

COMPANY PROFILE

FROM
AND TO
LAUNCH

WEST
CAPITAL



ABOUT COMPANY

West Capital is a full-spectrum real estate advisory and marketing partner.

We guide developers from land selection to sales execution, ensuring that every project is strategically positioned, effectively marketed, and successfully sold.

With more than 5 years of proven experience, we combine market insight, innovative marketing, and sales excellence to deliver measurable results.

OUR VISION

To be the trusted partner for real estate developers, shaping market success through integrated solutions and long-term value creation.

OUR MISSION

We empower developers with a 360° service model — covering research, pricing, branding, marketing, and sales. Our mission is to bridge creativity with commercial results, ensuring projects achieve strong positioning, sustainable growth, and investor confidence.



MARKET RESEARCH & GO-TO-MARKET STRATEGY

Comprehensive Market & Competitor Analysis:
Studying projects, ticket sizes, market absorption rates, and sales velocity.

Product & Pricing Design:
Recommending unit mix & types, initial pricing, and clear discount governance.

MARKET RESEARCH & GO-TO-MARKET STRATEGY



Payment Plan Engineering:

Flexible installment structures (Down Payment, Balloon, Step-Up) tailored to multiple buyer segments.



Feasibility & Positioning Insights:

Actionable data to guide effective market positioning and entry strategy.

BRAND POSITIONING & MARKETING EXCELLENCE



Brand Identity Development:

Building brands that reflect the project's vision and stand out in a crowded market.



Campaign Strategy (Outdoor, Meta, Google):

Integrated marketing plans that maximize awareness and reach.



SALES FORCE DEVELOPMENT & EXECUTION



Professional Team Structure:

Building and training sales teams of 15+ members (Telesales, Juniors, Seniors, Team Leaders, QA).



Response & Follow-Up Excellence:

Engaging every lead within 15–30 minutes + structured follow-ups (8–10 attempts in the first two weeks).

SALES FORCE DEVELOPMENT & EXECUTION



Sales Playbook:

Ready-made scenarios, FAQs, and objection-handling scripts to boost conversions.

Site Tours & Closing Management:

Organizing client visits, negotiations, and contract finalization.

Daily Sales Intelligence Reports:

Tracking KPIs, lost opportunities, and continuous improvement recommendations.

01

Broker Database Development:

Curated networks segmented by reputation, market, and specialization.

02

Onboarding Pack:

Clear commission structures, discount policies, and engagement terms.

03

Inventory Broadcast:

Regular updates shared via portals, GLs, and WhatsApp channels.

BROKER NETWORK MANAGEMENT

04

Broker Enablement & Training:

Monthly Open Houses, site walk-throughs, and sales training sessions.

05

Account Handling & Payouts:

Transparent commission process tied to contracts and collections.

06

Performance Dashboards:

Weekly and real-time broker performance tracking and conversion reports.

BROKER NETWORK MANAGEMENT

CRM & LEAD MANAGEMENT TECHNOLOGY



Integrated CRM System:

Full pipeline management, lead tracking, and instant reporting dashboards.

Seamless Integration:

Connected with Call Center and Business WhatsApp for complete visibility.

Developer Transparency:

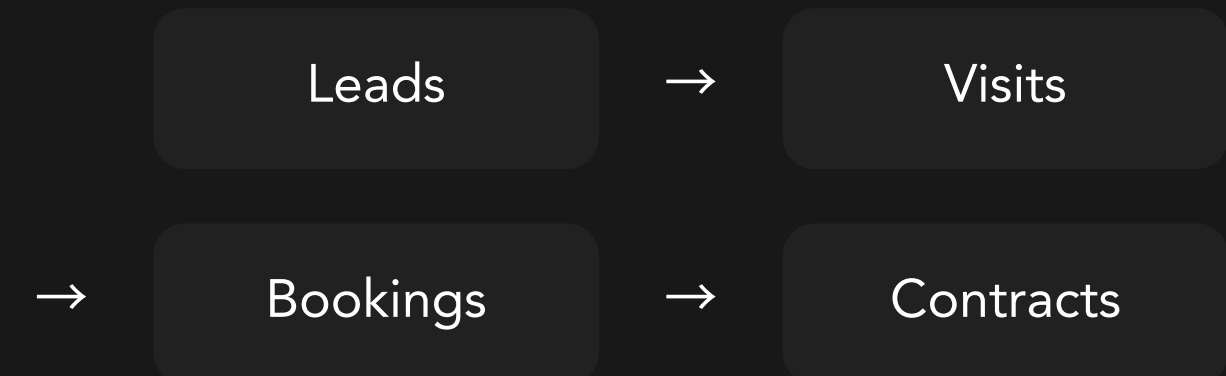
Giving project owners real-time access to sales and collection progress.



