londonist
INVESTMENTS

BERKELEY ISTANBUL EVENT

25-26-27 May 2023

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Işıl Sıpçık



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About londonist
INVESTMENTS

Londonist Investments enables international real estate investors to invest with confidence, with its sector expertise and customer satisfaction-focused approach.

Londonist Investments is an international real estate consultancy firm with offices in major cities such as London, Istanbul, and Shanghai. With its experienced team and years of industry experience, the company aims to connect its clients with the right real estate investments.

Through our consultancy services, we assist international investors in exploring the real estate markets in the UK, Turkey, Dubai, Cyprus, and Greece. We help them find the most suitable options according to their needs and provide support throughout the purchasing process.





About

Berkeley Group

Istanbul Event

The event showcasing the unique portfolio of luxury real estate properties owned by Berkeley Group, located in the most popular neighborhoods of London, was held in Istanbul. The event took place at Mandarin Oriental Bosphorus on 25th, 26th, and 27th May 2023, between 11:00 AM and 7:00 PM.

The event was attended by appointment only, and our guests had the opportunity to have one-on-one meetings to gather information about the projects and payment terms. Additionally, they had the chance to meet with mortgage brokers, lawyers, and finance advisors.

Summary

We have prepared this report based on our work, notes, and statistics regarding the Istanbul Collection event organized by the Berkeley Group.

As Londonist Investments UK Team, the following members participated in the event:

- Fulya Doğan, Director of Turkey
- Hakan Özdeğirmenci, Business Developer
- Yasemin Öztürk, Sales and Marketing Consultant
- Işıl Sıpçık, Sales Representative
- Ümmühani Ergül, Office Assistant
- Hilal Bikirli, Sales & Business Development Executive

Yasemin Öztürk and Işıl Sıpçık conducted meetings with our clients throughout the three days of the event.



Before Event

Before the event took place, we conducted preparation meetings with our team. We made plans regarding the advertising process, campaigns, posts, and how to reach our customer data.

Our planning process started with our social media preparations. Our marketing team prepared alternative campaigns and presented them to the management team. The advertising and post images, as well as promotional texts, were created in accordance with the information and theme provided by Berkeley Group. (The images are shared on subsequent pages.)

The prepared social media posts were shared on our company accounts, and our story campaigns were reposted once or twice a week as reminders. The managers of our company helped increase engagement by sharing the posts on their social media accounts.

To reach our customer portfolio, preparations for an initial mail-out were initiated. In this regard, content and design work introducing the organization was carried out. This mail-out was shared with our customers in our expanding database four times over a four-week period. (All designs are shared on subsequent pages.)

Two brochure works were planned to provide preliminary information to our customers. Our first work was prepared in Turkish and English formats for the purpose of introducing the Londonist Investments UK Unit. The second work was prepared in a catalog format based on the projects that Berkeley Group will present within the scope of the organization.

Tote bag works were carried out to be given to the participants during the invitation, combining them with the notebooks and pens we already have. The business cards of our Turkey team were updated, and name badge designs were prepared for use throughout the organization.

Design Process

Instagram Posts













Instagram Story Posts













Berkeley Campaignes Statistics

Berkeley TR-1





IMPRESSIONS	FREQUENCY
1,679,261	6.94

CLICKS	CPC
23,081	£0.04

AMOUT SPENT
£680.36

Berkeley TR-2





IMPRESSIONS	FREQUENCY
306,053	3.71

CLICKS	CPC
4,508	£0.04

AMOUT SPENT
£124.49

Berkeley AR-2





IMPRESSIONS	FREQUENCY
396,138	5.79
CLICKS	**CPC**
5,655	£0.03
AMOUT SPENT	
£156.39	

Berkeley AR-2





IMPRESSIONS	FREQUENCY
1,099,320	13.09
CLICKS	**CPC**
14,104	£0.03
AMOUT SPENT	
£444.92	

Mailing





Follow-Up Mailing

Isil Sipcik <isil.sipcik@londonistinvestments.com>
to me

"HATIRLATMA MAİLİDİR!"

Merhabalar,

Sizlere **Londonist Investments**'tan ulaşıyoruz.

Yakın iş birliği içerisinde bulunduğumuz **Berkeley Group** tarafından düzenlenen organizasyonumuza ilginiz için ***teşekkür ederiz.***

25-26-27 Mayıs günlerinde gerçekleşecek organizasyonumuz için kaydınız ve randevunuz oluşturulmuştur.
Görüşmeler, 11:00-19:00 arasında gerçekleştirilecektir. *(Saat tercihinizi bizlere ulaşarak iletebilirsiniz.)*

£285.000'den Başlayan Yatırım Fırsatları için Doğru Adrestesiniz!

Organizasyonda detaylı tanıtımı yapılacak projelerimize dair bilgilendirmeye **ekte** sizlere ilettiğimiz **kataloğumuzdan** ulaşabilirsiniz.

Organizasyonumuzun gerçekleşeceği Mandarin Oriental konum bilgisi için lütfen linke tıklayınız.

***Aşağıda sizlere iletilen davetiyenizi lütfen katılım sırasında görevlilere gösteriniz.**
Davete katılım randevular ve davetiye ile gerçekleştirilecektir!



Her türlü sorunuz ile alakalı sizlere yardımcı olmaktan mutluluk duyarız.

