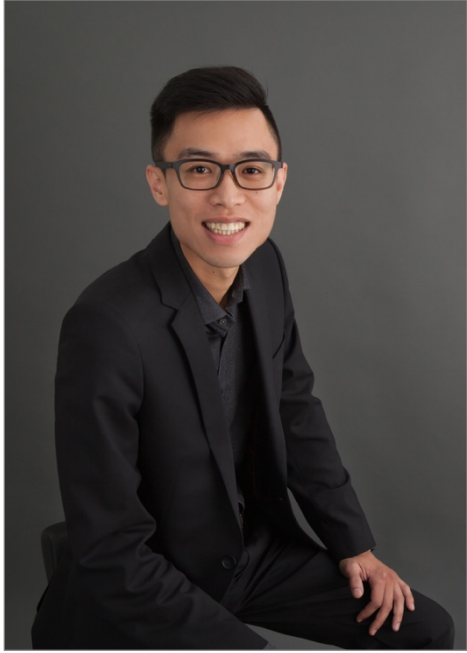


Next **Level** Marketing

INDUSTRY leading expertise, accolades to back it up, and sales records that speak volumes is what marketing pros JOSH YIP and MELISSA TSAO bring to your next great development project. Between them is the combined knowledge of successfully marketing large-scale developments and the razor-sharp ability to attract buyers both locally and from around the globe.



Josh Yip President and Partner at Jovi Realty

"It's incumbent on me to constantly be evaluating the latest and most-effective approaches to real estate marketing."

KNOWN for his extensive connections and sales prowess, Josh was recognized as the Top Producer with the BRAG Award for 2015 from the Onni Group of Companies. For two years in a row he earned the Top Points Producer Award from Multiple Realty Ltd. and the High Calibre Realtor Top Producer Award for Magnum Projects Ltd.

Previously the team leader of the VIP Real Estate Team, he went on to help found Jovi Realty, a contemporary boutique-style brokerage firm.

Melissa Tsao Realtor and Marketing Expert

"I'm inspired everyday to help my clients to not just reach, but to exceed their real estate goals."

AN award-winning Realtor specializing in the marketing of multi-unit developments, Melissa's most recent large-scale project was her role as the sales manager at Tate Downtown. Recognized early in her career for her determination, Melissa earned the Office Rookie Award during her first year in real estate in 2010. From that promising start, Melissa has continued to earn accolades – consistently being recognized with the Platinum Award for her sales achievements. Melissa is able to serve clients in Cantonese and Mandarin.





Recent Successes

CRESCENDO: A collection of luxury condos and townhomes near Crescent Beach in South Surrey by Isle of Mann group of companies. Melissa was hand-picked to help market this mega-project on one of the last remaining riverfront properties being developed in South Surrey.

TATE DOWNTOWN: Brought in initially to help with marketing, Melissa was quickly noticed for her exceptional sales skills and was soon promoted to sales manager for the Tate Downtown. Sales at the contemporary 32-level high-rise soared under her guidance, with the downtown Vancouver project on target to sell out.

Constantly Looking Ahead

DISCOVER hands-on, dedicated service that generates timely results from an exceptional team with both the connections and reputation to meet your marketing goals. As a comprehensive marketing group, we manage every facet of your development project. Our job is to not just see the potential, but to help our clients fully realize that potential. With that commitment in mind, we operate with a single guiding goal: to deliver the best possible results for our client.

Our Process + Promise

Phase I

- Provide guidance and direction, along with the vendor, to consultants such as the architect, interior designer and graphic designer.
- Devise overall marketing strategy based on market research, target market and brand positioning.
- Provide input on development, including unit mix, floor plans, and spec input.
- Develop priority registration and lead generation strategies.
- Create master marketing budget.

Phase II

- Develop overall theme and positioning.
- Source and direct all creative groups and develop and coordinate all marketing materials.
- Coordinate with staff and recruit as required.
- Consult with marketing agency regarding advertising, promotions and public relations.
- Advise and consult on pricing structure and strategies.

Phase III

- Grand-opening launch/commence sales and management.
- Planning and hosting events and maintain ongoing sales and management.
- Manage ongoing service and customer retention programs.