GOVERNANCE & PERFORMANCE REPORTING

Weekly Pipeline Reviews:

Tracking leads through all sales stages



GOVERNANCE & PERFORMANCE REPORTING

MBR & QBR Reports:

Monthly and quarterly reviews to evaluate performance and adapt strategies.

Change Control Framework:

Structured approval process for pricing or plan adjustments with clear timelines.



West Capital" Your Partner in Sales, Marketing & Operations Excellence

We are not just a service provider, we act as a strategic partner covering the full sales and marketing cycle for real estate projects:



Designing end-to-end go-to-market strategies.



Creating powerful brand positioning and campaigns.



Building and managing dedicated sales teams that deliver results.

West Capital” Your Partner in Sales, Marketing & Operations Excellence

We are not just a service provider, we act as a strategic partner covering the full sales and marketing cycle for real estate projects:



Driving broker relationships to keep inventory moving.



Providing technology tools (CRM) for real-time insights.



Ensuring governance, transparency, and measurable performance.

Pace. is a bold step into the future, combining innovation, quality, and seamless design. Located in the heart of Sheikh Zayed, it's a space created to inspire and bring people together in a dynamic, thriving environment.





Project Name

Pace Mall

location

Al Shabab Rd, Second Al Sheikh Zayed, Giza Governorate

Mall area

1000 m

Developer

Nudra

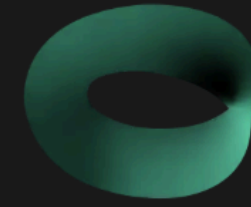
Mall Layout

clinics - offices - Commercial

Project sales

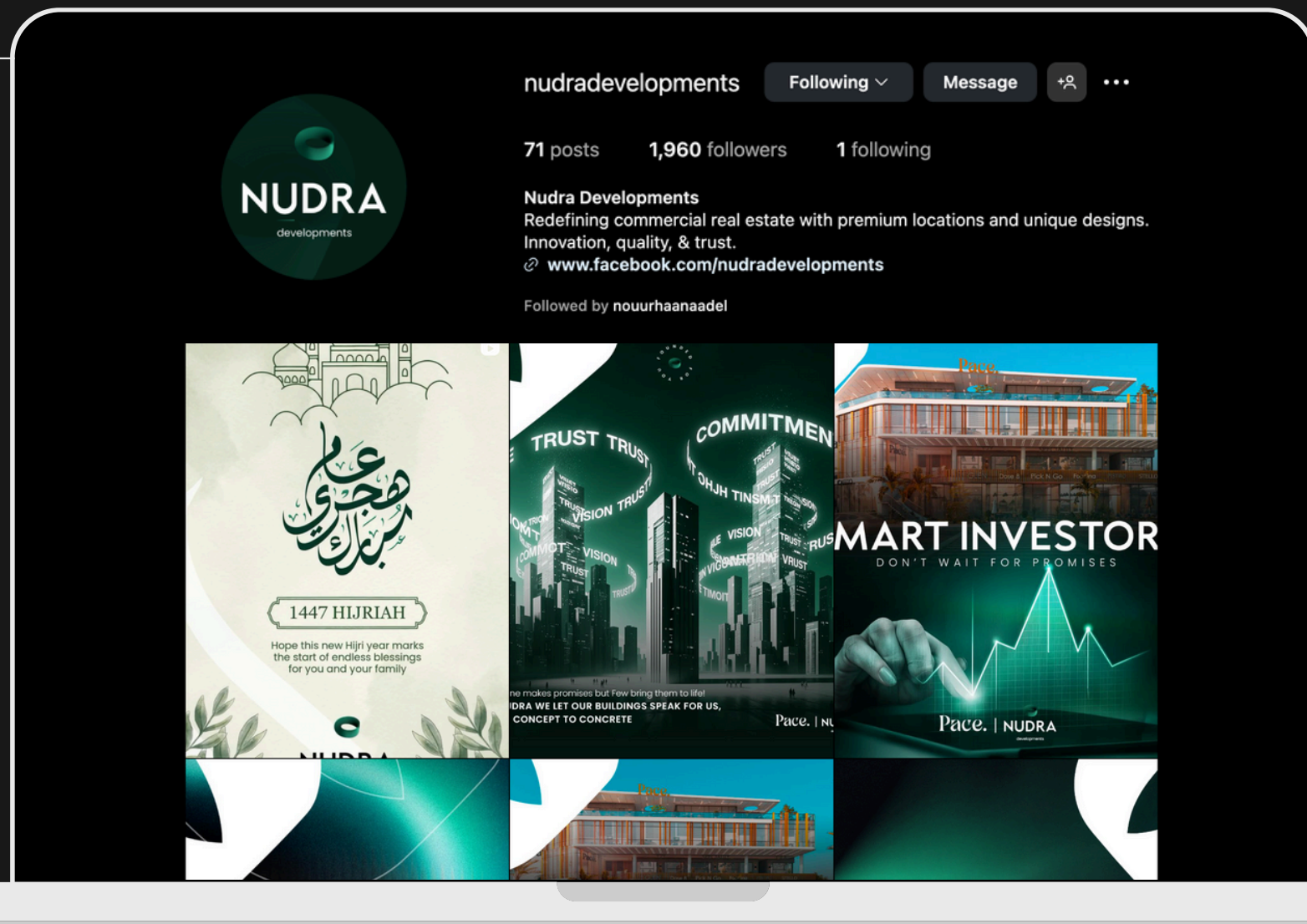
Half a billion

SOCIAL MEDIA MANAGEMENT



NUDRA

developments



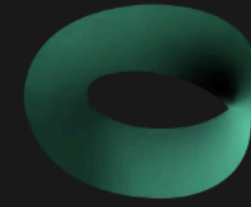
We launched and managed Nudra's official accounts on Facebook, Instagram, and LinkedIn, The content focused on building a strong brand identity and engaging the target audience.

CONTRACT SIGNING EVENT



We organized an exclusive contract signing event for Nudra's clients, The gathering brought together clients, brokers, and media, strengthening market trust in the project.

SOCIAL MEDIA CAMPAIGNS



NUDRA

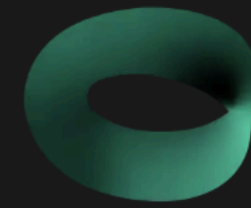
developments



Reach	Impressions	Frequency	Amount spent
102,236	326,985	3.20	122,650.00.م.ج
1,058,927	2,241,012	2.12	55,277.15.م.ج