Güzel ve sağlıklı günler dileriz.

Organizasyonumuzda görüşmek dilekleriyle,

Saygılar,
Londonist Investments Turkey Team

Marketing Materials For The Event

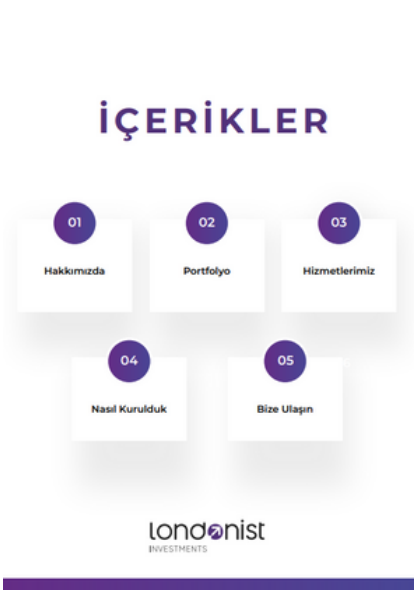






Brochure







Catalogue





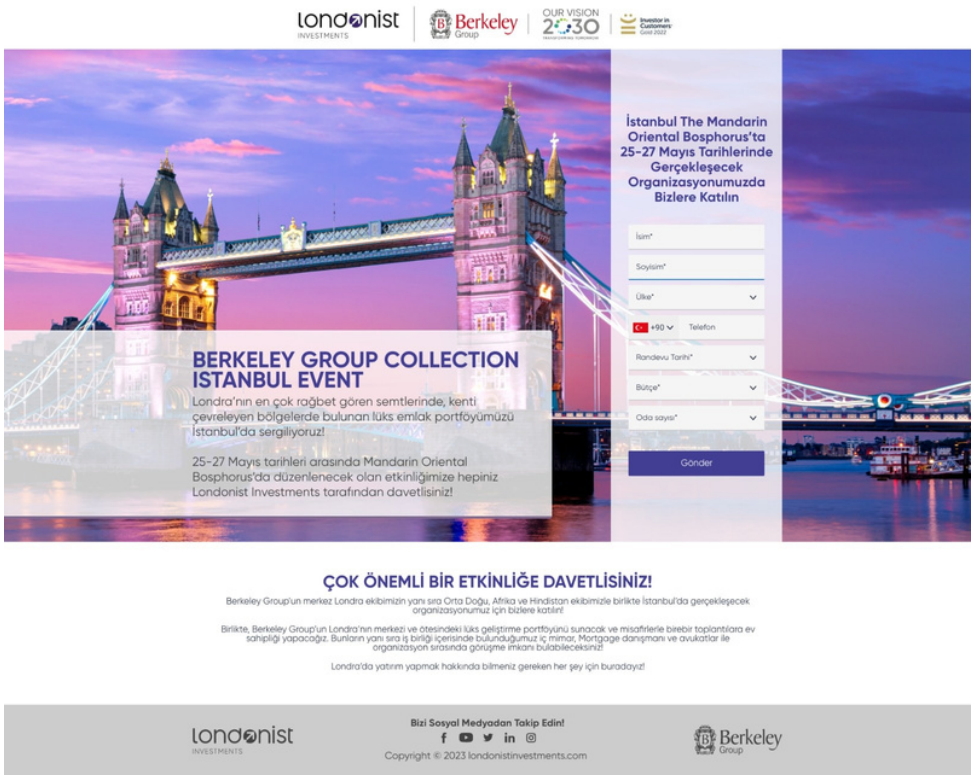


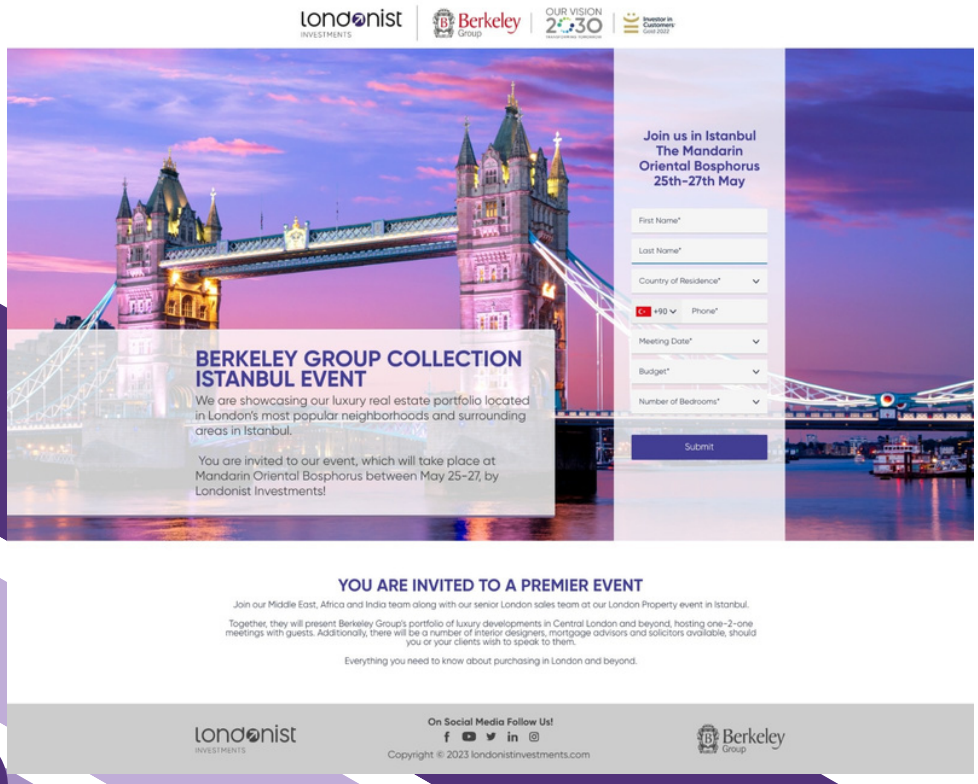
Invitation, Follow-Up and Introductions

A landing page has been created to encourage our invited customers and interested individuals from social media to register.

