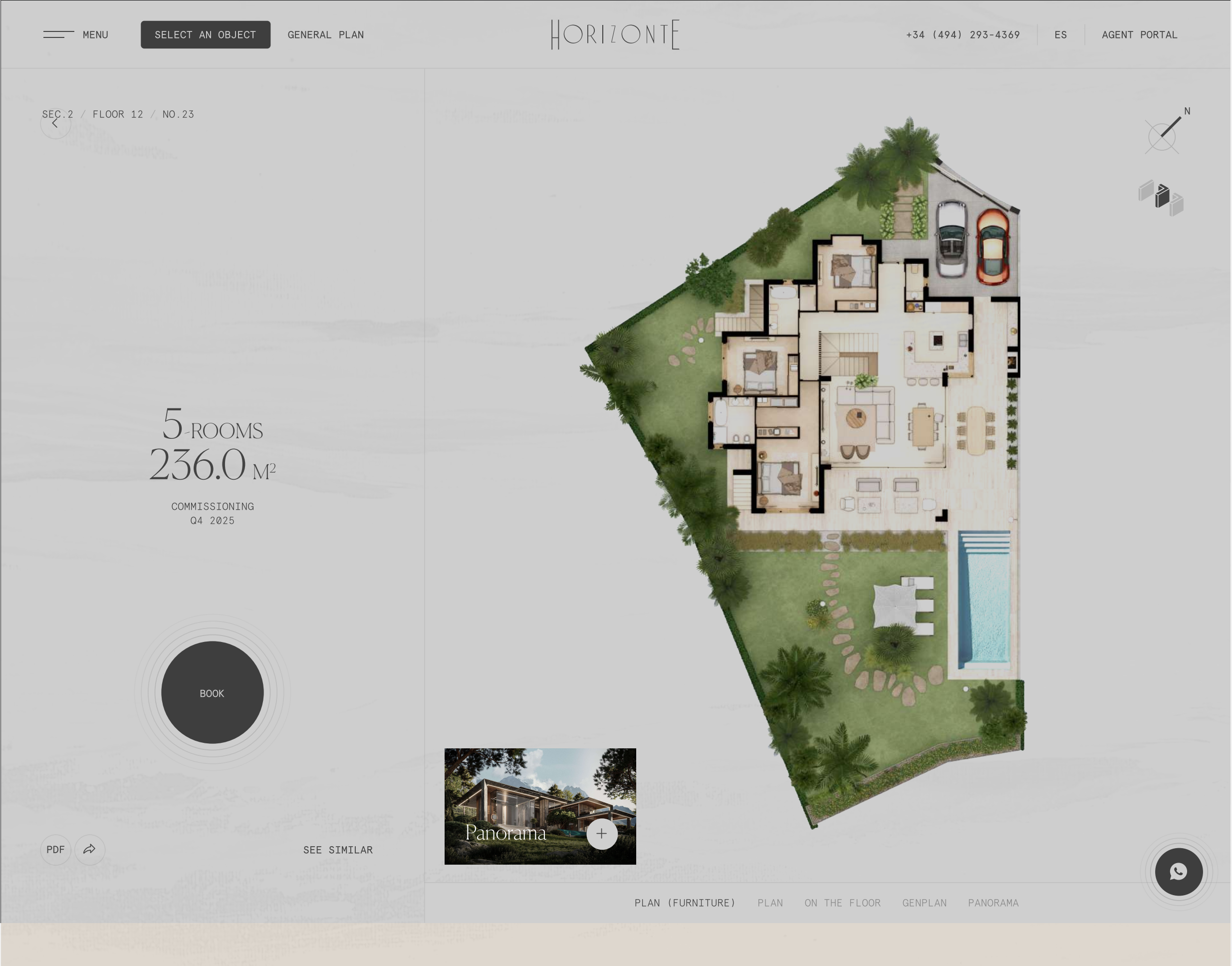
