



Verified Buyer Leads & Performance Marketing for Real Estate (Brand owned by beeQ Media labs Pvt. Ltd.)

Business Proposal | India (All Major Cities)

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1. Executive Summary

Admavic is a real estate lead generation and performance marketing company that provides verified, high-intent buyer leads across India. We help builders, brokers, channel partners, and property consultants get genuine buyer inquiries using Google Ads, Meta Ads, and high-converting landing pages. Unlike most lead sellers, we do not provide random or recycled data. Every lead is checked through OTP verification and internal screening to ensure better quality and higher chances of conversion.

Our goal is simple: deliver verified buyers, reduce marketing waste, and improve your ROI.

2. About Admavic

Admavic works as a growth partner for real estate businesses.

We generate leads through:

- Google Search Ads (high-intent buyers).
- Meta Ads (reach and remarketing).
- Landing pages with strong conversion flow.
- OTP verification.
- Internal checking and filtering.
- Live reporting and transparent delivery.

We focus on quality and real buyers, not just lead quantity.

3. Common Problems in Real Estate Lead Generation

- Most real estate businesses face these issues:

- Too many fake or junk leads
- Repeated and recycled leads
- Poor buyer intent (low conversion inquiries)
- No transparency in delivery
- Sales team wasting time on wrong leads

This increases your cost and slows down closures. **Admavic solves this by delivering verified and filtered buyer leads.**

4. Why Choose Admavic?

Premium Demand Systems, Not Lead Selling

Admavic is not a lead vendor. We work as a growth partner.

We don't send random inquiries or recycled data.

We build a system that generates fresh, verified, trackable buyer demand.

Our performance engine includes:

- High-intent keyword targeting.
- Conversion-focused landing pages and funnels.
- Real-time reporting and tracking.
- Buyer filtering and qualification layers.
- Scalable campaigns city-wise.

Our goal is simple:

Build a predictable pipeline that turns inquiries into site visits and bookings.

Lead generation and data packages

Package	Price/Month (₹)	Duration	Budget Segment	Verification	Sharing	Audience	Quality
Bronze	15,000	Min 3 Months	Any	OTP Verified	10 Buyers	Brokers + All Enquiries	Standard
Silver	30,000	Min 3 Months	Any	OTP Verified	5 Buyers	Brokers + All Enquiries	Good
Gold	50,000	Min 3 Months	Below ₹1 Cr	OTP + Internal	3 Buyers	Genuine Buyers Only	High Intent
Platinum	75,000	Min 3 Months	Above ₹1 Cr	OTP + Internal	5 Buyers	Genuine Buyers Only	Premium
Diamond	1,00,000	Min 3 Months	Above ₹2 Cr	OTP + Internal	Limited	Ultra High Intent	Ultra Premium

PACKAGE WISE DETAILED EXPLANATION

1. Bronze Package:

This package gives you fresh OTP verified leads, but it includes everyone—brokers, window shoppers, and normal enquiries. Since it is shared with 10 buyers, you need fast calling and follow-up.

-Helps you generate high enquiry volume at low cost and build pipeline quickly.

2. Silver Package:

Same as Bronze, but leads are shared with only 5 buyers, so competition is lower and response rate is better. It still includes brokers and mixed enquiries.

-Helps you get better conversion chances while still maintaining good lead volume.

3. Gold Package:

This is a premium package for properties below ₹1 Cr. Leads are OTP + internally verified, and brokers are removed. Shared with only 3 buyers, so leads stay fresh and actionable.

-Helps you get serious buyers with higher closing probability.

4. Platinum Package:

Designed for projects above ₹1 Cr. Leads are double verified and filtered for genuine premium buyers. Shared with 5 buyers, so it balances quality with consistent volume.

-Helps you reach luxury customers and generate strong high-ticket enquiries.

5. Diamond Package:

This is the highest package for properties above ₹2 Cr. Leads are strictly filtered, double verified, and shared on a limited priority basis. These are high-intent luxury buyers.

-Helps you get ultra-premium prospects and maximize chances of big-ticket closures.

Dedicated Commercial Campaign (Project-Based Lead Generation)

(Office | Retail | Industrial | Warehouse | Showrooms)

This is a dedicated commercial lead generation campaign designed for sellers who want fresh, project-specific buyers through performance marketing.

We create and run a full funnel system using Google + Meta Ads, targeting business owners, investors, startup founders, franchise buyers, warehouse seekers, and retail buyers.

Each campaign is built only for your specific commercial project, ensuring better buyer relevance and higher closure probability.

Lead delivery is done daily through a live Google Sheet, updated by our internal team.