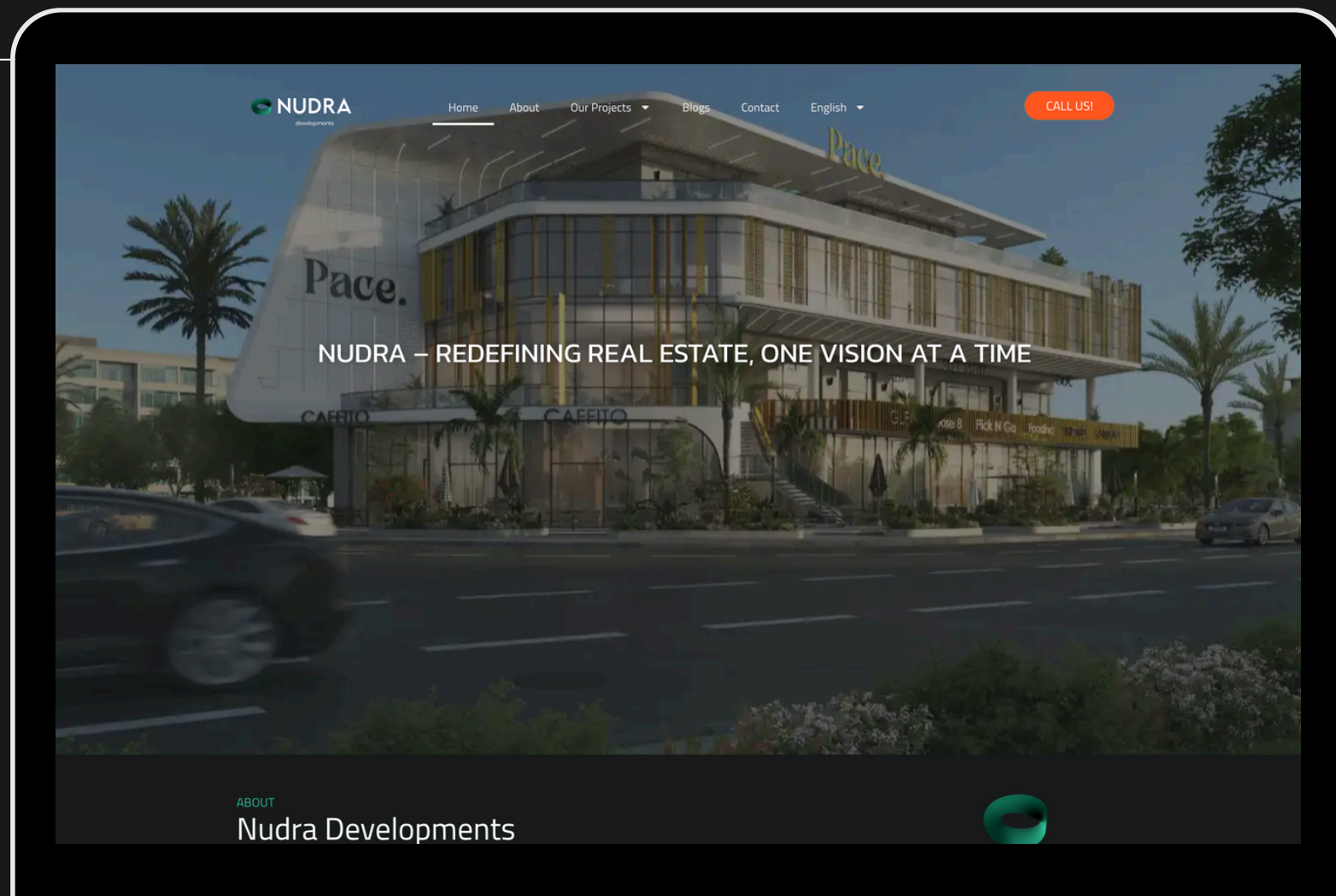
We executed integrated digital campaigns across Meta and Google, These campaigns generated wide reach and delivered qualified leads for sales.