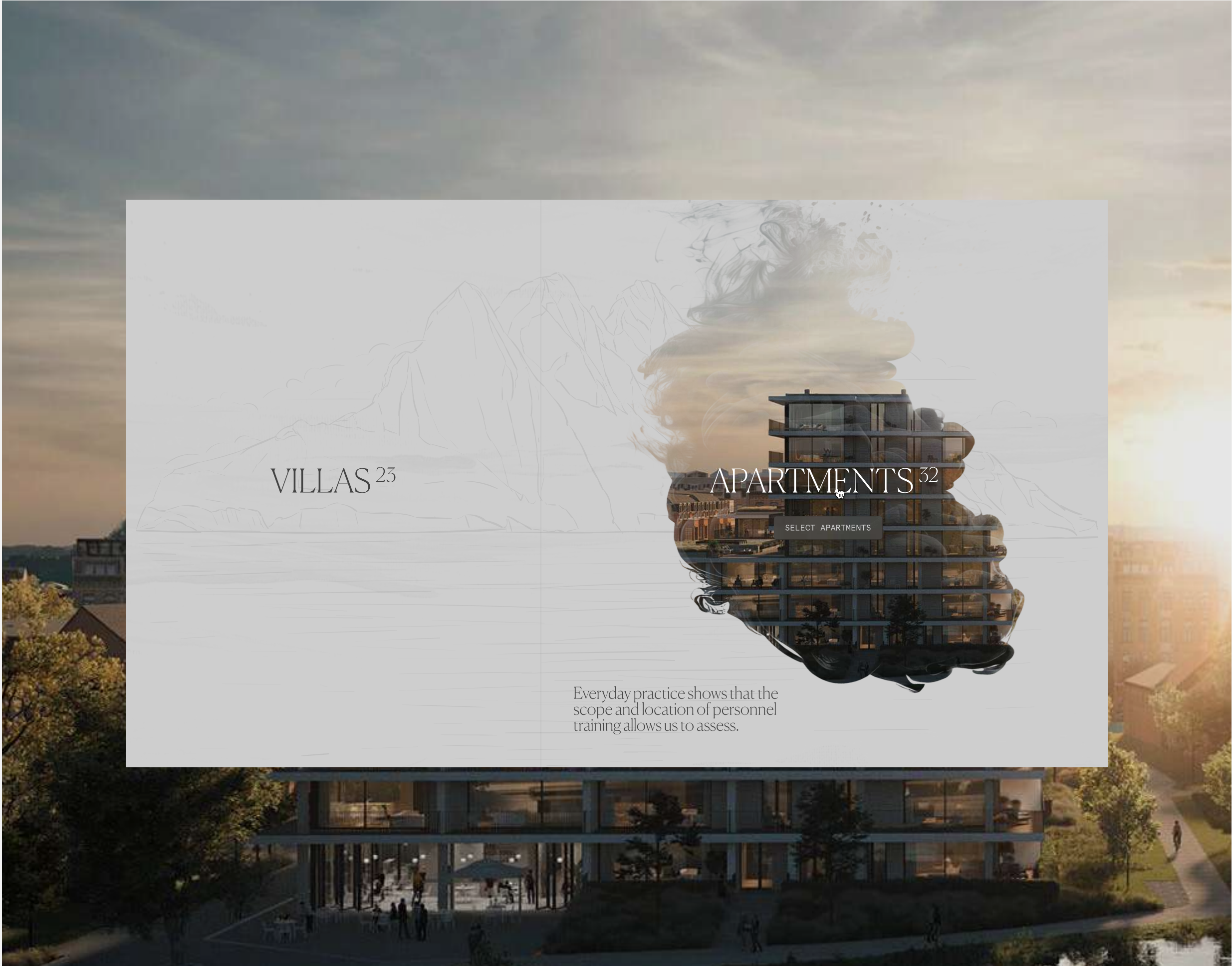
Design