Commercial Campaign Pricing & Details

Campaign Details

Particulars	Details
Campaign Type	Dedicated Commercial Project Campaign
Property Segments	Office, Retail, Industrial Warehouse, Showroom
Platforms Used	Google Ads + Meta Ads
Funnel Strategy	Customized landing + targeting based on project
Lead Type	Fresh Leads Only
Delivery Format	Live Google Spreadsheet (Daily Updated)
Daily Lead Delivery Cap	3–10 Leads/Day (Depends on City & Segment)
One-Time Setup Cost	₹25,000 + 18% GST
Minimum Ad Budget Required	₹1,00,000 (Paid directly to Meta/Google) +18% GST
Monthly Campaign Management Fee	₹12,000 (Base Service Fee) +18% GST

Estimated Lead Cost by Buyer Budget

Buyer Budget Range	Estimated Cost Per Lead
Up to ₹50 Lakhs	₹400 – ₹550 per lead
Up to ₹1 Crore	₹700 – ₹900 per lead
Above ₹1.5 Crore	₹1,200 – ₹1,900 per lead

Service Fee Slab (Based on Monthly Ad Spend)

Monthly Ad Spend	Service Fee %
₹1L – ₹3L	12%

Service Fee Slab (Based on Monthly Ad Spend)

Monthly Ad Spend	Service Fee %
₹1L – ₹3L	12%
₹3L – ₹5L	8%
Above ₹5L	5%
Above ₹10L	3%

*** For highly precise location targeting, you must choose the Dedicated Campaign option.**

*If you want GST to be paid on Google Ads under your company name, you must submit the following documents so we can get your Google Ads account approved under your company billing details:

- RERA Certificate
- MOU (between your company and our company)
- Channel Partner Certificate with any builder

What This Campaign Delivers?

- Fresh commercial buyer enquiries (campaign-based).
- Google + Meta ads execution with daily optimization.
- Project-focused targeting & funnel setup.
- Daily lead delivery through live tracking sheet.
- Transparent reporting with consistent lead updates.

What We Need From You (Mandatory Inputs)?

To run successful lead generation campaigns, please provide:

- Full Property USP (Why should someone buy this property?).
- Verified Project Images (Exterior + Interior + Amenities).
- Property Walkthrough Videos (Reduces CPL by up to 25%).
- Floor Plans, Master Plan & Brochure.
- Exact Location + Nearby Landmarks.
- Builder / Developer Profile & Credibility Details.
- Pricing Range & Available Configurations.
- Offer or Payment Plan (if available).

Important: The more detail you provide, the lower your lead cost & the higher your conversions.

Lead Details You Receive

Each lead includes the following:

- Full Name.
- Active Mobile Number + Email.
- City or Location Demand.
- Lead Source (Google / Meta).
- Requirement Type (Residential/Commercial).
- Verified OTP Status.

Lead Targeting & Filters. We can filter buyers based on:

- Location preference.
- Property type.
- Budget category.
- Buyer purpose (Self use / Investment).
- Timeframe (Immediate / 3 months / 6 months).

Frequently Asked Questions:

Q1: Are these leads guaranteed to convert into sales?

No lead provider can legally guarantee sales. We guarantee authentic real buyer inquiries, not closings. Conversions depend on follow-up, pricing, project location, urgency & negotiation.

Q2: Are these leads shared with other clients?

Fresh leads are exclusive and never shared with others. However, old data packages may contain leads that could be contacted earlier by others, but still valid for remarketing.

Q3: Will I get leads from the exact city I want?

Yes, geo-targeting is available.

- You can specify: Country → State → City
- Area/locality targeting
- NRI audience targeting.

Q4: How do I increase my closing rate?

- Call within first 5 minutes
- Use WhatsApp follow-up
- Offer site-visit opportunities

- Use drip email + video walkthroughs
- Have pricing clarity & financing options

Q5: What is your mode of payment?

UPI, Bank Transfer, or Invoice-Based Payment.

Terms & Payment Policy

- All pricing is exclusive of 18% GST
- Only online payments accepted (UPI / Net Banking / Bank Transfer)
- No cash payments accepted
- Cancellation policy: 45% deduction applicable
- Refunds processed via online mode only

Final Note (CEO Statement)

If you want consistent real estate leads, the market does not reward average marketing. It rewards precision, tracking, and execution speed.

We build campaigns that produce daily enquiries, maintain CPL control, and scale city-by-city with complete transparency.

If you approve, we can begin onboarding immediately.

Special Clause (Builder / Project Payout)

Direct Builder / Project-Based Campaigns (Special Clause)

For direct builder or exclusive project-based campaigns, both the service provider and the client agree to a mutually negotiated payout of **3%–4% (negotiable)** of property value

The payout terms must be defined in writing before campaign execution.

Payout becomes applicable and payable upon **25% booking amount received** from the customer/party.

The MOU must be duly signed, and all legal documentation must be notarized by both parties and remain valid under the laws of India.

Additionally, the builder's sales CRM must be shared with Admavic by the first party.

Contact & Next Steps

Contact & Onboarding

Leadership

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