WEBSITE DEVELOPMENT



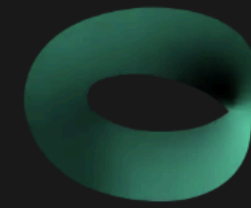
NUDRA

developments



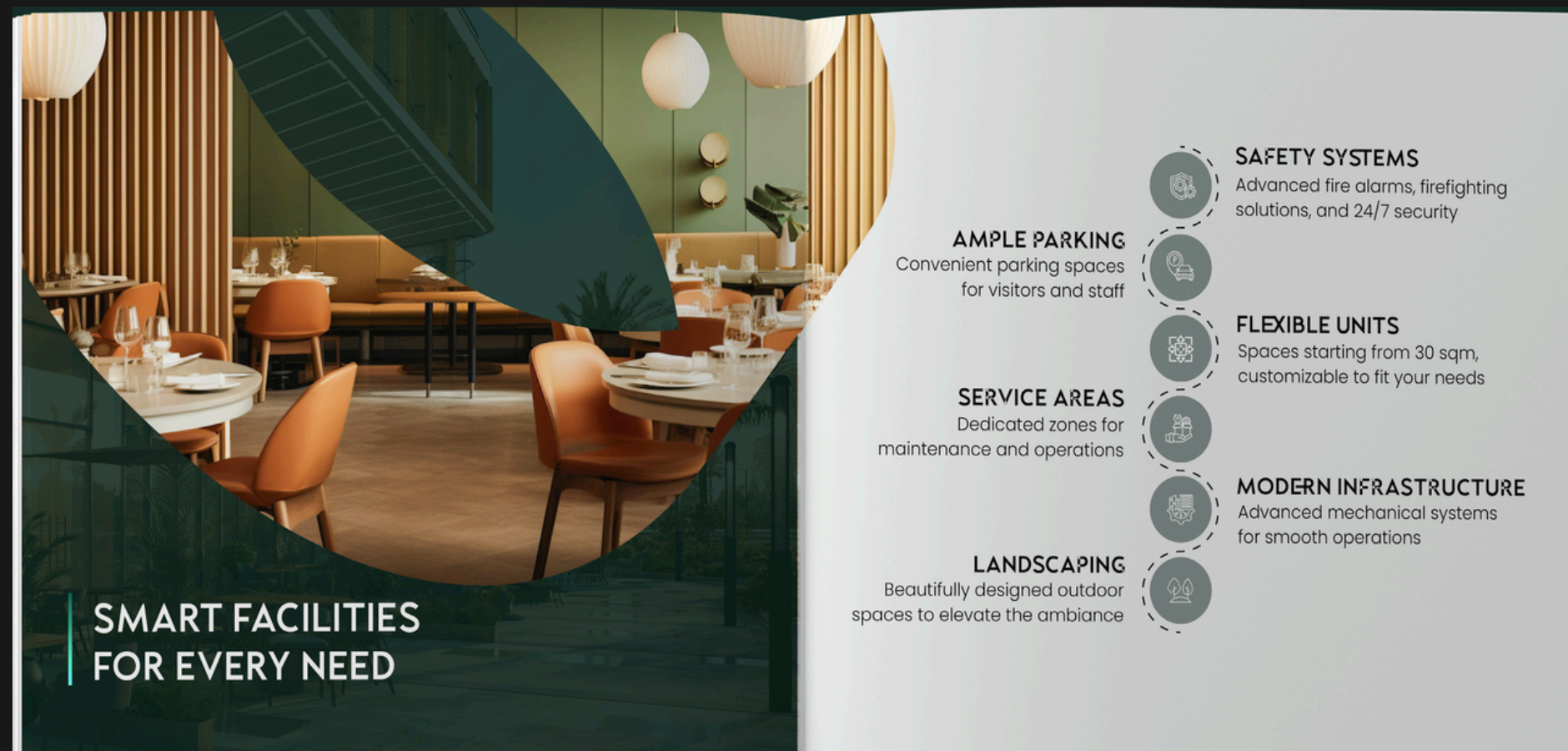
We developed Nudra's official website to reflect the company's identity and projects, The site became a central platform for showcasing developments and capturing client inquiries.

DEVELOPING BROCHURE



NUDRA

developments



We designed a professional sales brochure that reflects Nudra's brand identity, It provides clear project details and supports the sales team with an effective tool.



Cube is where ambition meets opportunity,
a modern commercial hub designed for
those ready to start, grow, and lead.