Website

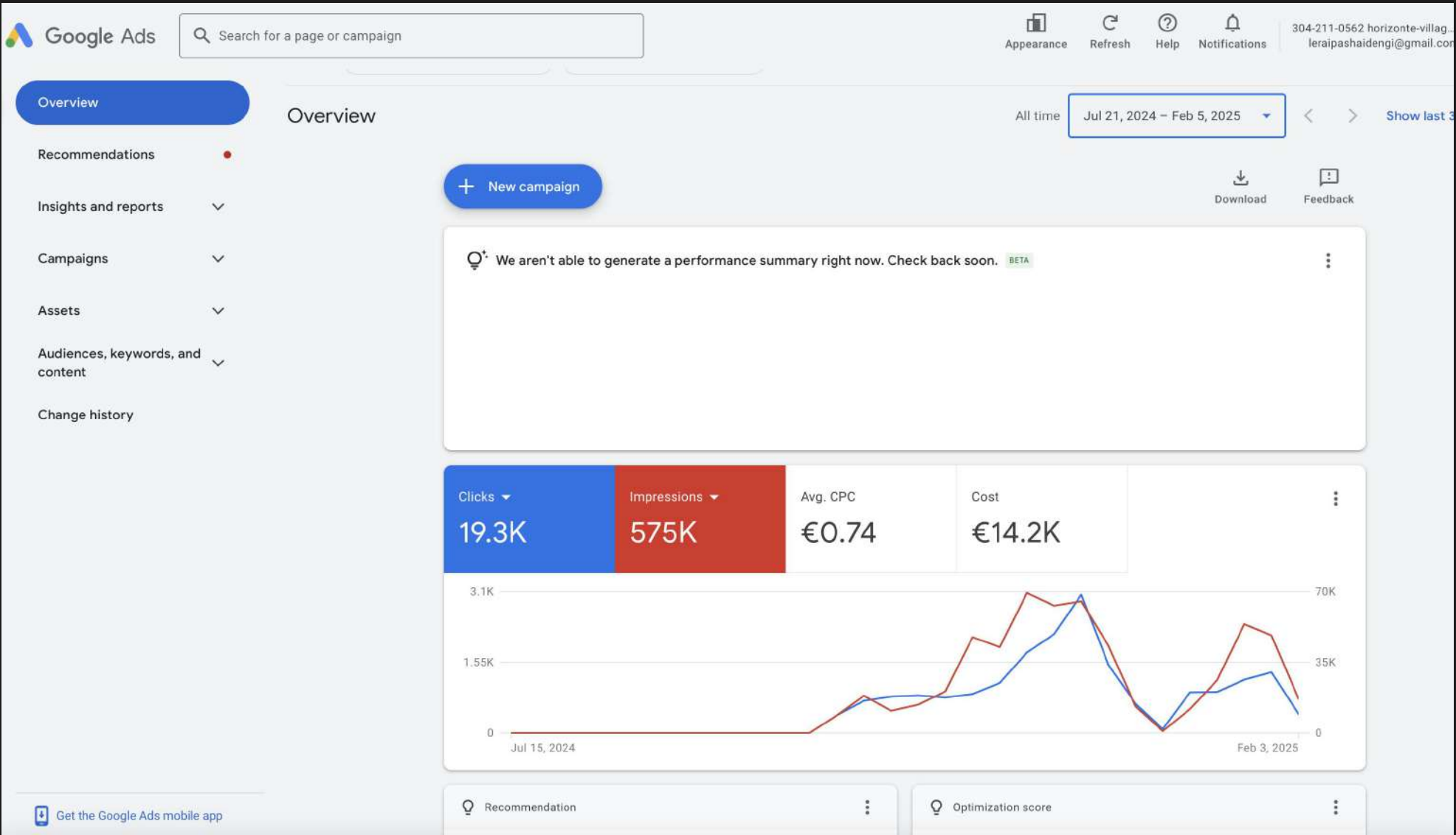


Website



Advertising

Electronic Signature



Documents

My documents

Templates

Content library

Catalog

Forms

Search

+ Document

All

Shared with me

Trash

SMART VIEWS

Created by me

Upcoming renewals

Expiring soon

FOLDERS

HORIZONTE CO...