Through this page, our customers filled out forms and submitted them to us based on their preferences. Once the forms reached us as CRM leads, duplicate entries were matched with the correct profiles and manually recorded on behalf of our agency on the registration page prepared by Berkeley Group.

Below, you can find the visuals and statistics related to the landing page campaigns prepared by the marketing team at Londonist Investments.





Clicks
48.032

Viewing the Commercial
3.532.601

Access Access to Commercial
360.964

Yasemin Hanım and Işıl Hanım were directly contacted by our high-priority customers and invited them. It was decided to have the rest of our data contacted and invited by a call center.

The text used to invite our customers, which was delivered to the call center, is on the next page.

On the right side of the page, you can see the statistical results obtained through our collaboration with the call center.

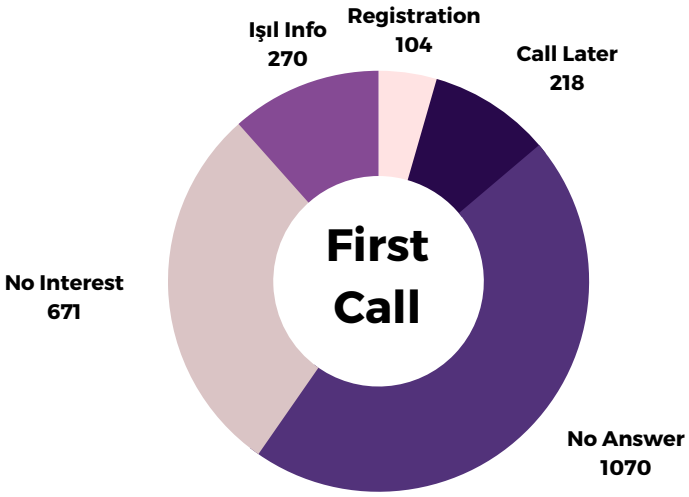
During the three-week calling campaign, the notes specified in the daily reports submitted to us were entered into the system on an individual basis, records were manually organized, and communication was established with customers requesting information and messages. As part of this process, 384 WhatsApp messages and emails were sent, and 10 individuals were contacted as follow-ups.

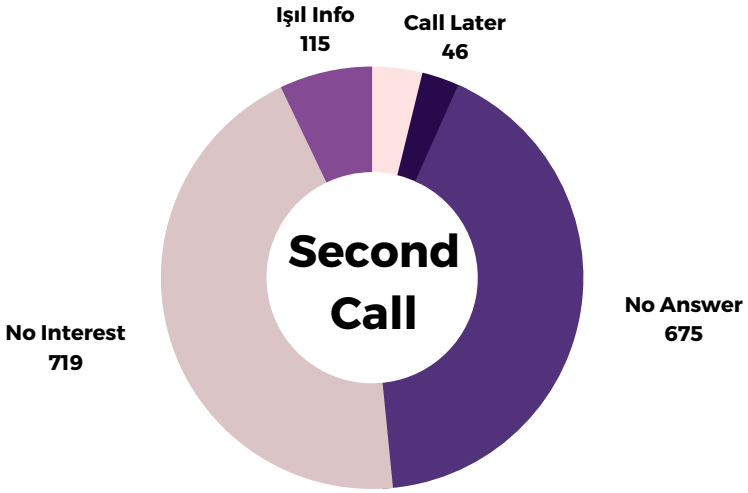
All registered invitees received emails containing brochures, invitations, and location information for a period of two weeks. These emails were sent three times. Additionally, a reminder was sent to 497 individuals, including customers who expressed interest, through WhatsApp messages twice.

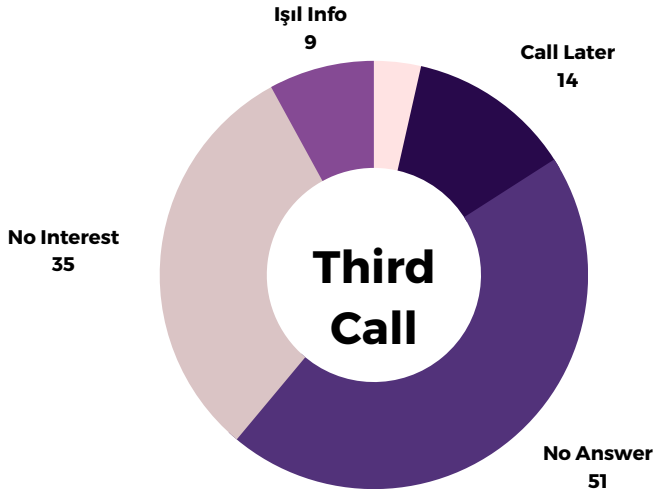
In total, 151 registrations were recorded as part of the campaigns, leads, and call center calls. Five individuals contacted us to indicate that they would not be able to attend, and a total of 38 individuals participated in our organization from the registration list. *(Details on page 17.)*