Project Name

Cube Mall

location

Riviera Street, El Thawra, El Khadra, Second Al Sheikh Zayed, Giza

Mall area

2890 m

Developer

Isla

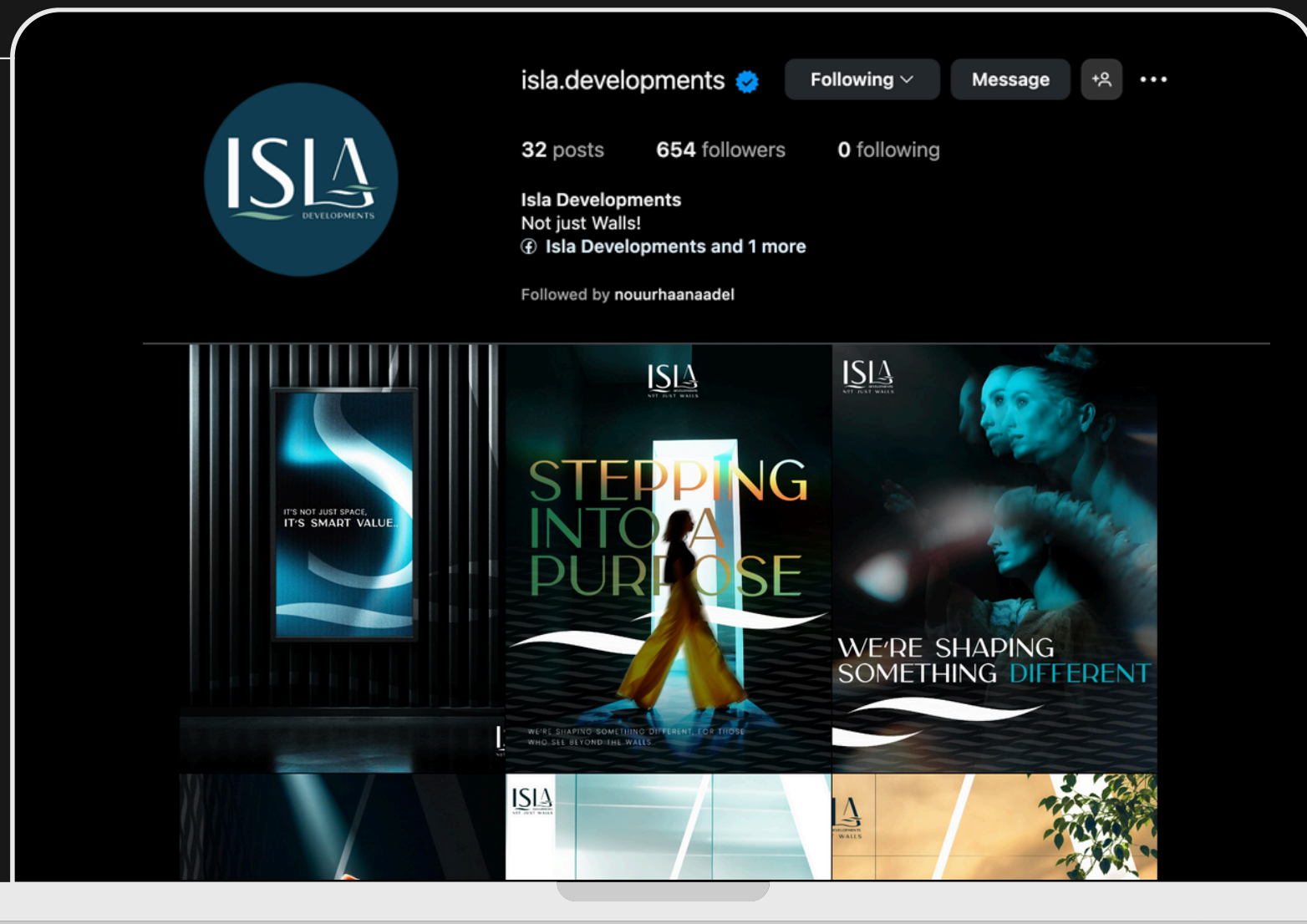
Mall Layout

clinics - offices - Commercial

Project sales