All

Date

Status

Owner

Recipient

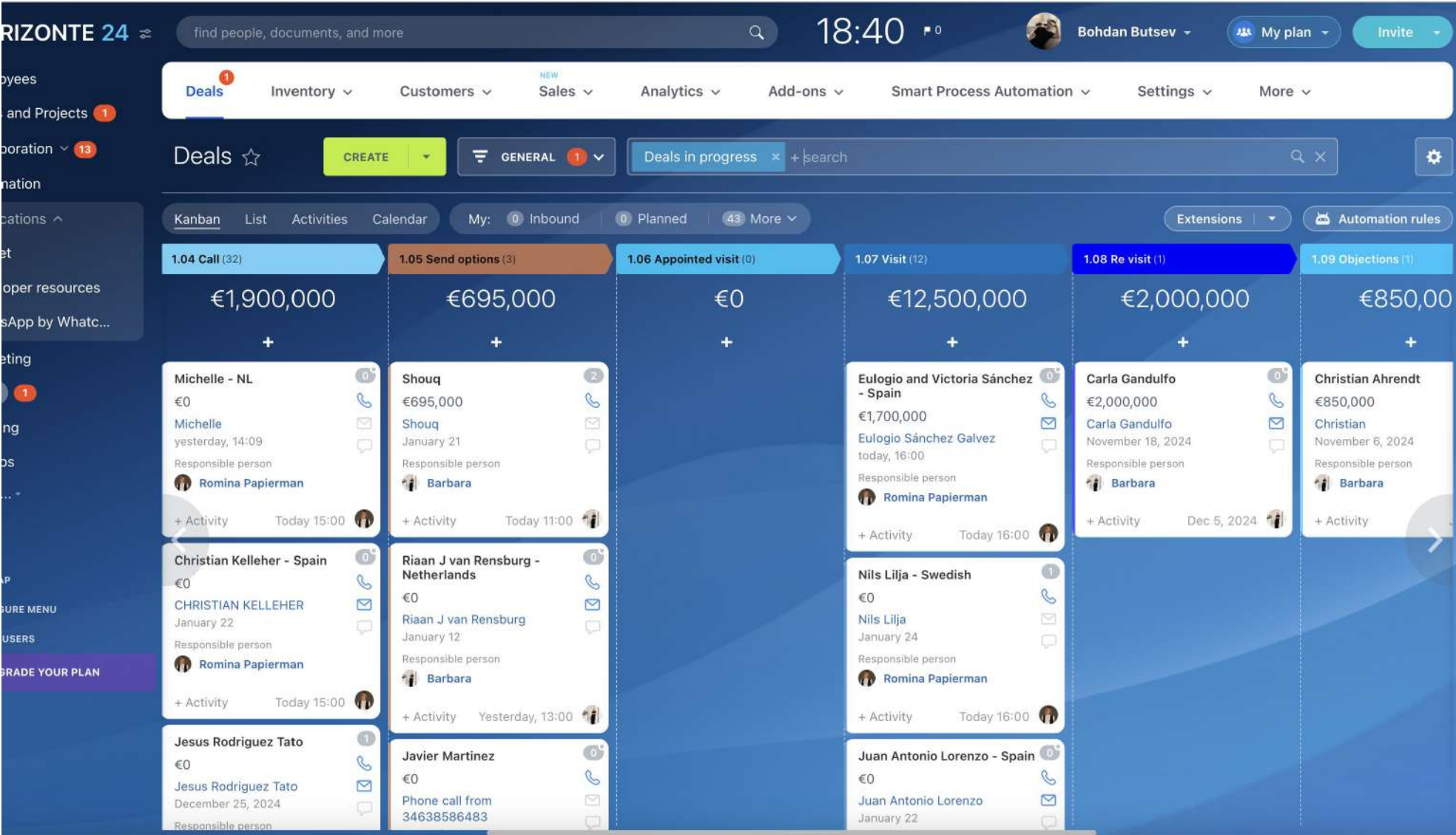
More

	Title	Status	Value	Modified
	HORIZONTE CONTRATO DE COLABORACION CON AGENCIAS-1 (2)			
	Horizonte Village RC Valerii Shcherbakova	Completed	€0.00	Jan 27, 2025
	Inbound Agreement- SVoy Group Valerii Shcherbakova	Completed	€0.00	Jan 14, 2025
	CONTRATO_AGENCIA_TODAS_LAS_PROMOCIONES_2024*M_NUEVO_GENERAL_2025 Valerii Shcherbakova	Completed	€0.00	Jan 13, 2025
	CONTRATO_AGENCIA_TODAS_LAS_PROMOCIONES_2024*M_NUEVO_GENERAL_2025 Valerii Shcherbakova	Draft	€0.00	Jan 13, 2025
	My Spanish Valerii Shcherbakova	Completed	€0.00	Dec 16, 2024
	CONTRATO DE PRESTAMO ENTRE PARTICULAR Y SOCIEDAD Valerii Zarula, valeria@svoy.es, Valerii Shcherbakova	Completed	€0.00	Nov 26, 2024
	CONTRATO Unreal Kaskad client@svoy.es, Valerii Shcherbakova	Completed	€0.00	Nov 25, 2024
	NDA_AntonPL Valerii Shcherbakova	Completed	€0.00	Nov 13, 2024
	Taylor Wimpey Valerii Shcherbakova	Completed	€0.00	Nov 11, 2024



CRM System

IP Telephony / Call Recording



Calls

Calls

Calls

Calls

Customers

Analytics

Call

Call Tracking

Settings

binotel

Contacts

Contact QA department

Personal account (-650,00 грн)

Incoming

Outgoing

Forgotten

By employees

By number

Right now

Monitoring queues

▼ To all numbers

Summary

from 01.012025 to 05.022025