CALL CENTER GRAPHICS

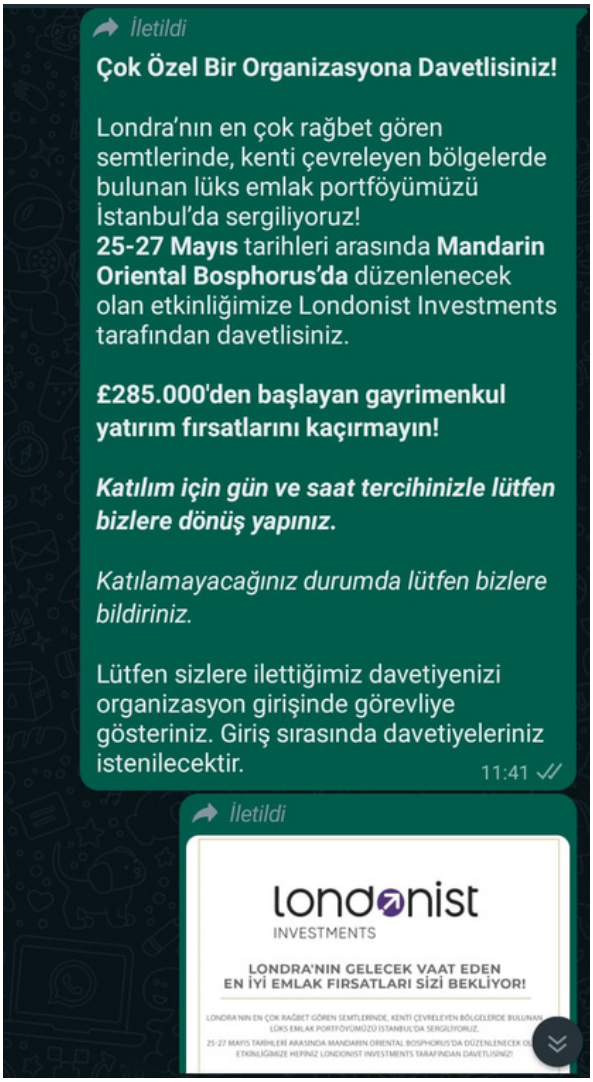
- Registiration
- Call Later
- No Answer
- No Interest
- Işıl Info

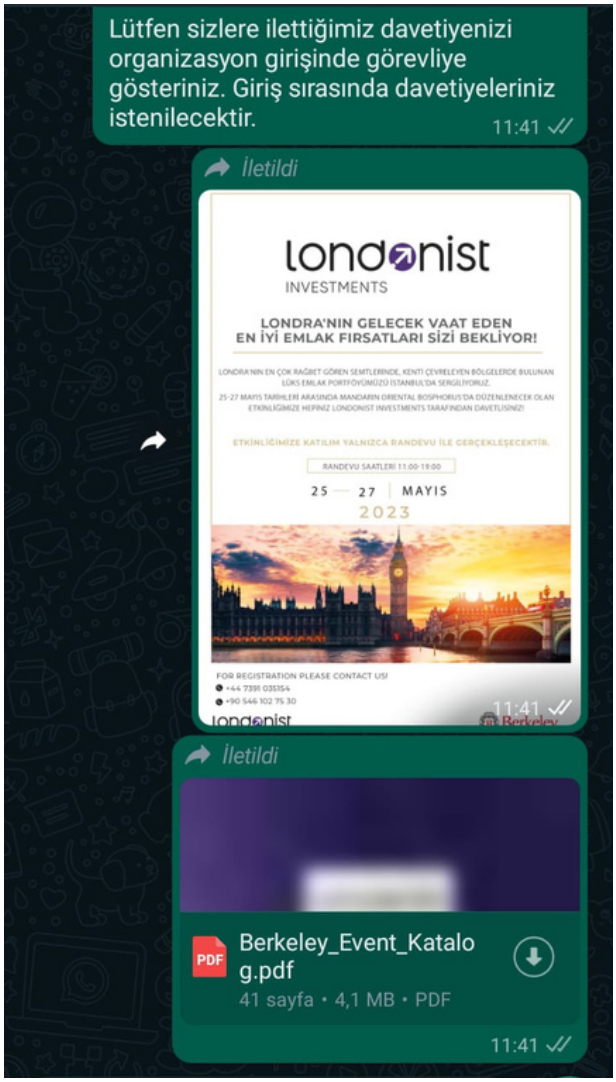






The Whatsapp Messages





Invitation Mails

Merhabalar,

Sizlere Londonist Investments'tan ulaşıyorum, adım Işıl.
Daha önce sizlere ulaştığımız üzere; Berkeley organizasyonu hakkında bilgi rica etmiştiniz.

Davetiyemizi aşağıda sizlere iletiyorum.
Organizasyonda paylaşılacak projelere dair bilgilendirmeyi içeren kataloğumuza ise linkten ulaşabilirsiniz.

Bir sorunuz olduğu takdirde yardımcı olmaktan mutluluk duyarım.

Çok Özel Bir Organizasyona Davetlisiniz!