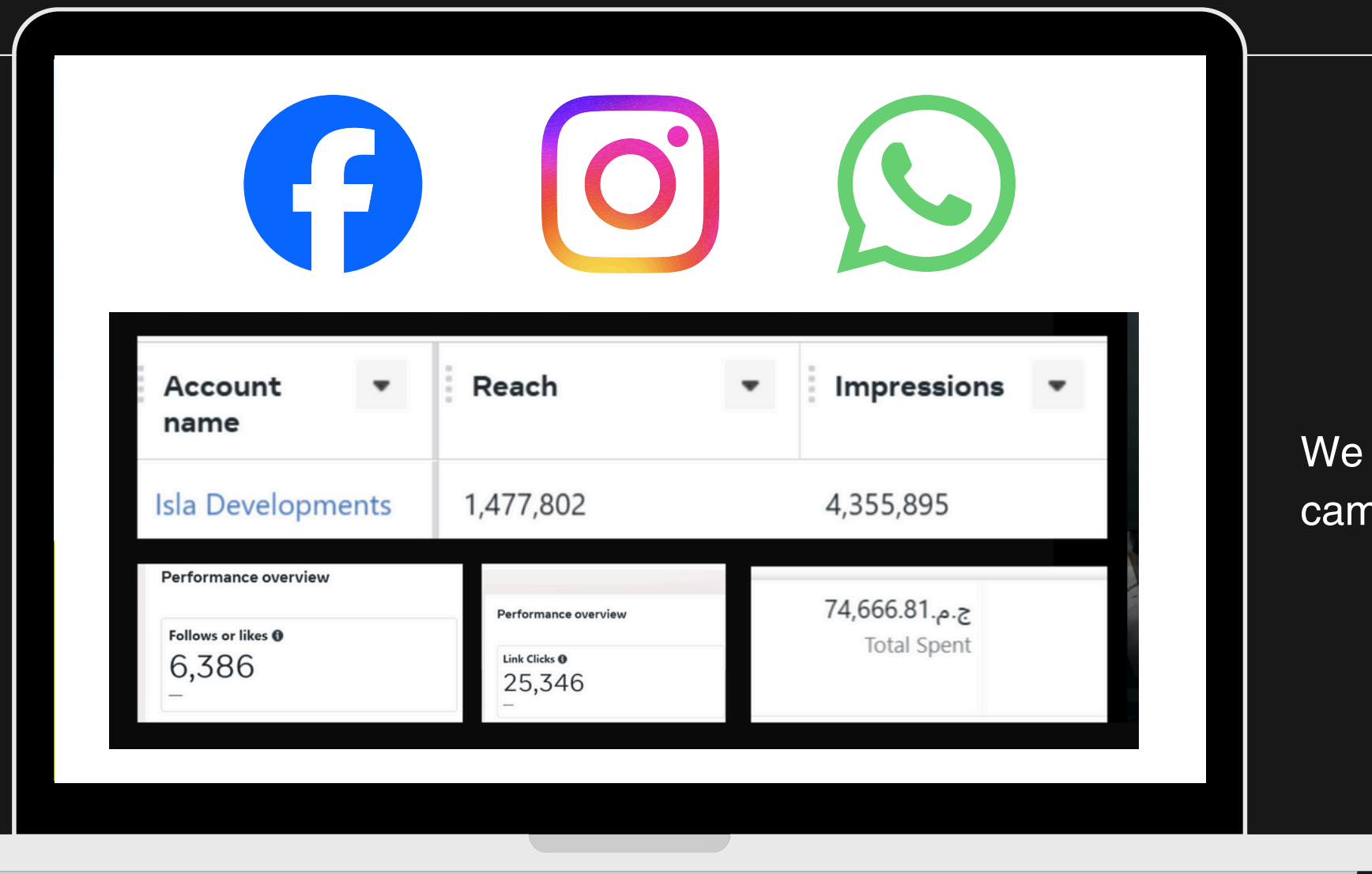
One billion

SOCIAL MEDIA MANAGEMENT



We launched and managed Isla's official accounts across Facebook, Instagram, and LinkedIn, The content highlighted Cube Mall and positioned Isla as a modern and trusted developer.