	Who called	Who was called	Waiting	Duration of call	Time of call	
	Subscriber	Employee / a group of employees	until connected		Time and date	
	Gustavo Ampuero 3 464 335 22 77	Joseph 801 > 902	00:11	12:48	14:26 05.02.2025	
	Phone call from 34670342876 null 3 467 034 28 76	Joseph 801 > 902	00:09	01:16	12:39 05.02.2025	
	Phone call from 34609051462 3 460 905 14 62	Barbara 801 > 901	00:05	08:07	11:12 05.02.2025	
	Phone call from 34670342876 null 3 467 034 28 76	604 466 717	00:29		13:05 04.02.2025	
	Phone call from 34670342876 null 3 467 034 28 76	Joseph 801 > 902	00:04	02:30	12:55 04.02.2025	
	Phone call from 34602573420 3 460 257 34 20	Joseph 801 > 902	00:04	02:37	10:12 04.02.2025	
	Phone call from 34610322690 null 3 461 032 26 90	Barbara 801 > 901	00:08	01:01	11:17 03.02.2025	
	Claire Golding null 3 466 411 15 51	604 466 717	00:16	01:00	16:36 31.01.2025	
	Holli Chamberlain 3 468 711 14 26	604 466 717	00:17		15:06 31.01.2025	
	Phone call from 34697487626 3 469 748 76 26	Barbara 801 > 901	00:05	08:00	14:01 31.01.2025	
	Phone call from 34623543560 null 3 462 354 35 60	Barbara 801 > 901	00:04	02:29	12:44 30.01.2025	



01

Renderings

02

Brochures

03

Website

04

Price Lists

05

Sales Office

06

Instagram



Contacts

WHATSAPP

+380638369991

CALL

+34653436019

INFO@UNREALGROUP.ES