Londra'nın en çok rağbet gören semtlerinde, kenti çevreleyen bölgelerde bulunan lüks emlak portföyümüzü İstanbul'da sergiliyoruz!
25-27 Mayıs tarihleri arasında Mandarin Oriental Bosphorus'da düzenlenecek olan etkinliğimize Londonist Investments tarafından davetlisiniz.

Kayıt için: https://londonistinvestments.com/landing/tr/berkeley-event

**Lütfen, aşağıda bulunan sizlere ilettiğimiz davetiyenizi organizasyon girişinde görevliye gösteriniz. Katılım, randevu ve davetiyeler ile gerçekleştirilecektir.*

THE BERKELEY GROUP
LONDON
COLLECTION
LONDRA'NIN GELECEK VAAT EDEN
EN İYİ EMLAK FIRSATLARI SİZİ BEKLİYOR!

Call Center CRM Calls Content

This content has been provided to Call Center in Turkish.

Merhabalar, sizlere Londonist Investments'tan ulaşıyorum. ... Hanım/Bey ile mi görüşüyorum? İngiltere'de gayrimenkul yatırım planı ile alaklı bir form doldurmuşsunuz, buna istinaden sizleri aramıştım.

İngiltere'nin önde gelen inşaat firmalarından ve bizim de yakın iş birliklerinde bulunduğumuz Berkeley Group (Börkli Grup), 25-27 Mayıs tarihlerinde İstanbul'da bir organizasyon düzenliyor.

Bu organizasyon, gayrimenkul yatırımı ile ilgilenen müşterilerle birebir toplantılarla ve randevularla gerçekleşecek.

Berkeley Group'un sahip olduğu geniş portfolyoya ulaşmak için nadir gerçekleşen bu fırsatı kaçırmanızı istemeyiz. Birebir gerçekleşecek bu görüşmelerde; ödeme planları, hukuki süreçler ve mortgage işlemleri ile ilgili detaylı bilgi alabileceğiniz ve erken yatırım olanaklarını değerlendirebileceğiniz bir fırsat sunuyor!

Randevularımız dolmak üzere, bu nedenle dilerseniz kaydınız şimdi oluşturabiliriz.

https://londonistinvestments.com/landing/tr/berkeley-event (Bu link üzerinden kayıtlarını oluşturabilirsiniz. Kayıt için evet/siz linki iletin ben doldururum diyen müşterileri lütfen Excel üzerinde belirtin.)

Bilgilerini vermek istemezlerse ya da çekinceli davranırlarsa: Dilerseniz sizlere kayıt yapabileceğiniz gerekli linki whatsapp yolu ile iletebiliriz.

Follow-up (Davete Evet/Hayır cevabının ardından) İlave olarak doldurduğunuz forma ve bize başvurunuza istinaden yatırım planınızla ilgili sizlere yardımcı olmak isteriz.

Dilerseniz satış yöneticimizi sizlerle direkt iletişime geçirebiliriz. (evet diyenleri işaretleyelim lütfen)

Yatırım planınızla ilgili her türlü sorununuz için 0546 102 75 30 numarası / isil.sipcik@londonistinvestments.com mail adresi üzerinden bizlerle her zaman iletişime geçebilirsiniz.

During Event

We prepared for the week of the event with our final checks and reservation calls. We created a detailed list of participants' budgets, CRM registration links, special requests, and projects we could recommend.

With the arrival of Ms. Yasemin at our Turkey office, we completed our final checks and preparations. We prepared the bags and notebooks to be given to our customers and gathered them to be sent to us the next day.

On Thursday, May 25th, we arrived at the event venue early in the morning to start the day's preparations. We carefully recorded the detailed information of customers who specified their arrival time, those who informed us that they couldn't attend, and those who called last minute to register.

When our first customer arrived, Fulya Doğan, Hakan Sabri Özdeğirmenci, and Ümmühani Ersoy from our Turkey office visited us. They expressed their support and well wishes. Throughout the day, Ümmühani assisted us in taking care of our customers, while Hakan supported us by contacting potential buyers he had invited.

At the end of the day, we compiled notes on all participating customers and carried out the necessary assignments.







On Friday, May 26th, we arrived at the venue early in the morning before the start of the event. We prepared by reviewing our preliminary work and the notes of the customers who visited us the previous day.

Appointments on Friday were handled only by Yasemin and Işıl. After a busy day, we compiled notes on all participating customers and carried out the necessary assignments.

On Saturday, May 27th, we once again arrived at the event early in the morning. We completed our preparations and reviewed the day's plan. We ensured the control of customers in the reservation process and provided the necessary information in the designated areas.

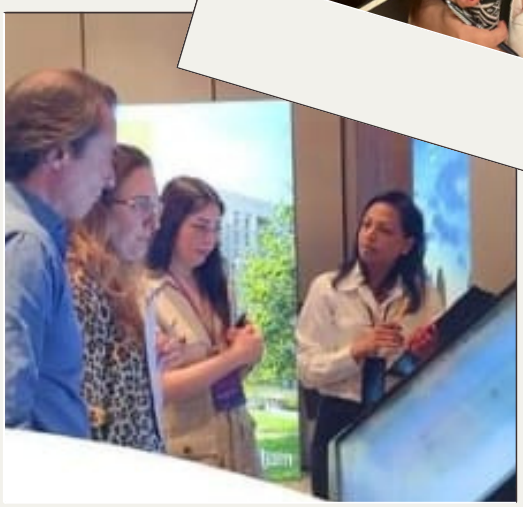
Hilal Bikirli supported us on Saturday. She helped us manage the customers and maintain the flow in the most suitable way. Two of our customers had to leave due to last-minute reasons.