SOCIAL MEDIA CAMPAIGNS



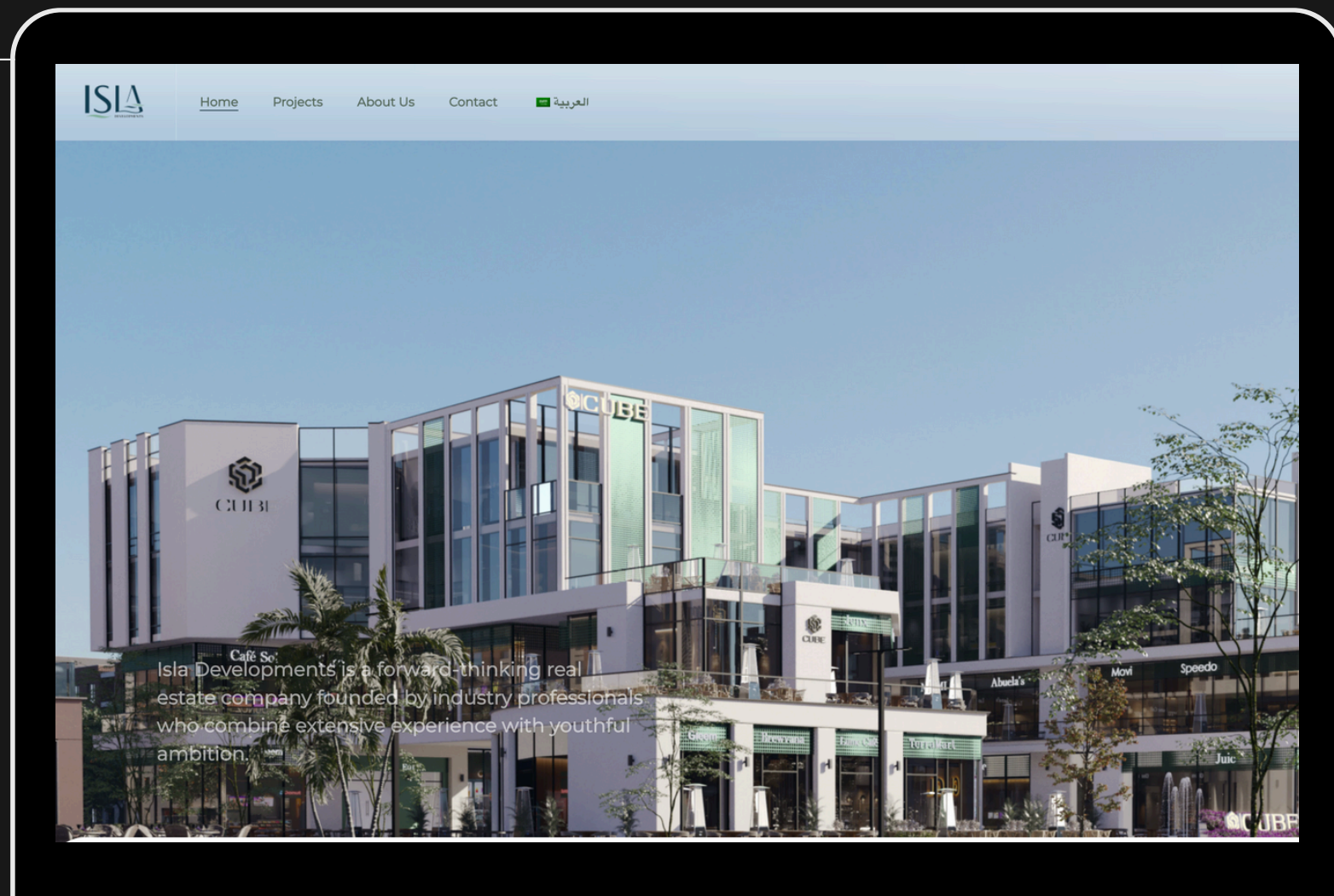
We executed integrated digital campaigns on Meta and Google, The campaigns drove strong awareness and generated consistent qualified leads.

OUTDOOR CAMPAIGNS



We rolled out a powerful outdoor campaign across Sheikh Zayed's main roads, The billboards created strong visibility and reinforced Isla's presence in the market.

WEBSITE DEVELOPMENT



We developed a user-friendly website that elevates Isla's brand presence online, It combines sleek design with functionality to engage clients and present projects.

DEVELOPING BROCHURE



PE OF SOMETHING BIGGER

THE AMBITION MEETS
A MODERN
SUB DESIGNED FOR
TO START, GROW,

BRINGING TOGETHER RETAIL,
DINING, CLINICS, AND OFFICES IN
ONE SEAMLESS EXPERIENCE, CUBE
OFFERS MORE THAN JUST SPACE, IT
OFFERS A FOUNDATION.

HERE, YOUR BUSINESS DOESN'T
JUST EXIST. IT THRIVES!

IT ALL START
WITH
A CUBE



CUBE isn't just a name, it
represents the core of
everything: the first block,
the first idea, the first move.

We created a branded brochure tailored for Isla's Cube Mall, The brochure showcases unit types, key features, and positions the project with a premium image.

SALES STRATEGY

Launching with

3 out of 6 buildings

Target sales

60% – 70%
of total inventory

PAYMENT PLANS

20% down payment
up to 3 years

25% down payment
up to 4 years

30% down payment
up to 5 years

8%

Maintenance deposit

CASH DISCOUNT

25:30%

Discount for full upfront payment

WEST
CAPITAL
FROM LAND TO LAUNCH

WEST CAPITAL	PLAZA
Sales office	Branding (Company + Project)
Sales team	Marketing (Company + Project)
PR team	Hot Line
Operation Team	Printing
Financial Team (for sales only)	

WEST
CAPITAL
FROM LAND TO LAUNCH

Through our work “West Capital” proved that we don’t just market projects, we drive their success.

From research and branding to campaigns, sales, and operations, we act as a true partner that ensures developers achieve their vision and meet ambitious sales targets.



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