While Yasemin conducted the final meetings with our customers, Işıl met with Leila, the Berkeley Group representative, to go over the participant list and complete her final checks carried out over the past three days. After the last customer left, Yasemin and Işıl reviewed the notes of all participants and registered them for the preparation of a report. Some customers were contacted for follow-up purposes to gather their feedback after the event.









May 25TH

Attendents

Name	Projects	Event Notes
Esra Akın	PR RAR	£450K South London or close to Central London We've met her before in the office too.
Tayfun Cetin		Agency. We discussed for potential business partnership.
Mehmet-Ebru Kerem Eser	GU CL	£500k, 1 bed Previous customer They are more serious about investment now. Their children staying in DMC's Camden unit. Transport units, daughter self-living.
Aysel Yavuz Öcal	HQ EG SS	£400k She wants to invests with her sisters. They have property in USA.
Selcuk Borekci		£750k-£1m He came for info. Battersea, Vauxhall, Battersea locations.
Aylin Furtun	HQ EG	£300k Inci Türker's friend. Investment. She was interested in air-bnb options She has a son 14 years old. She wants to get him a student visa so he can study highschool in the UK. (We suggest DMC agency)
İnci türker	HQ EG	£300k They own a business. Maybe they can open another one in the UK for investment too.
Tolga Bilece	PR	£1m They want to invest for multiple units. Reservation made.
Nurettin Kıral	PR	£1m They want to invest for multiple units. Reservation made.
Jan Ahtari		He was only interested with residence permit.
Cenk Erginöz	HQ	More than one investment. 1 bed or studio. Manchester, Birnmingam.

May 26TH

Attendents

Name	Projects	Event Notes
Ozgur Ucman		£700k **Previous client** **Before the end of the year.**
Togan Turan	CL	£500k, 1 bed Lawyer. For personal use. Close to Central London. Zone 1-2-3-4
Berk Gol	CL EG	£400-500k Mortgage CL is their possible option.
Burak Dos	HQ GU RAR	Multiple units They are visiting London in June
Zehra Zeynep Kaysı	WCL POWD OV RAR	£800-700k, 2 or 1 bed Investment
Ali Lülü		£700k Previous client Before the end of the year.
Hasim Uslu	SS GQ	DMC's suggestion. £800k For themselves and their children.
Melis Ozdegirmenci	CL SS PR	DMC's suggestion. Viewing planned. CL
Prof. Mustafa Küçük	CL	Two daughters lives in London 2 beds London Center. He wants to invest for his daughters.
Ahmet Erkek	OV	For personal use Starting with £500-800k Legal info and financial info

May 26TH

Attendents

Name	Projects	Event Notes
Ali Sami İlhan		General info He has property in th USA He wants 7-8% rental yield
Cagri Can	CL HQ SS	They came from Bursa for meeting us. £500k, 1 bed
Kaya Uzen		We already made viewings with his daughters. He talked with solicitor, mortgage broker.
Orkun Bilis	CL	Friends recommended. £500k, 2 beds

May 27TH

Attendents

Name	Projects	Event Notes
Alev Turkben		£750k Cash buyer She wants to sell her units in Turkey first
Mine Tuğal		Alev Turkben's friend £750k Cash buyer She wants to sell her units in Turkey first
Emel Karamustafaoglu		Their children lives in the UK First for an investment 2 bed Completion is not an issue
Haydar Vural	HQ	Min price for a rental income Mortgage info
Müge Özgen		They had to leave
Tanzel Korkusuz		They had to leave
Ethem Alp Ozsan	CL KR HQ	Investment for their mother Central London £400-500k
Didem Karina Duru		£400k, 2 beds, in central 1 bed They are going to isit London office
Aliye Ale Akdeniz	BG SS	Our previous client Personal use in 2-2.5 years 2 beds London, close to schools
Gulsen Kirbas	GU SS CL	Her family lives in London. Her daughter made Ankara ag. and she is going to receive her resident permit soon £400k + mortgage, 3 beds, 2 beds Her daughter can visit the projects.

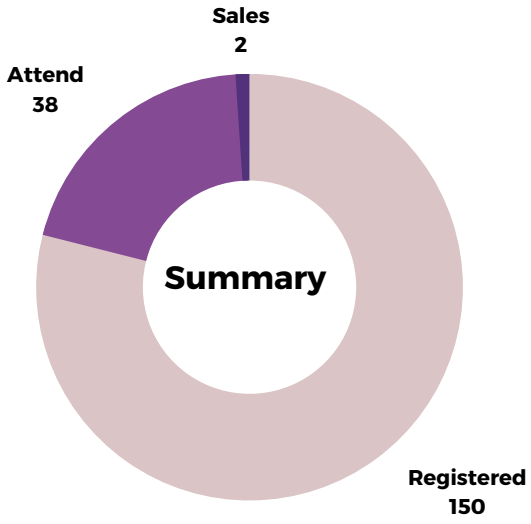
May 27TH

Attendents

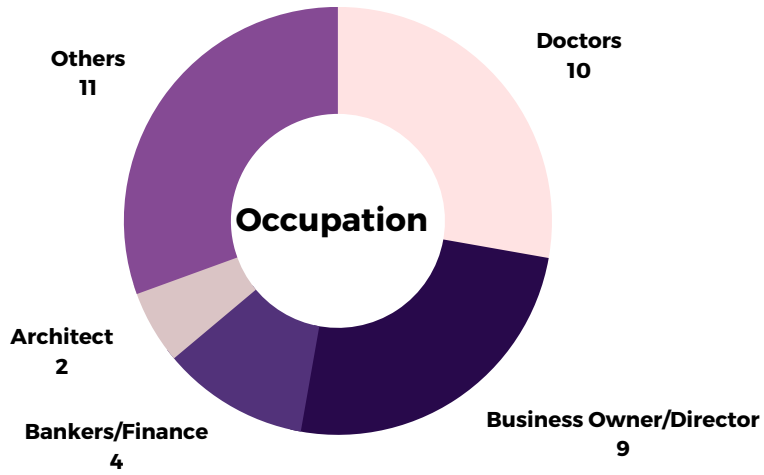
Name	Projects	Event Notes
Serdar Igci	POWD OV	General Info His friend suggested.
Gulsah Yasacan	SS CL PR OV KR POWD	£500k+mortgage They got a residence permit London zone 2 mostly, 2 beds, 1 beds Mortgage broker and legal info
Zehra-Erdogan Dadas		£200-300k Investment General Info

Attenders Analysis

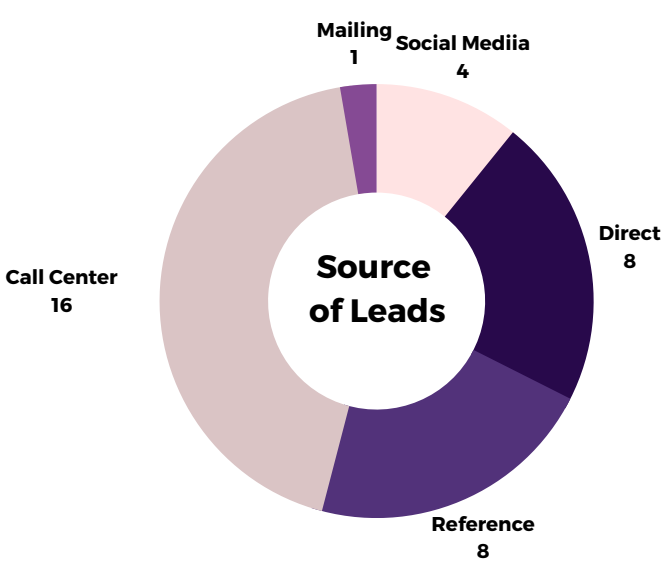
- Registered
- Attend
- Sales



- Doctors
- Business Owner/Director
- Bankers/Finance
- Architect
- Others

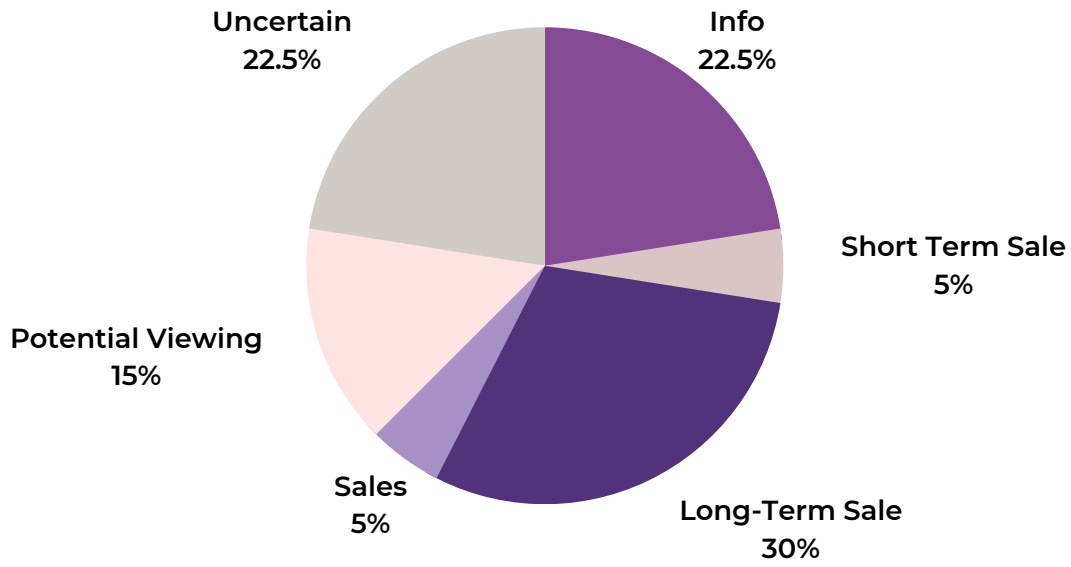


- Social Media
- Direct
- Reference
- Call Center
- Mailing



After Event

Our after-event statistics



Sales
Tolga Bilece
Nurettin Kıral

Potential Viewing
Burak Dos
Berk Göl
Gülsen Kırbaş
Mustafa Küçük
Ebru Eser

Short-Term Sale
Melis Özdeğirmenci
Emel Karamustafaoğlu

Long-Term Sale
Esra Akın
Aylin Furtun
Togan Turan
Zehra Zeynep Kaysı
Ahmet Erkek
Cağrı Can
Kaya Uzen
Haydar Vural
Alev Akdeniz
Serdar Igcı
Gülsah Yaşacan



Thank You Mail



Merhabalar,

Londonist Investments olarak etkinliğimize gösterdiğiniz ilgi ve katılımınız için **çok teşekkür ederiz**.

Sizleri aramızda görmek ve yüz yüze tanışmak bizler için mutluluk vericiydi!

Etkinlik süresince incelediğiniz projeler, edindiğiniz bilgiler ile alakalı tüm soru ve talepleriniz için bizlere ulaşabilirsiniz.
Görüşmelerimiz akabinde sizlere en uygun **projeleri e-posta** olarak ileteceğiz.

Güzel haftalar dileriz.

KATILIMINIZ İÇİN
TEŞEKKÜR EDERİZ!

londonist

Saygılar,

Londonist Investments Turkey Team

- All of our customers who participated in the organization were sent a thank you and information email.
- After following up on the satisfaction status by contacting all potential buyers, the necessary information requested was provided to them.
- Customers who decided to make a reservation and their needs were taken into consideration, and communication was established with lawyers.
- Customers on the registration list who stated that they could not attend but contacted us were called.
- We got in touch with the colleagues we met at the event.
- All the work done during the preparation process was compiled to prepare the event report.



UK Team Feedbacks

Customers Profile

37 customers visited us during the event mostly with their partners. They were mostly high-profile and educated people. Only one of them insisted on a resident permit. Who was from Afghanistan.

Most of the funds are not ready yet. Many of the clients would like to sell their properties in Turkey and invest in the UK. However, I've suggested to this client to invest in late-completion projects. They liked this idea because of the payment terms.

During the busy time, unfortunately, we could not look after the buyers as much as used to. However, most of them were very understandable. We will catch up with these buyers via online meetings or phone calls. I am expecting min 5-6 client visits in the June-July term. Basically, we filtered the projects for them, and they will come to London for a final decision.

The common questions are from the buyer,

- AML process
- Solicitor process
- Mortgage
- Management-Letting process

I am planning to schedule webinars for upcoming months regarding these matters.

We made 2 successful reservations during the event. These clients are doctors, and they would like to make all their investments in London because both are moving to London soon. They are cash buyers and they asked me for more investment projects. I will work with them closely. Because the last day they visited the event for payment, and they brought another friend for information. Tolga Bey mentioned that he refers me to another doctor friend.

In my opinion, because of less stuff from Berkeley's side and our arrangement, we could be more effective. I believe we should schedule our buyer's time and filter them. For example, who would like to get general information we could inform them about the event details. Because there were some cash buyers and I prefer to spend more time with them.

Location

The event placed in one of the biggest hotels in Istanbul. The hotel staff was good, and they provided coffee-tea and snacks. This was good because buyers were keeping their self busy with this. However, the project area was small.

Berkeley Group

The individual sales team were good they worked a lot, and we passed them a lot of buyers. I did not hear any negative comments about them. However, the international team leaves us to finish the job.

I mean, if we don't ask them to help, they prefer to not. I believe they were less stuff. Therefore, clients must wait for longer. Even some projects have a queue. This was not looking very professional. Also, they did not chase the agencies. It seemed like only the agencies were trying to make sales.

Competitors

Too many agencies joined the event. There were some corporate agencies however, most of them were individual. I believe we were one of the best agencies who brought too many customers. However, these were individual agencies that were trying to steal the clients. I realized it twice and stopped them. But in this busy environment, I am afraid to lose some buyers. Therefore, I requested additional staff from the Istanbul office.

Oxo Investments: Only Omer Bey joined the event, and he brought a few buyers. He does not seem too busy.

Just Us Global: Ayse Hanim joined the event by herself. She did not bring too many buyers too. She mentioned that she did this purposefully. Because she knows these small agencies can steal the buyers.

Entrolon: They joint the event with almost all staff; however, they did not have so many buyers.

Ingiltere Investments: He seems so ready for this event. However, he did not have so many customers and I noticed him a few times speaking with other agencies buyers. His attitude wasn't suitable for Mandarin and these high customers.

Atlas Global: She was partly busy. Mouna informed me that she is giving her phone number to one of my buyers. I stopped her there, then she said I thought that she does not have an agency etc. Next day, I realised her colleague was doing the same.

Gred: They did not join.

Also, there was another agency that I never know.

Londonist Investments

Me and Isil were there for 3 days.

We start early and finish latest when you compare it with the other agencies. We made our lists prepared and get ready for daily for our customers.

Hakan bey, Fulya hanim and Ummuhan joined us on the first day. Ummuhan was there all day on Friday, and she assisted the buyers. Hakan bey also helped us on the first day too.

On the second day, we were only with Isil.

And the final day; Isil, me, and Hilal. Hilal made the buyers busy during the event.

We gave our clients our gifts and they liked them. Also, we exchanged our business cards.

Isil worked extremely hard for this event, and she was close to Leila (who registers the buyers) She checked our register list with Leila daily basis. The clients liked this attention too.

Yasemin Öztürk

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INVESTMENTS

THANK YOU

